

The role of social media in student motivation and learning outcomes in the digital era

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The utilization of social media in education has become increasingly prevalent, offering both opportunities and challenges in the learning process. While social media platforms enhance communication collaboration, and access to diverse learning resources, they also present distractions, privacy concerns, and disparities in access. This comprehensive research investigates the role of social media in education, particularly its impact on student motivation and learning outcomes. Through a literature review and empirical data collection, the study evaluates the relationship between social media use and student engagement, highlighting factors influencing this dynamic. The findings underscore the importance of judiciously integrating social media into educational practices, ensuring its benefits are maximized while mitigating potential drawbacks. Addressing challenges such as distraction, privacy, and the digital divide requires clear policies, student training, and community collaboration. By adopting a holistic approach educational institutions can create a conducive learning environment where social media serves as a valuable tool for enhancing student learning experiences and outcomes.



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INTRODUCTION

The development of Information and Communication Technology (ICT) in the era of the industrial revolution 4.0 has progressed very rapidly. Based on Law of the Republic of Indonesia No. 19 of 2016 concerning amendments to Law No. 11 of 2008 concerning Electronic Information and Transactions, Article 1 paragraph 1 states that Electronic Information is one or a set of electronic data which includes, but is not limited to, writings, sounds, images, maps, designs, photographs, Electronic Data Interchange (EDI), electronic mail (email), telegrams, telex, facsimiles, or other similar forms, including letters, signs, numbers, access codes, symbols, or perforations that have been processed so that they have meaning or can be understood by individuals who have the capacity to understand them.

In today's digital era, social media has become an integral part of everyday life, especially for the younger generation. Platforms such as Instagram, Facebook and Twitter now serve not only as a means of communication and social interaction, but also as a source of information and a learning tool. This phenomenon raises critical questions about the extent to which social media affects students' motivation and learning outcomes. Apart from being a platform for social interaction, social media has evolved into a significant educational tool. Students can access various educational materials, discuss with classmates and even participate in online courses through social media. However, the use of social media also poses challenges, such as potential distractions and decreased concentration. Therefore, it is important to understand how social media can be used effectively to support the learning process and improve academic outcomes. This research will explore the ways in which social

media can influence students' motivation to learn and how this is reflected in their academic performance (Hew & Cheung, 2014).

The transformation of information technology has changed many aspects of life, including education. Originally designed as a means of communication and entertainment, social media has now evolved into an important learning tool. Many students utilize social media to access course materials, discuss with classmates and keep up to date with scientific developments. This study aims to evaluate how the use of social media can affect students' learning motivation and academic outcomes in this digital era. Advances in technology have had a significant impact on education systems around the world. One of the major changes is the increasing use of social media among students (Aquami, 2015). Social media provides various learning resources and spaces for collaboration, which can enrich the learning experience. However, there are also concerns that social media can be a source of distraction that hinders the learning process. This study seeks to analyze the relationship between social media use and students' learning motivation and academic outcomes. In addition, it will identify factors that influence these interactions, such as the type of social media used, duration of use, and how students utilize social media in the context of learning. The results of this study are expected to provide greater insight into the role of social media in education and assist in formulating more effective strategies for using social media to improve the quality of education.

Social media has become a very popular platform among students, offering a variety of content that can support their learning process. However, its influence on students' motivation and learning outcomes remains a controversial topic (Aspari, 2016). Some research suggests that social media can increase student engagement in learning, while other research suggests that social media can be a detrimental distraction. This article aims to explore the role of social media in enhancing or inhibiting student motivation and learning outcomes. In recent years, the use of social media in education has increased significantly. Platforms such as YouTube, LinkedIn and WhatsApp are often used as innovative learning aids. This research aims to examine how social media can affect students' learning motivation and academic outcomes. By analyzing various studies and empirical data, this research will provide insights into the benefits and challenges faced in using social media for educational purposes. In addition, it will discuss optimal strategies for utilizing social media to enhance learning effectiveness and mitigate potential disruptions.

Social media has revolutionized the way students access information and interact with each other, creating new opportunities in education. However, there are legitimate concerns about how overuse can affect concentration and academic productivity. Therefore, it is important to understand the context and conditions under which social media can serve as an effective educational tool. This research will not only evaluate the direct impact of social media on motivation and learning outcomes, but will also investigate factors such as frequency of use, type of content accessed, and appropriate timing for integrating social media into the learning environment. As such, this research seeks to provide practical guidance for educators in utilizing social media wisely and productively.

