



THE USE OF SOCIAL MEDIA AS AN EFFECTIVE LEARNING MEDIUM DURING THE COVID-19 PANDEMIC

Sri Hapsari

Universitas Indraprasta PGRI, Indonesia

hapsarisri96@gmail.com

ABSTRACT

This exploratory article was concerned with the use of social media platforms as learning media during the covid-19 pandemic. Indonesia government issued a policy to work at home, study at home, and worship at home during the pandemic. Several social media platforms became popular among Indonesians during the pandemic. This study explored a concept, which meant understanding the developing phenomena in order to gain insights used for further research. Respondents were four students who attended lectures on organizational behaviour. The data were collected through observation, assignment, and unstructured interviews. The findings showed the diversity of social media chosen by students with various considerations such as the amount of internet quota, trends in social media applications, and creativity development, as well as several things that need to be considered by lecturers and students in online learning.

Keywords: social media, e-learning, effective teaching and learning, learning media covid-19

PENGUNAAN MEDIA SOSIAL SEBAGAI MEDIA PEMBELAJARAN EFEKTIF SELAMA PENDEMI COVID-19

ABSTRAK

Artikel eksplorasi ini berkenaan dengan pemanfaatan platform media sosial sebagai media pembelajaran selama pandemi Covid-19. Pemerintah Indonesia mengeluarkan kebijakan untuk bekerja di rumah, belajar di rumah, dan beribadah di rumah selama pandemi. Beberapa aplikasi media sosial menjadi populer di kalangan masyarakat Indonesia selama pandemi. Penelitian eksplorasi penelitian ini mengeksplorasi suatu konsep, memahami fenomena yang berkembang untuk mendapatkan wawasan yang dapat digunakan untuk penelitian selanjutnya. Responden adalah empat mahasiswa yang mengikuti perkuliahan tentang perilaku organisasi. Pengumpulan data dilakukan melalui observasi, penugasan, dan wawancara tidak terstruktur. Temuan menunjukkan keberagaman media sosial yang dipilih mahasiswa dengan berbagai pertimbangan seperti jumlah kuota internet, tren aplikasi media sosial, dan pengembangan kreativitas, serta beberapa hal yang perlu diperhatikan dosen dan mahasiswa dalam pembelajaran online.

Kata Kunci: media sosial, e-learning, pembelajaran efektif, media pembelajaran covid-19

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INTRODUCTION

The World Health Organization (WHO) established the Corona or Covid-19 virus as a pandemic because it has spread to more than 200 countries in the whole wide world. WHO defines a pandemic as a situation where the entire world population is likely to be affected by the infection of a virus, and some of them will potentially fall ill. The Indonesian government responded to this condition by implementing a policy of learning at home, working at home, and worshipping at home during the Covid-19 pandemic. Consequently, so many activities must be done at home, one of

which is educational activity, which should now be done by online learning or e-learning. E-learning is defined as any learning that is enabled electronically, and use of information and communication technologies in diverse processes of education to support and enhance learning in institution of higher education, and it includes the usage of information and communication technology as a complement to traditional classrooms, mixing the two modes (Abbad et al., 2009; OECD, 2005 in Pande et al., 2016).

This policy is certainly not easy to implement because Indonesian people have been used to doing most activities outside the home. Some educational institutions might have implemented information and technology-based learning, but this kind of learning is still limited in number. As a result, when the government called for social and physical distancing as well as implementing PSBB (Indonesian for Large-Scale Social Limitation), inevitably all stakeholders of the teaching and learning process: teachers, students, and even parents, must force themselves to be able to utilize online media to continue meeting the learning objectives. In this situation, parents have an important role in assisting children's learning at home.

In the use of online media, what is very important is the availability of internet networks. Every person or home must have their own internet network. Whereas some people might have been used to get connected to the internet by utilizing the wi-fi in their institutions or workplace, now they must all find their own resources, causing an increase in the spending for additional internet quota.

After the appeal for work, study, and worship at home, the use of the internet in Indonesia has increased quite drastically, as shown by one internet service provider, PT Telkom, which reported to have had a 30-40% increase in new users in March 2020 compared to the previous month. Other internet service providers, such as Biznet, also experienced a significant increase in internet users by 20% during office hours (source: cnnindonesia.com, 9 April 2020).

A strong need for internet connection is not something new, considering the world has entered the era of the industrial revolution 4.0. Advances in technology have made it possible to automate almost all fields of life. Industry 4.0 as a technological revolution is changing human activity in terms of the scale, scope, complexity; in other words, it has transformed previous life experiences. The community needs new literacy, especially during the Covid-19 pandemic. As contended by Aoun literacy now includes digital

literacy, technological literacy, and human literacy (cited in Yahya, 2018).

