

THE INFLUENCE OF SOCIAL MEDIA IN TEACHING AND LEARNING ACTIVITIES

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Abstract

Social media in the modern important role for the life of the community, especially students. Social media becoming an efficient means to help someone looking for information and communication, especially in the teaching and learning activities. Social media sticking to the students to the attention of researchers to conduct research related to this issue. In particular, this study aims to look at the influence of social media in learning activities. To achieve these objectives, the counterposed the question of how the influence of social media in learning activities. This study uses a quantitative approach to the form of survey research. The data obtained through questionnaires, documentary studies, and literature study as supporting data. Researchers revealed that there was a significant effect of the use of social media in learning activities. In concrete, forms of social media are commonly used in teaching and learning activities are blogs and yahoo mail. Blog is short for web log which means it is a form of application / web service created to allow a user to publish information it holds through the writings contained in a posting. While Yahoo mail is a provider of electronic mail (webmail) from Yahoo !. It is the largest provider of electronic mail on the Internet, with millions of users. To take advantage of blogs in teaching and learning activities ie by filling out a menu on the blog with lesson materials to format text, images, audio or video, resulting in a good interaction between teachers and students. The conclusion of the study, teaching and learning activities teachers can position themselves to get closer to the students without borders and distance, besides the students more active and independent in learning activities. This shows that social media is very influential in teaching and learning activities

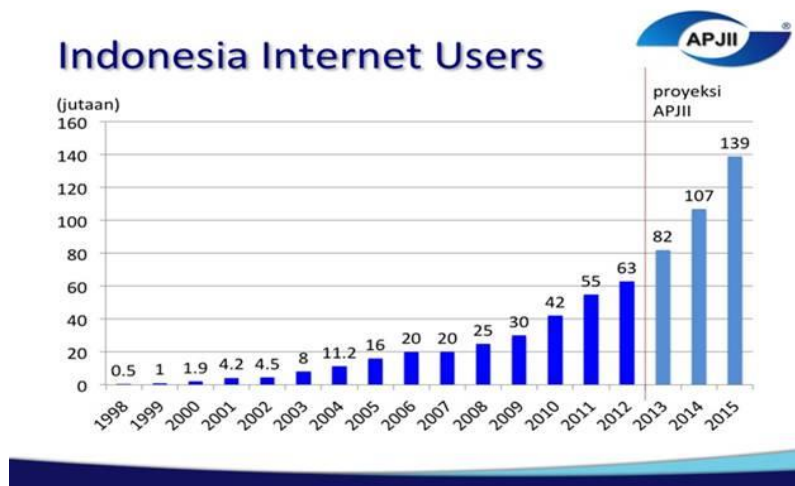
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PRELIMINARY

Citizens Indonesia is no stranger to using the Internet as their needs. Thanks to new technologies such as the internet all human needs can be satisfied from the need to socialize, access the information until the fulfillment of entertainment. At present, its presence is used as a social media community (Baidu, 2014: 15). Communities can freely share information and communicate with people without having to think about the barriers in terms of distance and time.

Social media by Andreas Kaplan and Michael Haenlein, defines social media as "a group of Internet-based applications that build on the ideological and Web 2.0 technologies and that allows the creation and exchange of" user-generated content ". The rapid development of social media now because everyone could have their own media. If to have a traditional media such as television, radio, or newspaper required substantial capital and labor that much, then another case with the media. A user can access social media using social media to the Internet network to which access is slow even though, without great expense, without expensive tool and do its own without employees. Social media users can freely edit, add, modify either text, images, video, graphics, and various other content models.

Based on the graph obtained from APJII (Indonesian Internet Service Provider Association) in 2015 that we can see the internet (social media) in Indonesia, possess a significant increase.



It is undeniable that social media has an important role in society, especially in teaching and learning. The ease of interaction is the main reason to use social media. Besides the importance of education for the next generation needs their attention to the increasing use of social media in this era of modernization.

Users of social media growing very fast and has changed the shape of people's lives, especially students in Indonesia. Various reality of modernity in fact easily found even on a daily basis is provided either by the family, the community and the world of information. It is inversely proportional to the learning process in Indonesia that most still use traditional media that could be considered saturated. It can affect the teaching and learning activities of students because of their inferior to modern times as it is today.

The participation activity of students in the learning means indicates better performance. This is in accordance with the disclosed Schuler and Jackson's (1997: 354) that:

Individuals show better performance when they are actively involved in the learning process. Aid organizations in this field can range from driving active participation in classroom discussions to set up several programs to help change key strategies. The important thing is to connect people with learning through active participation, so that individuals remain more alert and more likely to feel comfortable.

Students in this era tend to use social media is becoming commonly used in teaching and learning activities such as use Yahoo mail and blog. Blog is short for "web log" which is a social media that allows users to upload the daily activities, each comment and share, either another web links, information, and other (Nasrullah, 2016: 41). This blog has functions or benefits that are very diverse, ranging from just a form of a diary, media publicity in the form of a political campaign, through media programs and corporations more upscale. While Yahoo mail is a provider of electronic mail (webmail) from Yahoo !. It is the largest provider of electronic mail on the Internet, with millions of users.