The digital age has significantly changed the way students learn and interact with educational materials. Social media, with all the conveniences it offers, opens up new opportunities to increase student motivation and engagement in the learning process. However, there are still questions about the extent of the positive impact of social media on student learning outcomes. This article aims to evaluate the role of social media in education, particularly its influence on students' learning motivation and academic achievement. The use of social media by school and university students has become a worldwide phenomenon. With its ability to provide access to information and facilitate interaction between students from different parts of the world, social media has great potential as an effective learning tool. However, it is crucial to understand how social media affects students' motivation and learning outcomes. This research will investigate the relationship by analyzing various aspects of social media use in an educational context. Furthermore, it will discuss the specific benefits offered by social media in enhancing student engagement, such as access to wider learning resources, opportunities for online collaboration, and social support from learning communities. In addition, this article will also evaluate the potential risks that may arise from the use of social media, such as excessive distraction and negative impact on learning concentration. Thus, this research aims to provide a comprehensive overview of the role of social media in education and how these platforms can be optimally utilized to support students' learning process (Permana, 2018).

Education in the digital age is undergoing major changes with the rise of social media. These platforms not only change the way students interact but also affect the way they learn and are motivated. This research aims to explore how social media can improve students' learning motivation and academic outcomes, taking into account various factors that might influence this relationship. The results of this study are expected to provide new insights into how to integrate social media into learning strategies. Digital technology, particularly social media, has become an integral part of modern students' lives. With its ability to rapidly disseminate information and provide a platform for collaboration, social media has great potential in education. However, its impact on student motivation and learning outcomes still requires further research. This article will discuss the role of social media in an educational context, highlight its influence on student motivation and academic outcomes, and provide recommendations for its effective use in learning environments.

RESEARCH METHODS

This research uses a literature review method to explore the impact of social media on student motivation and learning achievement in the digital age. In addition, empirical data was collected through surveys and interviews with educators and students who have utilized social media in the learning process at school. The data were then analyzed qualitatively to identify key findings related to the use of social media in educational contexts. The methodological steps included topic identification, literature search, literature analysis, and preparation of a synopsis summarizing the theories that support the relationship. A concluding analysis of the literature will be followed by the presentation of implications and recommendations for educational practice and future research directions in this area. As such, this research aims to provide an in-depth understanding of the role of social media in educational contexts, as well as a foundation for further research in this area.

RESULTS AND DISCUSSION

The utilization of social media in school education settings has resulted in substantial changes, presenting significant impacts in terms of both benefits and challenges to overcome. In this analysis, we will explore the key findings related to the use of social media in education and the implications for educators and educational institutions. In the context of education, the use of social media has provided tangible benefits. One of them is facilitating communication and collaboration between students and teachers outside the classroom. Platforms such as Facebook, Twitter and WhatsApp allow students and teachers to interact, exchange information and discuss learning materials more dynamically. In addition, social media also provides easy access to various learning resources, enriching students' learning experience with relevant and diverse content.

A. The Role of Social Media in Learning

One of the main advantages of using social media in the school learning process is the increased student participation. Through social media platforms, students are given the opportunity to actively interact, share opinions and convey their ideas in a more open and inclusive manner. This not only enriches the learning experience, but also builds students' sense of ownership of the learning process. When students feel invited to participate through social media, they tend to feel more engaged in learning. They have a platform to voice their opinions, exchange ideas with classmates, and even collaborate on projects together. This creates a more dynamic and interactive learning environment, where students feel more ownership of their own learning process. In addition, social media also allows students to feel more connected to learning materials and real-world relevance. Through online discussions, links to learning resources, and sharing of related content, students can see how concepts learned in class can be applied in the context of everyday life. This helps build students' intrinsic motivation towards learning, as they see the value and relevance of what they are learning (Junco et al., 2011).