The need for the internet has been really high today because the majority of people have to work, study, and worship at home. It has turned into a primary need. The internet is thought to be most widely used in education institutions and offices. In the context of university education, the semester is currently ongoing, entering the even semester of the 2019/2020 academic year. Most universities in Indonesia have not implemented learning in an integrated network on their respective campuses. As a result, in the current Covid-19 situation, the lecturers are inevitably needed to utilize various online platforms as learning media. Meeting this need certainly requires an allocation of funds for stronger and more internet connection compared to the previous months.

The covid-19 epidemic has caused massive use of online media in various parts of Indonesian people's lives. This condition is also a particular challenge for those who are not accustomed to using online media in learning. In addition, this change also affects the learning styles of students. Duff and Duffy (as cited in Alhawiti & Abdelhamid, 2017) define learning styles as "the cognitive characteristics, affective and psychological behaviors that indicate as the composite of cognitive characteristics, affective and psychological factors that influence the way individuals interact and respond to learning environment." Students with any learning styles have to adapt to the online learning.

Some research on learning during the covid have been carried out such as research conducted by Herliandry et al (2020); Zaharah et al (2020). Their research shows that online learning is a learning solution during covid and has various impacts from several aspects such as social, cultural, and economic. While in this study, the chosen online learning is through social media. Social media is a phenomenon because every student must have social media. The aim of the present research is to find out about the phenomenon of the use of social media as effective learning media during the Covid-19 pandemic.

RESEARCH METHOD

This qualitative research employed the exploratory method. Exploratory is research for problems that aren't clearly defined. The purpose of this research is to understand the understanding of new insights that can be used for further research. The respondents in this study were four students, namely AS, DT, TN, and MR, these four students were sixth semester students taking the course of Organizational Behavior in the Economics Education study program at Indraprasta PGRI University. The research instruments used observation, presented assignments, unstructured interviews. The assignment given is in the form of lecture material that is created in their social media. Data analyzed with editing, coding, and tabulating processes.

RESULTS AND DISCUSSION

The Indonesian Minister of Education and Culture issued Circular Letter No. 4 of 2020 concerning the Implementation of Education in the Coronavirus Disease Emergencies (Covid-19). In relation to learning at home, the Indonesian government emphasizes online/distance learning is to be carried out to provide meaningful learning experiences for students without being burdened with the demands of completing all curriculum targets for passing the grade or completing the educational level.

The Government of Indonesia through the Ministry of Education and Culture launched a Learning from Home Program in collaboration with the national television channel. The channel broadcasts parental and teacher guidance programs and cultural shows on weekends. The material presented focuses on enhancing literacy, numeracy, and character building of students.

In its implementation, the government provides flexibility for each educational institution to utilize various online media accessible by all students starting from the level of early age education, primary education, secondary education, up to the level of tertiary education. In addition, teachers need to be aware of the challenges of teaching in this 4.0 industrial revolution era. Qusthalani (in Utomo, 2019) mentions five competencies that must be possessed

by teachers in the revolutionary era 4.0, namely: 1) educational competence, which is the competence of teaching/learning based on internet of things (IoT) as basic skills; 2) competence for technological commercialization, which is the competency to educate students in order to have a technology-based entrepreneurship attitude and innovation in work; 3) competence in globalization, that is a world without insulation, aware of diverse cultures, possessing hybrid competence and problem solving excellence; 4) competence in future strategies, in which the world is mutable and runs fast, so it is important to have the competence of predicting with certainty what will happen in the future along with the strategy to cope with it; 5) counsellor competence, that is projecting to the future. Children's problem is not rooted in the inability to understand teaching material but is more related to psychological problems and stress due to pressures that are increasingly complex and severe. It requires a teacher to act as a counsellor/psychologist.

Based on the limited observations made by the author, the online media that are widely used at the school level include Google Classroom, while at the university level there are a variety of online media used, such as Google Classroom, WhatsApp group, Zoom meeting, Skype, as well as a variety of other applications and online learning provided by the university.

At the tertiary level, as a lecturer I am aware of the challenges faced by millennial students, namely technology and media literacy. So, I must have the knowledge and skills to understand the concepts and be creative in applying a variety of learning strategies that are able to create a comfortable learning atmosphere so that students can learn and have enthusiasm in doing creative and fun activities (Hapsari, 2019). In this paper, I attempt to provide some insights into students' use of social media for the teaching and learning purposes. The intention of using social media was to make my students feel comfortable in learning even though they learn from home. It is a common knowledge that for millennial children social media are like a friend to them. I once asked a few of my students about the number of social media they have, apparently

every student had at least five social media, such as Facebook, Instagram, WhatsApp, YouTube, Twitter, Line, Skype, Hangout, Tiktok, and so on. Based on this finding, I decided to also use social media as learning media. Learning media using video is considered very helpful (Denissa in Brahma, 2020).