In the process of teaching and learning by using blogs and social media yahoo mail became commonly used. This is evident when teachers provide opportunities for students to take notes, attach tasks and works that have been created by generating a personal blog. While the form of matter or teacher commands sent via email (Electronic Mail) using yahoo mail as an intermediary.

The use of social media in learning activities will certainly have an impact on users, including students, whether positive or negative impact. Students are able to use social media well and students who are not able to use social media properly will certainly appear in the teaching and learning activities. Therefore, researchers interested in conducting research. The title of the researchers asked was "EFFECT OF SOCIAL MEDIA ACTIVITY IN LEARNING"

The Nature of Social Media **Understanding and Social Media**

Advances in technology and information as well as the increasing sophistication of the devices manufactured by the industry as presenting "world in your hands". This term is aligned with what is expressed by Thomas L. Friedman (2007) as the world is flat that the world is getting flat and everyone can access anything from any source. Related to that, then comes the internet and media such as social media becomes more dominant.

Media tend to be closer to the masses because of its looks from the various theories that arise in mass communication. However, all the existing definitions have the same tendency that when mentioned the word "media", which appears at the same time is accompanied by technological means. Regardless of the perspective view of a shaped media and technology, disclosure of the word "media" can be understood by looking at the communication process itself (Meyrowitz, 1999; Moores, 2005; Williams, 2003). While the word "social" in social media in theory should be approached by the realm of sociology. As diungkapkanoleh sociologist Durkheim, social referred to the fact that the social (the social as social facts) that each individual act that contributes to society. This statement confirms that in fact the media and all software is social in the sense that both are products of social processes. (Durkheim, 1982: 59 in Fuchs, 2014: 38).

Based on the social theory developed by Durkheim, it can be concluded that social media seen from the development of how the individual's relationship with the media. In contrast to that put forward by Van Dijk in Fuchs (2014: 35-36) that social media is a media platform that focuses on the existence of the user who facilitate them in activities and collaborate. Therefore, social media can be seen as a medium (facilitator) strengthens a relationship between users online at once a social bond.

Types of Social Media

There are six major categories to see the division of social media, namely:

a. Social networking media

Social networks are the most popular medium in the social media category. According to Saxena (2014).

"Social networking sites are the most popular social media. Social media allows members to interact with each other. The interaction occurs not only on text messages, but also including photos and videos that might attract the attention of other users. All posts are real time, allowing members to share information as to what is happening".

Examples of social networks such as Facebook, Friendster.

a. An online journal (blog)

Blog is a social media that allows users to upload daily activities, each comment and share, either link, web, information and so on. At first blog is a form of personal site that contains a collection of links to other sites that are considered attractive and updated every day, the subsequent development blog contains many journals (writing everyday personal) media owners and there is a comment field that can be filled by a visitor (Blood, 2000).

b. Simple online journal or microblogging (microblogging)

Microblogging is a type of social media which facilitates the user to write and publish their activities and or opinion. The presence of this type of social media refers to the emergence of Twitter that only provide a certain space or a maximum of 140 characters. Just like any other media, Twitter users can network with other users, disseminate information, promote opinion / view other users.

c. Media sharing (media sharing)

Media sharing sites (media sharing) is a type of social media facilitates its users to share media, ranging from documents (files), video, audio, pictures, and so on. Some examples are the shared media Youtube, Flickr, Photobucket, or Snapfish.

d. Social bookmarks (social bookmarking)

Social bookmarking is social media that works to organize, store, manage, and search for specific information or news online. On development, social bookmarks sites were not just provide information. Social media is even also contains information on how many web that contains the content that has been accessed. Some of the popular social bookmarking site is delicious.com, StumbleUpon.com, Digg.com, Reddit.com, and for in Indonesia there LintasMe.

e. Media content shared or Wiki

Social media sites whose content is a result of collaboration of its users. Similar to a dictionary or encyclopedia, wiki brings to its definition, history, up to a reference book or a link on the word. In practice, the explanations etrsebut Apra done by visitors. That is, there is collaboration or working together of all visitors to fill in the content of this website.

