





## The Impact of Using Social Media in the Learning Process on Student Social Interaction

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### ABSTRACT

**Background.** Social media is a digital platform that allows users to carry out social activities and communicate. Likewise in education, the impact of using social media in the learning process has various impacts. Although social media can increase student motivation and broaden horizons, social media can also make student behavior deviant.

**Purpose.** This research was conducted with the aim of knowing the impact of using social media in the learning process, namely to understand how the use of social media affects students' social interactions. Does this influence have a positive or negative impact?

**Method.** In conducting this research, researchers used quantitative methods in carrying out the research. The data obtained by the researcher was obtained through distributing questionnaires presented by the researcher via a goggle from application. The distribution of this questionnaire is carried out by researchers online, and then the results of the distribution of this questionnaire will be processed using an SPSS application.

**Results.** From this research conducted, researchers can conclude the research results that the use of social media can help students in the learning process and increase knowledge. However, its use can also cause students' social behavior to become deviant, such as excessive use of social media, laziness in studying, irregular allocation of time for studying, and so on.

**Conclusion.** Based on the results of this research which discusses the impact of using social media in the learning process on social media interactions, social media has advantages and disadvantages in its use. However, students must be able to use social media wisely, so that deviant behavior does not occur in using social media.

### KEYWORDS

Learning Process, Social Interaction, Social Media

### INTRODUCTION

In the current era of digital development, social media has a close relationship among humans, from children to adults.(G. Wu & Pan, 2022). In fact, it is not uncommon for students nowadays to have social media, and they are very skilled at using gadgets(Kawai et al., 2021). Social media is the result of technological advances and communication flows. Social media is a set of online platforms that people use to build social networks or social relationships with other people who have the same

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interests, group activities or passions.(B. Wu et al., 2022). In this way, the use of social media can provide interaction with other people without meeting face to face.

Education aims to grow students' potential so that they have spiritual strength, independence, personality, intelligence, noble morals and skills needed for themselves, their community, nation and state.(Gill & Gosine-Boodoo, 2021). Currently, technology has become an important component in the world of education, and technological advances such as information technology, metaverse, blended learning, gamification, cloud-based learning, and social media learning can increase students' learning motivation, access information, and change the way they learn better. efficient and effective(Óskarsdóttir et al., 2021). Additionally, advances in educational technology have also helped create online communities, changed teachers' learning methods, and made online teaching easier(Bahadori et al., 2023).

Effective teachers who can use technology and control learning activities well, are the key to successful education(Grotz & Lewandowsky, 2020). Educational technology has made education in Indonesia better and not lagging behind other countries. Governments and academic institutions must use educational technology as the main tool to create an ideal learning atmosphere(Miyata et al., 2018). As an educational technology process, educational technology can be described as a complex and integrated process that involves people, concepts, procedures, equipment, and organizations to analyze problems, find solutions to those problems, implement, assess, and manage solutions to those problems.(Song et al., 2019).

Social media has now become a major part of people's lives all over the world, especially in Indonesia. One of the technological needs of the Indonesian people is social media where the use of social media is increasing every day due to current advances and technological progress(Nurpratama, 2020). One of the social media applications is WhatsApp, Telegram, Instagram, Facebook, Line, and others. This will eliminate social status, which often hinders communication(UIN Sunan Kalijaga Yogyakarta et al., 2021). Social media is a form of mutual socialization that takes place online and allows people to interact with each other without restrictions of time or place. Social media can even be used as a learning tool to maintain education today(Amalia et al., 2023).

If it is connected to the learning process, social media is part of the learning media which is undergoing changes to adapt to current developments(Ding et al., 2023). As a form of learning media, the use of social media should be able to encourage the learning process to be more efficient and effective(Najafi et al., 2023). However, if social media is used unwisely or just to keep up with the times, it will definitely have a negative impact in the future. This truth will encourage educators to continue to innovate using advances in information and communication technology (ICT)(Halawani et al., 2023). Educators want to create well-planned learning programs to attract students' attention and interest in learning.

In addition, the term learning is a translation of the word "instruction". The term learning emphasizes efforts to plan students to be involved in the learning process by modifying their learning resources so that the learning process can continue(Vos et al., 2023). From a terminology perspective, it states that learning is an activity designed by educators to help students learn new skills through a systematic process that includes three stages, namely design, implementation and evaluation of learning activities. This definition indicates that educators carry out a systematic process when creating instructional design (ID)(Zhang et al., 2023). However, there is another opinion which says that the essence of learning includes what a teacher does to teach his students(Khalvandi et al., 2023).

Social interaction is also called a social process, namely a reciprocal relationship between two or more individuals with their respective active roles. Interactions are also more than just relationships between people; they influence each other (Ramos Fonseca & Da Ponte, 2023). Interactions can change behavior, meaning and language, so it is important to maintain and maintain them. In other words, someone can find out something they want by interacting quickly and easily. Interaction, namely reciprocal actions or actions, is the essence of social life (El Islami et al., 2023). Social interaction also occurs during the learning process between teachers and students. Educators must know how to create a good learning environment for students. One of the teacher's responsibilities is to create an interesting and enjoyable learning atmosphere for students (Bakker et al., 2023). Teachers not only dominate during the learning process, but also provide motivation and guidance so that students can develop their potential and creativity through teaching and learning interactions.

