What Is social media for? A Case Study of Social Media Use and Its Effects on Student Achievement

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Abstract

Social Media is a communication tool or information that allows users to have conversations, exchange information or express ideas. But this social media has become a very frightening scourge for some students, especially those who abuse social media not for the sake of learning. Social media is very influential for students to support learning achievement. Therefore, the purpose of this study is to see the influence / impact of the use of social media on student achievement. This study uses a quantitative research design, by applying normality and correlation tests to each variable. In this study there were 25 class XI students from SMK Negeri 2 Tourism Merauke, South Papua who were the subjects of the study. Data collection, carried out using observation and questionnaires. As a result of research, the use of Social Media such as Instagram, Facebook, Twitter, YouTube, WhatsApp is proven to affect student achievement. However, it depends on the goals of each student, if users use it positively it will have a good impact on student learning achievement, but on the contrary if it is used just by playing and cannot divide time to learn then it is likely to have a bad impact on student learning achievement.

Keywords*: social media, Learning Achievement, Correlation, Case Study*

Introduction

Education is a vehicle to educate the nation's life (Liando et al., 2023). With education, it is expected to produce qualified and responsible humas who are able to meet future progress. According to the form, education can be divided into two, namely: formal education and non-formal education. Formal education is education that takes place regularly, stratified and continuously. And carried out by formal institutions such as schools (Lumentut &; Lengkoan, 2021). Meanwhile, non-formal education is education that is carried out in a certain way but does not follow strict

arrangements (Liando et al., 2022). In the educational process, learning activities are the most basic activities. This means that the success or failure of achieving educational goals depends a lot on how the learning process experienced by students as students.

Education at this time must be carried out regularly and systematically in order to provide the best results. Tatipang et al., (2022) said that education that is able to support development in the future is education that is able to develop student potential, so that those concerned are able to

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have and solve the educational problems they face. To realize good education, universities as places of learning activities must always improve their quality and quality. The learning process in higher education is followed by measurement and assessment of learning achievement. Student learning achievement can be influenced by 2 factors, namely internal and external. One of the external factors that affect student learning achievement is information and communication technology (Social media) (Suryaningsih, 2019).

The development of advances in communication technology in this era of globalization takes place so rapidly, that experts call this phenomenon a revolution in technology. In Indonesia, the use of technology has become part of daily activities (Agustiah et al., 2020). Technology can make it easier for humans to communicate and obtain information that can facilitate their activities. Information and Communication Technology as part of Science and Technology (IPTEK) in general is all technology related to retrieval, collection, processing, storage, dissemination, and presentation of information.

In today's era of globalization, the development of science and technology is increasingly sophisticated, the rapid dissemination of information and easier access to telecommunications can be found on several social media such as youtube, instagram, facebook, whatsapp, google, wikipedia. Cutting-edge communication technology has created the so-called "world public" (Ermida, 2021). That way the development of communication technology is increasing and causing anxiety about the effects of social media caused to the general audience.

In the development of social media, education in Indonesia has also developed and the impact is that now many educational activities involve social media (Pranyoto &; Geli, 2020). From the center to every school, many use online information systems that can be accessed by every person in charge who

handles information and then disseminated. For social media today it is very easy and can be reached by anyone, anywhere, and anytime (Eka et al., 2019). For example, now almost all communication tools such as mobile phones already have applications which of course have social media in it that makes it easier for users to browse the internet.

Kurniawati, (2020) said that Social media is a medium on the web that allows clients to introduce themselves and mingle, participate, share, talk to different clients, and compile virtual social securities. Meanwhile, according to Sholekah & Wahyuni, (2019) characterizes web-based media as follows: "social media is a new set of communication and collaboration tools that enablemany types of interactions that werepreviously not available to the common person" (social media is some other correspondence arrangement and exertion gadgets consisting of which have various types of associations that ordinary people cannot reach). A successful preparatory program cannot be isolated from the effects of different sections, one of which is the openness of the office and adequate structure.