Among the media that were used during this pandemic, my observation reveals how the use of Zoom has increased dramatically, especially in non-formal learning such as seminars, religious congregation, motivational training, and the like. I also tried Zoom application in learning. Among the advantages of Zoom is it allows for face to face

meetings with many students simultaneously. Students are also enabled to present their material. The drawbacks, as complained by some students, include its requirement to have a greater internet quota.

In addition to using Zoom, I gave my students an assignment to make a presentation for the Organizational Behavior course through the social media platforms they had. From the collected student assignments, I could see that students used various social media to complete the assignments, such as Instagram, Youtube, Tiktok, Facebook, and Twitter. Figures 1 and 2 are examples of my students' work:

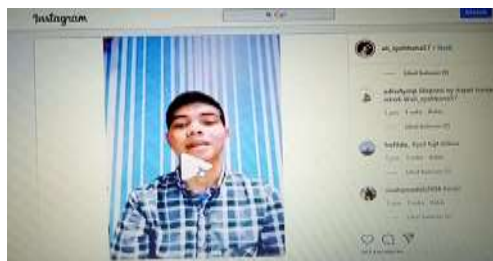


Figure 1. Instagram

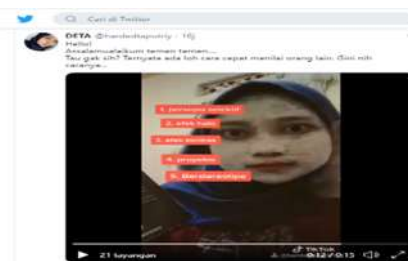


Figure 2. Twitter

I asked US and DT about whether they enjoyed working on the assignment, and they responded positively. They added that if there were no lectures, they would still feel obliged to go online on their social media. The assignment given was easy to complete and allowed them to

explore their creativity in creating a content on a social media platform. Other social media used in my students' learning include YouTube, Zoom, and even the trending Tiktok. Figures 3 and 4 show examples of other social media used by students in their assignment:

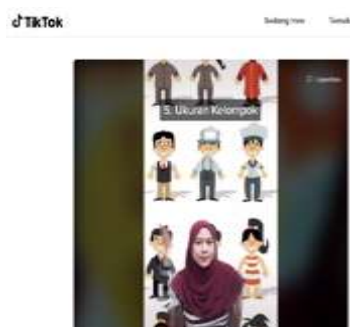


Figure 3. Tiktok



Figure 4. Facebook

In Figures 3 and 4, TN and MR explained a topic included in the Organizational Behavior

course, which is about Learning and Groups. Based on the material delivered by me as their

lecturer, my students constructed their knowledge in various creative videos that they made through social media. TN preferred Tiktok because it is an application that is currently on the trend. So, besides completing the lecture assignment, he hoped that his work would be seen by many people, the Tiktok users. On the other hand, MR preferred using Facebook because this media platform has been around for a long time compared to other social media, and almost everyone has a Facebook account. The assignment has allowed them to develop themselves optimally, through representation, productivity, originality, creative thinking, problem solving, the universe/creation (Michalko, 2012; Beetlestone, 2012).

It is important to note that online learning has not been commonly applied despite the fact that the 4.0 revolution requires all of us to be technologically literate. There are certainly some fear or apprehension in using learning technology, namely the reduced personal relationship between educators and students. According to M. Nehme (in El-Seoud et al., 2014) educators must continue to provide stimulation to students; that is educators must:

- 1) Keep in mind that motivation must be nurtured in students
- 2) Explain to their students how the online environment may be used
- 3) Encourage interaction and collaboration among their students
- 4) Build study groups so that students will no longer be studying in isolation
- 5) Help students to make friends by meeting fellow students in the online environment
- 6) Interact with their students by monitoring the online presence of them and supplying them with continuous feedback
- 7) Construct their learning materials and environment to target their students
- 8) Facilitate students' interaction with the online material by explaining the goal behind designated tasks
- 9) Be aware of students' fear, worries, and nervousness because such anxiety may have a negative effect on their accessibility and motivation.

CONCLUSION

During the Covid-19 pandemic, affordable information and telecommunications technology to connect lecturers and students is the solution and alternative for online learning. Large preferences of effective online learning media are seen as important because they will help address the problems of limited space and time which have so far impeded the implementation of education. Some things that need to be considered in online learning using social media during the Covid-19 pandemic include: (a) the ease of students in getting learning material wherever and whenever; (b) the ease and freedom for students in selecting social media to complete lecture assignments; (c) the ability of lecturers to follow social media trends and their use; (d) the ease of discussion between lecturers and students in online learning with agreed upon media. Online learning during the Covid-19 pandemic has various challenges, especially in terms of the cost, infrastructure readiness, and supporting policies or regulations. It is understood that during the pandemic, the economy is not stable. It is necessary to have a discussion between lecturers and students in the use of instructional media; in this case, the ease of selection of social media as learning media becomes an alternative solution, widening the scope of media preferences, not limited to only one platform.

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