

## The Benefits of Using Social Media in the Learning Process of Students in the Digital Literacy Era and the Education 4.0 Era

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### Abstract

The aim of this work is to investigate the potential benefits of using social media in education. The results of the analysis reveal that social media has many advantages in the learning process of students. The purpose of this paper is to explore the benefits of social media in education. Thorough examination has actually revealed that this online social media tool has many educational benefits. Indeed, it has been shown that social media enhances communication and interaction between students and between teachers and students. Thanks to this platform, teachers and students can now communicate with each other within or between classes. Social media is an effective way to promote student engagement to share ideas and to express their opinions in a more comfortable way. The advantage of social media applications is that they foster collaboration; given that they offer teachers and students a destination where they can bring their ideas together, social media can be used as a valuable educational tool capable of enriching the learning experience. Therefore, we recommend that educators use these online social communities whether learning is fully online, blended, or face-to-face.

Keywords: Social media, learning, students, digital literacy, Education 4.0

### Introduction

Social media is a platform where individuals from different places can connect and interact; it requires individuals to build an online profile to represent themselves to others in cyberspace. Statistics show that the majority of students use social media, particularly Facebook. According to Chasanah et al. (2022); Dashtestani et al. (2022) students spend at least thirty minutes on Facebook per day. In recent years the use of social media accounts such as Facebook, Snapchat, Instagram etc. has increased dramatically. It is said that a third of the world's population is active on social media. According to Prime et al. (2019); Purnama et al. (2021); Pangrazio, et al. (2020) The use of social media and its increase has created a new research platform and it became clear that there is a need to further examine how social media can affect various aspects of life, including adolescent self-esteem. To date, studies on the relationship between social media and

self-esteem have revealed that those who spend more time on social media report lower levels of self-esteem.

Social media platforms are widely used by students. Social media provides a digital platform for people around the world. It creates awareness among people to participate and share information online. This is caused by globalization and advances in digital technology. According to Fuady et al. (2021), Malay (2019); Roberd et al. (2022) The growth of social media in changing people's behavior, perceptions, and attitudes and the growth of online social technologies are driving audiences to become digitally friendly; changing user behavior from passive to active, non-participatory to participatory, and enabling previously unknown or untapped users. Therefore social media influences almost everyone in the universe whether individuals, businesses, and society and also provides equal opportunities to share thoughts, opinions, and information. While social media is a powerful modern communication tool, offering access to information and enabling limitless networking opportunities, there is also the potential for frequent negative impacts of using social media.

According to Durriyah et al. (2018);. Fuady et al. (2021) In recent years, the web has evolved from a distributed collection of information resources to social websites where people interact, share, and continuously update large amounts of information. According to Chasanah et al. (2022); Purnama et al. (2021); Pangrazio, et al. (2020) The rapid growth of social media, mainly due to technological factors such as improved software tools, and the development of more powerful computers and mobile. This type of media is becoming a ubiquitous and indispensable part of the daily lives of millions of people worldwide and has had a tremendous impact on every aspect of our personal and professional lives. Social media includes a variety of tools that integrate technology, social interaction and content creation. In this work, the analysis will be limited to the most popular types of social media. Given that a large number of internet users are teachers and students, social media seems to have greatly influenced the way we teach and learn. Therefore, the purpose of this paper is to examine the potential benefits of social media in education.

### Discussion

#### Social media

According to Pangrazio, et al. (2020) Social Media is online media that makes it easy for users to participate, share and create content including blogs, social networks, wikis, forums and cyberspace. Blogs, social networks, and wikis are forms of social media that are most often used by people around the world. But others argue that social media is online media that supports social interaction, and social media uses web-based technologies that turn communication into interactive dialogue. Other definitions of social media is a group of internet-based applications

that build on ideological and Web 2.0 technologies and which enable the creation and exchange of user-generated content. Social networks are sites where anyone can create personal web pages, then connect with friends to share information.

### **Benefits of Social Media**

Social media has infiltrated almost every field, including education. These online social networks are increasingly being used for different reasons not only by students but by teachers. Social media presents many educational advantages for both students and teachers and, hence, contributes in providing opportunities for further learning. These benefits are as follows:

#### **A. Social Media as a Communication Channel for Teachers and Students**

Studies have shown that the successful implementation of any learning experience depends on many things, one of which being effective communication between teachers and their students. If no proper communication between teachers and students is available, both teaching and learning will be difficult. For that reason, teachers need to constantly monitor students to become aware of the problems the latter are experiencing. The closer the teacher's relationship with their students, the more likely they are to be able to help students learn quickly and at a high level. In this regard, many schools are currently complaining about the erratic behavior of their students. Given that the majority of internet users are students,

use social networks mostly to keep in touch with friends, colleagues, peers and family, it is important to explore the possible benefits such networks can offer tools for modern education. Platforms can actually be used to enhance communication between different actors in the education system, namely Facebook, MySpace and Twitter, for example, can serve as backchannels for communication between students and between teachers and students within or between classes. and inform students about special lectures, panel discussions or guest speakers. Teacher-student interaction will definitely contribute to understanding various related learning difficulties and solving them in a shorter time. Social media can improve not only communication between students and teachers but also between students. The latter can use social networks to talk to each other about upcoming assignments or exams. They can get details from their classmates about the material to be covered on the test or the requirements for one or more assignments. If students are having trouble with a particular topic, they can go to classmates on social networking sites for help and follow them online. Likewise, with blogs involving contributions from multiple users, this collaborative tool can successfully increase interactivity among students