Creative progress in innovation is an undeniably unique marvel of quality and has turned into a significant prerequisite for today's culture. Information progress during the period of modernization and globalization takes an important part in various fields (Rosalia Isnaeni &; Radia, 2021). One of them is in the field of training (Sholekah &; Wahyuni, 2019). The learning or preparation process in the training domain is increasingly undergoing improvements or changes, to support this school so that individuals in Indonesia can compete and have decisions to face the changes that occur from now on.

Today the most significant media and has the widest organization is social media, which connects one technology to another. Utilizing the web today is very simple and can be reached quickly by anyone, anywhere, anytime without being limited by reality (Irfan et al., 2019). For example, nowadays almost all devices in particular, such as mobile phones now have apps

that make it easier to drive on social media. This innovative advancement has encouraged the emergence of various local media, such as Facebook, Twitter, Youtube, Instagram, and others (Madhani et al., 2021). The abundance and breadth of web-based media makes web-based media clients consider using it not only to transfer photos, download movies, update status, and others. However, individuals who want to take advantage of web-based media try to create sites that can be utilized. for online business, Training to make mistakes.

Social media is not only used as a tool of correspondence and cooperation, but also as a tool of self-articulation and self-marking (Ramadhana, 2020). Alongside innovative advances, there are many media that people can use to use as correspondence methods, such as social media, which combine to offer messages to many web-based media clients themselves, specifically as news (data), images (photos), and interfaces. video. Nugraha et al., (2020) and Widiasih et al., (2018) said that one of the web-based media that is widely used by students today is social media. Social media is a typical media, this media is an electronic media that must be seen or heard. There are so many clients of this online entertainment, especially students. Students like to take advantage of this online entertainment considering the fact that for them this electronic medium can connect with them when they are deadlocked (Nugraha et al., 2020). The presence of online entertainment provides entertainment to everyone to reduce fatigue or weakness. They can laugh cheerfully when using electronic media. One thing that makes them laugh with passion is online entertainment. Why is that? Because through virtual entertainment, everyone, especially students, can see various accounts with various kinds of melodic verbalizations.

Social media can be allowed for students if it can be used to find positive information and can be useful in learning, now almost all students tend to use social media access but there are also some students who use social media not for their learning needs but instead look for other information. The worst impact in the world of education that may result from social media is the decline in students' awareness of learning and affects their learning achievement (Setyaningsih et al., 2020). Learning achievement is a learning result from what is achieved after following the process of learning activities.

Learning achievement can also be shown in the form of numbers or values, to obtain the achievement of learning achievement requires a maximum effort. Widiasih et al., (2018) stated Moreover, in teaching and learning activities, a process is needed to organize, organize the environment around students so that they can grow and encourage students to carry out the learning process. If in learning students cannot follow it well and are not focused, how can learning objectives be achieved and realized properly. Many problems are caused if students use it both from social media not well in real life, let alone the impact on the field of education, namely students become lazy to learn, often access those that are not for learning materials, what is seen on social media is imitated in their social life such as soap operas, Korean dramas and so on, students' interest in following lessons also decreases from all that makes learning achievement Students are declining.

Reduced learning time experienced by students themselves due to too frequent use of social media so that curiosity arises and never misses investigating cyberspace (Setyaningsih et al., 2020); (Pambudi et al., 2019); (Novita et al., 2019). When learning activities take place, there are students tend to think about the response of other users in a status written on one of the social media Instagram or Facebook so that they experience slow learning or the learning process can be hampered. What happens is usually that students no longer like one of the subjects, making students unwilling to learn and tend to play social media to entertain themselves when experiencing anxiety. If all that has happened and students experience a decline in learning achievement and make him not regret his life cannot be far from social media. In addition, social

media makes students become affected by continuous chatting, not to mention the habit of writing in books that are very lazy and dependent on gadgets (Rismana et al., 2016); (Sepdyana Kartini &; Nyoman Tri Anindia Putra, 2020). The habit of complaining that is always expressed in social media wants to always be responded to and paid attention whether it's tweets about school life, family or community. The habits of these students are different from those of ancient students who had minimal social access.