Social media has become an integral part of modern life, influencing various aspects including education. In the context of learning, social media has opened the door to a more dynamic, collaborative and real-world connected learning experience. The role of social media in learning can be outlined as follows:

1. Facilitation of Communication and Collaboration

Social media facilitates communication between students, teachers, and even parents outside the classroom context. Platforms such as Facebook, Twitter, and WhatsApp facilitate quick and direct

interactions, enabling information exchange, discussion, and collaboration between individuals in different locations with high efficiency. Social media has drastically changed the way we communicate. Using platforms such as Facebook, Twitter and WhatsApp, students can easily get in touch with their teachers to ask questions about assignments, seek clarification on difficult-to-understand concepts, or even ask for advice on further educational paths. Parents can also be actively involved in their children's educational process by following their academic progress through social media. This creates a more open and connected educational environment beyond the classroom, where collaboration between all parties involved can occur efficiently, supporting student growth and learning.

2. Access to Learning Resources

Social media provides easy access to various learning resources. Through platforms such as YouTube, Instagram and educational blogs, students can easily search and find various learning materials relevant to the topics they are studying. For example, they can find video tutorials, infographics, articles and other educational content that is not only varied but also interesting. Thus, social media is not only a place for social interaction, but also a rich source of educational information. This allows students to access additional learning materials outside of the classroom environment, thus broadening their understanding of a topic and improving the quality of their overall learning experience.

3. Providing Feedback and Support

Social media provides opportunities for students to receive feedback and support from both their peers and teachers. Through online discussion forums, study groups and education-focused social media communities, students can easily exchange opinions, share experiences and seek help to understand subject matter. The importance of access to feedback and support in learning cannot be overlooked. Through interaction with peers and teachers, students can gain a better understanding of the subject matter, clarify doubts, and solve problems they may encounter in the learning process. Online discussions and study groups also allow students to see different viewpoints on a topic, broaden their horizons, and improve their ability to creatively solve problems. Thus, social media not only acts as a communication tool, but also as an important tool in supporting collaborative and community-based learning.

4. Collaborative Learning

Social media promotes collaboration among students, facilitating cooperation in group projects, discussion of ideas, and joint problem solving. Through these platforms, students can actively engage in various learning activities that require them to work together. Besides increasing student engagement in the learning process, this collaboration also helps hone teamwork skills that are essential in the professional world. Collaboration on social media is not just about completing tasks together, but also about sharing knowledge, experiences and ideas. Students can complement each other's expertise and understanding, creating an inclusive and empowering learning environment. This collaborative process not only teaches students to work together, but also to value individual contributions and learn from others' perspectives. This is in line with the demands of the modern workplace, where the ability to collaborate and adapt is key to success. Thus, the experience of collaborating on social media not only helps students to achieve academic success, but also prepares them for the challenges of an increasingly connected and collaborative workplace.

5. Informal Learning

Social media acts as an effective informal learning platform. Through content posted by other users, such as articles, videos or infographics, students have the opportunity to expand their horizons beyond the material taught in the formal curriculum at school. An additional point to note is that informal learning through social media allows students to explore topics that interest them more broadly and deeply. They can learn from a variety of diverse sources, including individuals who are experts in their field and may not be accessible through traditional learning methods in schools. This allows students to develop personal interests and knowledge relevant to their daily lives and future careers.

6. Digital Skills Development

Utilizing social media in education helps students develop crucial digital skills. Not only do they learn how to interact positively and beneficially in an online environment, but they also hone

their ability to sort out relevant information and understand how to use various digital tools and platforms with efficiency. The digital skills that students develop through the use of social media include not only technical aspects, but also behavioral and ethical aspects. They learn about the importance of communicating politely and respecting others' opinions in an online environment. In addition, they also become more skillful in evaluating the veracity and credibility of the information they encounter online, enabling them to make smarter, evidence-based decisions. Thus, the use of social media in an educational context not only helps students in mastering tools and technologies, but also prepares them to participate actively and responsibly in an increasingly complex digital society.

B. The Relationship of Social Media Use

Social media use has become an integral part of the daily lives of many individuals in today's digital era. In the educational context, social media also plays a significant role in shaping student learning motivation. Learning motivation, which is the force that drives individuals to learn and achieve academic goals, is influenced by various factors, and social media use has been shown to be one significant factor. The use of social media has a complex relationship with students' learning motivation. While they can provide an additional boost of motivation and facilitate beneficial social connections, excessive or inappropriate use can also disrupt a student's focus and life balance. Therefore, educators need to take a wise approach in integrating social media in the learning environment, maximizing its benefits while also minimizing its risks (Emda, 2017).