#### **B. Social Media as a Student Engagement Tool**

According to Tiffany (2019); Tohara (2021); Vinnie (2021); Yustika (2020) Social media tools are also an effective way to increase student engagement. As the social features of social media resources have attracted the attention of millions of people around the world, these same features are also able to draw students' attention to the learning opportunities provided by schools. A

student who hardly participates in class may be actively involved in co-building their learning experience with their teacher, collaborate with peers, and may feel more comfortable expressing themselves and sharing resources and ideas on Facebook, Twitter, or YouTube. Using tools like Google Apps for Education will allow students to have access to valuable learning resources regardless of time and place. In traditional classrooms, providing students with additional learning materials can be very expensive and logistically complex. However, using social media can enhance the learning experience. In fact, inviting students to participate in various learning activities available on social learning platforms will support engagement in the learning process by extending the amount of time students spend on their homework or related school projects. Additionally, given that many students often complain of boredom from many social media resources it can be used to engage or re-engage bored or shy students. Collaborative and participatory tools like Wikis, blogs, Google Docs can encourage students to become active participants or even co-producers rather than passive consumers of content. Based on several studies, the main factor that is often cited by students as the cause of their boredom at school is material that is not always interesting or relevant. However, several other students who were bored indicated that the source of their boredom was mainly due to the lack of interaction with their teacher. In fact, experience shows that learning methods that involve working and studying with peers are the most highly rated of all the learning methods teachers use. To combat classroom boredom and increase behavioral engagement, social media tools can be used to design learning activities that are social and interactive (e.g. discussions, debates, group projects, etc.). This will allow students to learn from one another and interact with others outside of school. In addition to promoting student-student interaction, social media can also be used to increase and increase the amount of interaction students have with their teachers by overcoming time and location barriers. As a result, students will have ample opportunities to ask questions, provide comments, and get feedback. Thus, they will have more opportunities to develop supportive relationships with their teachers.

### C. Social Media as a Collaborative Platform

Another important benefit of social media is fostering collaboration. Collaboration means working together jointly, intellectually, and socially to achieve common goals. Within the online learning community, collaboration refers to any instructional method in which students work together in groups towards a Common goal. Thus, collaborative learning can be viewed as encompassing all group-based instructional methods, including cooperative learning. Collaboration does not only ask students to be independent produce separate parts of a project; it actually means working together on a common task. Given the importance of collaboration in the learning process, a large number of social media tools serve as platforms for learners to collect and share information and resources from internal and external collaboration networks. Online learners, who can be students, educators, or other individuals in society, can thus produce their own learning content and take advantage of

collective knowledge. In this sense, social media is an effective tool for creating channels of cooperation between students and teachers and between fellow students.

In contrast to the classical learning model which tends to concentrate on individual learning processes, social media collaboration platforms allow individual shifts in thinking about energy and intelligence that can be produced collaboratively. Collaborative power content tools in their ability to offer a single purpose where people pool their ideas, check them out with their peers, and publish them in a way that can be revised and revisited. Research has shown that students learn better when they are actively involved in the process, and that students working in groups tend to learn more and retain it longer than in other instructional formats. Students' problem solving skills are often better enhanced in a collaborative environment. Social media actually allows students to work together on projects beyond the capabilities of an individual. This category of collaborative social media tools includes wikis, which are open websites or forums that allow multiple users to share and work on the same content. According to Vinnie (2021); Yustika (2020) wikis are suitable for collaborative writing because they are open to editing and review structures. Writers like According to Saputri et al. (2021); Sari et al. (2019) note that wikis are unique in that they blur the lines between author and audience by allowing multiple users to edit and add to the wiki. Often wiki annotations of additions and deletions with the author's name and the time and date changes were made, thus, making it possible for the teacher to verify the participation of various group members.

### Conclusion

The purpose of this paper is to explore the benefits of social media in education. Thorough inspection has actually revealed that this online social media The tool has many educational benefits. Indeed, it has been shown that social media enhances communication and interaction between students and between teachers and students. Thanks to this platform, teachers and students can now communicate with each other within or between classes. Social media is an effective way to promote student engagement to share ideas and to express their opinions in a more comfortable way. The advantage of social media applications is that they foster collaboration; given that they offer teachers and students a destination where they can bring their ideas together, social media can be used as a valuable educational tool capable of enriching the learning experience. Therefore, we recommend that educators use these online social communities whether learning is fully online, blended, or face-to-face. In this study, it can be found that the media literacy level of the two students communication and non-communication is at the middle level.

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