Based on the description above, the influence of social media for students has consequences. One of them is student learning and achievement. The good and bad will be obtained from what the student does. Therefore, in this study, the formulation of the problem raised is how the impact of social media on the learning achievement of students in class XI of SMK Negeri 2 Tourism Merauke.

Method

This study used a quantitative approach using statistical data analysis. Kusumastuti et al., (2020) stated that the quantitative approach is a research process that displays data in the form of numbers and writing obtained directly from the field or research area related to the level of student achievement influenced by social media. In this study, the population is students at SMK Negeri 2 Tourism Merauke school, with a total sample from class XI of 25 students.

This study used data collection techniques in the form of: Observation and questionnaires. Observation: namely direct observation of the research location, which aims to obtain information to match its relevance to research (Liando et al., 2022). Meanwhile, questionnaire: is an arrangement of questions that are distributed to others with the intention that they are willing to give responses that are in accordance with the wishes of researchers (Liando &; Tatipang, 2022).

In addition, in this study statistical tests were applied using normality and correlation tests using SPSS. In the process, this statistical test is applied to each variable, namely the use of social media and student achievement. The test is carried out based on the results of questionnaires that have been filled out by students. Meanwhile, this questionnaire in its application uses four scales adapted from (Novita et al., 2019) with category matching criteria: (4=4.50–5.00: Very High, 3=3.50–4.49: High, 2=2.50–3.49: Medium, and 1=1.50–2.49: Low).
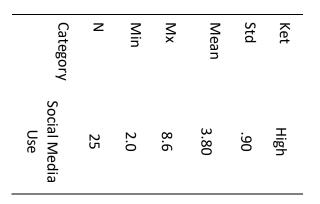
Findings and Discussion

The findings and discussion section presents the comprehensive analysis and interpretation of the collected data, shedding light on the key observations, patterns, and relationships discovered during the study. This section aims to provide a deeper understanding of the research objectives and address the research questions or hypotheses. By exploring the results in detail and engaging in a critical discourse, this section offers valuable insights and highlights the significance of the study's findings in the broader context of the field. Through an integrated approach of presenting the findings and engaging in a thoughtful discussion, this section illuminates the implications, limitations, and potential avenues for further research.

In this chapter, we will discuss the results of our research systematically. We will present our main findings based on the research questions that have been asked and relate them to the relevant literature. We will also provide an in-depth interpretation and analysis of our findings, as well as discuss their implications and relevance in a broader context.
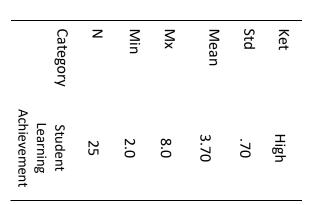
The results showed that the use of social media in SMK Negeri 2 Tourism Merauke, South Papua is very high and has the most social media, namely Facebook social media, where all 25 respondents have Facebook. Meanwhile, students who have Instagram as many as 15 people and other social media as many as 10 people. The intensity of social media use is on average every day using social media for 1 hour and the media used to open social media is a smartphone.

Table 1. Social Media Usage Data

Ket	Std	Mean	Mx	Min	N	Category
High	.90	3.80	8.6	2.0	25	Social Media Use

Based on the results addressed in table 1 above, it was found that the level of social media use of grade XI students of SMK Negeri 2 Tourism Merauke, South Papua was at a high level with a mean = 3.80. The next analysis is to see the mean level of student motivation, this can be seen in table 2 below:

Table 2. Student Achievement Data

Ket	Std	Mean	Mx	Min	N	Category
High	.70	3.70	8.0	2.0	25	Student Learning Achievement

Referring to the results of the analysis in table 2 above about the learning achievement of grade XI students of SMK Negeri 2 Tourism Merauke, South Papua, it was found that student learning motivation was at a high level with a mean = 3.70.

Table 3. Normality Test

Cat	Stat	Df	Sig.	Stat	Df	Sig
Social Media	.210	0	.002	.821	0	.00 0
Achieveme nt	.136	0	.164	.940	0	.10 0

From the normality test, it can be seen that the sig value for social media usage score data is 0.02 < α 0.05 means that the data is abnormal. While the sig value for achievement is 0.164 > α 0.05 means normal data. Thus, hypothesis testing is carried out with non-parametric statistical tests, namely Pearson correlation.