The learning process can be effective and efficient if it succeeds in increasing students' understanding and knowledge. One important factor that supports the success of the learning process is the use of media as a tool. Tafonao (105: 2018) defines learning media as tools that stimulate students' thoughts, feelings, attention and abilities to facilitate the learning process. With the help of learning media, learning material becomes easier for students to understand. The role of social media as a learning and educational medium also has an important contribution in increasing student learning motivation. According to Putra Sumberharjo, et al. (2015) in Tafonao (108: 2018), media has the ability to convey messages that stimulate interest in learning and can increase student learning motivation, prevent boredom, and strengthen learning goals. Thus, when social media is used as a learning medium, this can help increase student learning motivation. Social media use in educational contexts can include various platforms such as Facebook, Instagram, YouTube, and others. Social media gives students access to a variety of educational content, ranging from learning videos, online discussions with classmates, to various relevant learning resources. Apart from that, social interactions that occur on social media can also provide social support and a sense of togetherness which increases students' learning motivation.

However, it is important to remember that the use of social media in learning must also be managed wisely. Educators need to ensure that the content presented via social media is appropriate to the curriculum and learning objectives, as well as provide guidance on the safe and ethical use of social media. Thus, social media can be an effective tool in increasing student learning motivation and supporting a more interactive and interesting learning process.

C. Challenges of Using Social Media in Learning

The use of social media in education brings a number of challenges that need to be overcome. Distractions and distractions caused by content unrelated to learning, along with addiction and excessive use of social media, can disrupt student productivity. Additionally, issues of privacy, security, and validity of information are important concerns, while limited control and supervision face obstacles in monitoring students' social media activities outside the school environment. Issues related to academic integrity and access disparities also require attention. To address these challenges, educators must develop clear policies, provide training on safe social media use to students, and collaborate with parents and communities to promote a healthy understanding of technology. With a holistic and planned approach, the challenges of using social media in learning can be overcome, creating a more productive and positive learning environment for students (Mariskhana, 2018).

Although the use of social media in the learning process has significant benefits, such as facilitating communication and collaboration, as well as providing access to diverse learning resources, it also faces several challenges that need to be considered. One of the main challenges is the disruption that may occur. Social media can be a source of distraction for students, because content that is not related to learning can divert their attention from the material being studied. It is important for educators to take a careful approach to ensure that social media use does not interfere

with students' focus and concentration. Additionally, the use of social media also poses potential privacy and security risks. Students' personal data is vulnerable to misuse and privacy violations on social media platforms. Therefore, educational institutions need to adopt clear policies on social media use, as well as provide students with a good understanding of the importance of protecting their privacy online. Thus, education about the responsible use of social media is key in ensuring a safe and effective learning experience for students.

The digital divide is also one of the challenges that arises in the use of social media in learning. Not all students have the same opportunity to access technology and the internet easily. This can lead to differences in students' accessibility and participation in using social media as a learning tool. Therefore, it is critical for educational institutions to pay attention to these gaps and provide necessary resources to students who may face limited access. This could be an internet access assistance program, the provision of computer equipment, or other initiatives aimed at balancing learning opportunities among all students. In this way, educational institutions can ensure that all students have an equal opportunity to exploit the learning potential offered by social media (Hew & Cheung, 2014).

CONCLUSION

In conclusion, while the utilization of social media in education settings offers numerous benefits, including enhanced communication, collaboration, access to resources, and increased student motivation, it also presents several challenges that need to be addressed. These challenges include distractions, privacy and security concerns, issues of academic integrity, and the digital divide. However, with careful planning, clear policies, and proper guidance, educators can mitigate these challenges and harness the full potential of social media as a tool for enriching the learning experience. By providing equitable access to resources and fostering responsible social media use, educational institutions can create a more inclusive and engaging learning environment, ensuring that all students have the opportunity to thrive academically in the digital age. In the ever-growing digital era, the use of social media in the learning process in the school environment can be an effective means of improving the quality of learning. However, the use of social media also faces challenges that need to be overcome. In the realm of education, it is important for educators and educational institutions to understand both the benefits and barriers associated with the use of social media, as well as develop appropriate strategies to optimally integrate it into learning in schools. Thus, social media can be a valuable resource in enhancing students' learning experiences and creating innovative learning environments. With a planned approach and accompanied by in-depth understanding, the use of social media in learning can become a key element in the transformation of education in this digital era.

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