1. Characteristics of Social Media

Social media has the following characteristics:

- a. Messages are conveyed not only to one person but can control every aspect of many examples of messages through SMS or internet.
- b. Messages are conveyed freely, without having to go through a Gatekeeper.
- c. Messages conveyed tends to be faster compared to other media
- d. Recipients of the message that determines the interaction time

There are so many benefits of social media. Almost everything is always related to the social media. Learn, work, recreation, business, break, marketing, all work with social media. But there is one thing which we will discuss more deeply. Namely the importance of social media for an online business. Social media is one determinant of the success of a website or blog. Social media can connect the information with readers. Social media plays an important role for business growth. Especially in the United States, almost all sectors are always in touch with social media. there are some benefits of social media to be the authors explain in this article, which include:

a. Social Media for Education

Social media can help us in learning. We can get together with a community without having to get out of the house. We can ask others without us having to know who that person is. Through the media share, we could get a new science. Much more information that we can get for uptodate from time to time.

b. Importance of Social Media for business

Social media plays an important role in the business world. Social media is able to replace the role of television. We can market our products freely through social media. We can capture more customers through social media. Facebook, Twitter, Google +, has proven the importance of social media in the business world.

c. Importance of Social Media in the World Traveling

Maybe some of us are too busy, so we rarely travel. From our busyness, we need information on places of interest to visit. Social media can help us to find places of interest. Example, majority of the US population does not know what "BALI". But when someone traveling to Bali, then he uploaded the photo to social media, anyone else can know what kind of Bali in Indonesia. Through the photo is uploaded, there will be more people who know about how beautiful Bali, Indonesia.

e. Social media at work

Social media also plays an important role in a job. We can announce changes to the work schedule of social media. The advantage of using social media is, Internet, up to date, and easy. We do not need to do sms to many people, or many people would call when there is a change in the work schedule. We could do it in Social media.

But in fact social media is also widely used for evil. of the few cases that have been experienced in this world so much evil ever experienced by humans using social media. Although the media is considered a sophisticated but still make very harmful effects for the user anyway. Among a fraud and baby-selling. This is one case among thousands of cases of social evils.

Social Media in Teaching and Learning Activities

The use of social media among the people of Indonesia as the research shows that the average internet user in Indonesia spent nearly 3 hours to get connected and surf social media (Nasrullah, 2016: 12). Most of these users accessing social media via mobile devices. And what about the young people in Indonesia?

Indonesian teenagers today so synonymous with mobile phones in the hands of almost 24 hours. What's been keeping them? None other than the online world, from social media such as Facebook, Twitter, Youtube, to instant messaging such as Line, Whatsapp, WeChat, and fuel. Teens Indonesia arguably dominates the number of users of internet services. Results of research conducted High School State Code (STSN) Indonesia together with Yahoo shows, among adolescents aged 15-19 years dominate internet users in Indonesia (64%).

Teen learning styles in the current era of very vulnerable distracted. While I was studying, chatting call from a friend is always strong disturbing. Not to mention the habit of writing status or Twitter when learning, either being studied or complain of hard lessons.

Psychologically, it is social media such as a double-edged knife. He can increase and decrease student achievement, depending on how its use. For the digital generation, the theory of "six degree of separation" that underlie the development of social media is their bridge to gather as much information

and from anyone. Only question is, with the 'explosion' of information so much, how to influence their learning process?

'Explosion' of information, it can actually result in increased apathy digital generation, especially in the context of learning achievement. The use of social media without control, will result in students forget their main task at school and chose to enter the virtual world without limits. But this we can not make a conclusion, social media also have a positive impact on teaching and learning. When viewed from the perspective of the user, social media also helps in teaching and learning, such as yahoo mail, google mail, and blogs. Through yahoo google mail and mail it easier for students to receive the information provided by the teacher, especially in the provision of learning materials. Without the limits of distance and time, students can ask about the learning materials that are not understood by the teacher. It is very easy for students to carry out teaching and learning activities.

Other social media that help in the process of learning is a blog. Through the media blog, students can load the results of their work to share the link. It makes the students more creative and active in using social media, of course, the teacher pengawas related subjects. It can be concluded that the influence of social media in learning activities.

METHODOLOGY

The method used in this research is quantitative approach with survey forms. The data obtained through questionnaires, documentary studies, and literature study as supporting data.

RESULTS AND RESEARCH

Based on the results of a survey that has been conducted in five areas of Jakarta, researchers found the influence of social media in learning activities. This is evident from a questionnaire given to students. The questionnaire results showed a good push on the role of social media in teaching and learning. In concrete, when students are introduced to social media consisting of yahoo mail, google mail and blogs, the students more active in teaching and learning activities. In the absence of distance and time, students easily ask questions to the teacher regarding the material that has been discussed. On the other hand, teachers feel the ease of communicating with students, especially the students who are introverted. Apart from that, both teachers and students should be supported by the internet.

From the results of the survey, also found a weakness if the use of social media in learning activities. Weak internet facilities and the unavailability of a computer or laptop makes students are not excited in using social media. This will adversely affect the admissions process terhadap learning materials.

CONCLUSION

Social media in this era have been ingrained in almost all walks of life. Various needs such as communicating with friends, relatives, provide information about the work or even school assignments succession using social media as a tool.

In the teaching and learning activities, social media has a significant influence on student progress. Judging from the positive impact, the influence of social media to make students more active, creative, independent and develop their potential. While the negative impact students more often use social media to play than learning.

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