Analysis of the Influence of Social Media on Student Achievement

To determine the effect of social media use on student academic achievement, the Pearson correlation test was conducted. The results of the spearman rank correlation test are shown in the following table 4:

Table 4. Correlation Test

Correlation	Social Media	Achievement
Pearson Correlation	1	.890
Sig. (2-tailed)		.000
N	25	25
Pearson Correlation	.890	.000
Sig. (2-tailed)	.000	
N	25	25

The test results show that the value of ρ is 0.960 and sig 0.00 < α 0.05 means that there is an influence between social media and student achievement in class XI of SMK Negeri 2 Tourism Merauke. This, according to a statement from Madhani et al., (2021) with the internet social media is growing very rapidly. We can see this from the number of people who use social media. Not only teenagers, social media is also widely accessed by parents and children. Coupled with the many gadgets that are circulated on the market, it will certainly make it easier for everyone to access Social Media. Social media sites are very diverse types, from facebook, twitter, line, whatsapp, BBM, instagram and others. Of course, the media has an influence in both negative and positive terms.

Social media can be interpreted as an online media, where users (users) can access through internet-based applications in order to participate, share, and create content such as social networks, blogs, wikis, forums, and the online world supported by multimedia technology that is increasingly sophisticated.

Social Media is a communication or information tool that allows users to have conversations, exchange information or express ideas on a web (Aprilia et al., 2020). However, social media is included in the category of cyber media which if you do not use an internet connection cannot be connected. Every year internet users always experience an increase both nationally and internationally. From among students, there are also many social media users, especially now that many young people do not want to be outdated

Meanwhile, to have satisfactory learning achievement, learning effort is required. Sepdyana Kartini &; Nyoman Tri Anindia Putra, (2020) stated that Learning is a process of business activities that involve students learning so that an atmosphere such as learning events can occur carefully and bring changes in the behavior of students. Learning is a step or process carried out by educators with students involving interaction with each other in order to obtain knowledge, knowledge, and learning experience as well as the formation of attitudes to students.

A process of learning activities that occur in class must be conducive and calm (Rismana et al., 2016). A component needed to achieve a goal requires support from students and all members involved in the school. In learning, a process is also needed to organize, organize, organize the environment in the area of students so that they are encouraged and involved in learning process activities. Of course, all aspects are needed to meet the needs of students. When learning activities take place, there are also some differences experienced by students in the ability to digest learning material, namely being able to digest it and apply it in life and there are also those who experience slow learning in accommodating material.

In fact, in today's Indonesian era, many students when getting assignments from teachers use full access to social media from the internet, YouTube as a source of learning information (Pambudi et al., 2019). Learning related to digital social media is very helpful for students in the process of their activities. But it all depends on the behavior of students, whether they can bring the influence of social media to a better direction or even make it farther from good and even harmful.

Students who always want to find information to improve learning achievement are those who are willing to try in various ways to get it, what happens now is that many students use social media for their learning needs but if viewed further, this social media can bring a positive influence and a negative influence on the learning achievement obtained by students at school (Genta Cristiyanda &; Sylvia, 2021).

Based on the analysis that has been carried out on the use of social media of grade XI students of SMK Negeri 2 Pariwisata Merauke from 25 samples, there is a mean value of 3.80 which means that most students use social media. Based on interviews with several parents, it was explained that their children often access social media, especially Facebook, making them negligent in learning. This is in line with research conducted by Aprilia et al., (2020) in their scientific journal which states that social networks actually have more negative impacts on a person, so that they can influence someone in behaving and behaving outside the boundaries of normal people, such as showing off tourist trips, showing off speedometer speeds, photographing food, to cause "Dehumanization" which means someone cares more on the virtual world on the internet rather than the real environment around it.

Meanwhile, in this study, a learning achievement score with a mean of 3.70 was obtained which showed that the average was in the high category. This means that learning achievement can also be influenced by other factors, such as aspects of traits such as basic abilities, behavior and appearance, sometimes students become very active and sometimes the students we educate become

very quiet even these students have low motivation in learning, so motivation also affects learning achievement.

From the results of the analysis of both the normality test and the correlation test, it shows a high negative impact between the use of social media on student achievement in class XI of SMK Negeri 2 Tourism Merauke. However, the results of this study are not in line with a study conducted by (Madhani et al., 2021) which examined the influence of student activity in the Facebook social network on student learning achievement , where the results of the data analysis found a positive influence that is cynical between student activity in the Facebook social network has a positive influence on student learning achievement. So, with these different results, further research is needed on the influence of social media on learning achievement because there is previous research that shows that there is a negative correlation between the two.

In addition, this research is in line with the results of research from (Kurniawati, 2020); (Eka et al., 2019); (Pranyoto &; Geli, 2020) which concluded that the low intensity of accessing Facebook as part of student social media was followed by high motivation in learning. And vice versa, the more often students access Facebook, the lower the motivation to learn they have. There are several factors that cause this to happen, namely students who rarely access Facebook they will spend a lot of their time studying, and their study time is not disturbed by activities that make their study time trimmed, so that the motivation in learning they have increases and eventually their achievements and grades are good.

Learning motivation and student achievement can decrease due to the use of social networking sites (Febrita &; Ulfah, 2019). If students use social networking sites for a short duration, then most likely the remaining time can be used for studying. But on the contrary, students who spend more time using social networking sites, then the time to study will be reduced a lot. In this case, reduced student learning time will result in student achievement becoming less satisfactory. There needs to be special supervision for students who use social media, so as not to be complacent about spending time just to play with personal accounts on social media.

From the correlation test, the value of p = 0.000 means < α (0.05) which is 0.000 < 0.05 means there is a significant relationship. The Pearson Correlation score shows a negative value (-0.890) means that there is a negative relationship between social media use and learning achievement. From the results of data analysis, it was found that there was a negative impact that was opposite between the use of social media on student learning achievement. The opposite direction of influence can be interpreted by the higher the use of social media, the learning achievement of students will decrease, and vice versa the lower the use of social media, the higher the learning achievement of students. The negative influence is because researchers have conducted surveys in the field stating that social media, especially Facebook, is not used as a medium to achieve or obtain educational values for students. Instead, Facebook media is only used as a communicative, recreative tool and only to fill leisure time. So that it has an impact on decreasing student achievement.

By knowing the influence of social media on student learning achievement, teachers and parents can model and educate in the right way in order to limit and keep students in using social media and learning achievement remains at a good value, namely by giving direction to students, so that students are expected to limit the use of social media so that learning time can also be regulated as appropriate. The study findings interpreted that researchers proved that the influence of social media was negative on student achievement. This finding is in line

with opinion (Pranyoto &; Geli, 2020); (Eka et al., 2019); (Agustiah et al., 2020) stated that social media has many positive impacts, but it is undeniable that social media also has various dangers and negative influences, another impact is the high level of social media sites accessed by students when lessons are in progress. Social media can also adversely affect human health, especially the eyes and can harm the body, for example forgetting to eat and other activities. Social media can also cause humans to forget worship, therefore we must be able to divide time between the virtual world and the real world. Even though social media already exists, don't just stick to cyberspace so you forget the real environment, pay attention to the world around you and don't forget to interact. Based on the results of the data obtained from the analysis of the personality of students are very weak (very low).

Conclusion

Social media users influence students' academic achievement. This is evidenced by the statistical calculation of the prearson correlation test which shows that the value of ρ is 0.890 and sig 0.00 < α 0.05. The influence of social media on student academic achievement can be both positive and negative. This depends on the goals of each student, if social media is used as a tool to increase knowledge or one of the motivations to be more active in learning and not interfere with learning hours, the influence of sausage media on students' academic achievement may have a positive impact. Conversely, if you just play around and can't divide your time between studying and online, it is likely to have a negative impact on student academic achievement. Based on this conclusion, the suggestions for further research are: It is necessary to add samples taken to be more representative. The criteria for respondents are further clarified. Further research is carried out with different research objects.

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