The type of method used in this research is a quantitative method. This method is used so that the final results of the data processing can be known clearly and precisely. Based on the explanation from the research above, researchers think that the impact of using social media in the learning process can indeed have a very big influence on students' social interactions, both interactions between students, teachers, and with family or society. And researchers also have a hope that future researchers will examine the impact of using social media in the learning process on students' social interactions. to be researched again in depth, and develop research to get maximum results.

## **RESEARCH METHOD**

### **Research design**

The method that has been used in this research is the quantitative method, where to obtain research data carried out by the researcher, the researcher distributed an online questionnaire via the Google Form application. From the results of the data obtained, it will later be combined and made into one. Furthermore, the data will of course be processed using the SPSS application to compare the results of the respondents' responses. By processing the data results using the SPSS application, researchers can see and compare the data that researchers have submitted regarding Impact Use of Social Media in the Learning Process on Student Social Interaction.

### **Research procedure**

In this research, there are several stages or procedures that researchers have established. When the researcher wants to collect research data, the researcher first creates a questionnaire which is distributed online, so that the researcher can select samples randomly. The questionnaire contains 10 questions each related to Impact Use of Social Media in the Learning Process on Student Social Interaction. The aim of the researcher in investigating this research is so that the researcher can collect, analyze and provide an understanding of the data that has been collected. That way, it will be easier for researchers to test the data being researched regarding Impact Use of Social Media in the Learning Process on Student Social Interaction.

### **Research subject**

In researching Impact Using Social Media in the Learning Process for Student Social Interaction, researchers of course determine the subjects for their research. In this research, the subject of this research is aimed at students from various educational institutions. Before the questionnaire was distributed by the researcher, the researcher asked the respondents first to be able to spend their time filling out the questionnaire that the researcher would distribute. The

questionnaire each contains 10 questions about Impact Use of Social Media in the Learning Process for Social Interaction.

### Research Ethics

In writing an article entitled Impact Using Social Media in the Learning Process for Student Social Interaction, it is very important for researchers to consider ethical or ethical values in carrying out research. Researchers really maintain a balance in conducting research so that they remain consistent and careful in carrying out the research being researched. In this research, the researcher also upholds a commitment he has made, by presenting accurate data related to his research. Apart from that, researchers also try as much as possible to avoid negative things such as plagiarism in their research.

### Data Collection and Analysis Techniques

The data collection technique carried out by the researcher aims to identify relationships and become a benchmark for the research study object material. In this research, researchers carried out data collection techniques using quantitative methods and using software in the form of a T-test. For this reason, researchers need to present data in the form of tables or diagrams which will be converted into averages or percentages. Furthermore, the researcher also did not forget to ensure that the results of the answers given by the respondents were very accurate and reliable by carrying out further testing first. Therefore, researchers must be very careful in collecting processed data.

**Table 1**

*Category Impact of Social Media Use*

No	Earning Category	Level of education	Percentage (%)
1	Strongly agree	Student	>90%
2	Agree	Student	25-60%
3	Disagree	Student	10-30%
4	Don't agree	Student	5-10%

**Figure 1**

*Data Collection and Analysis Flow*

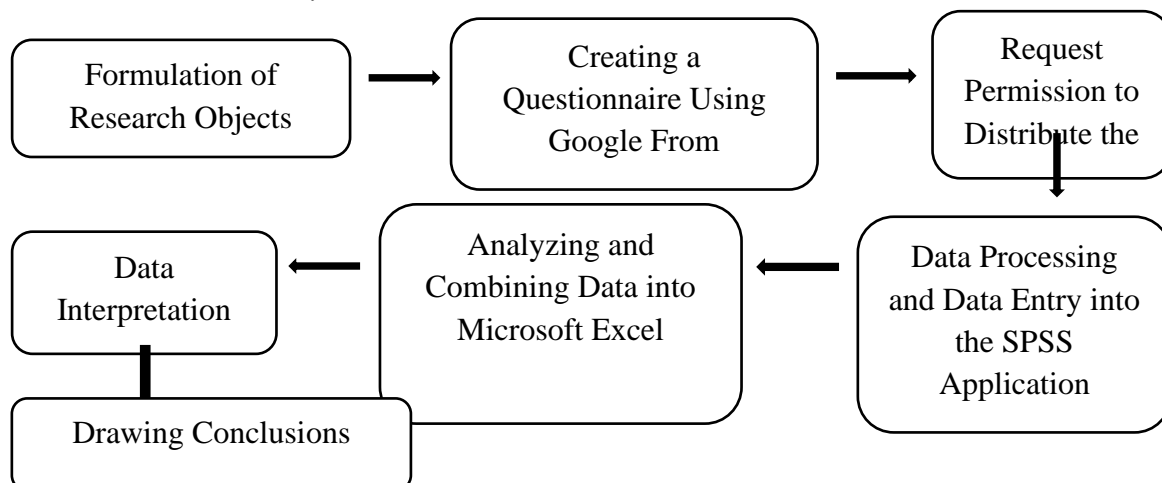


Figure 1 above shows how researchers collect and analyze research data. The results of data acquisition came from respondents' answers to the researcher's questions. Furthermore, in the quantitative research method, the researcher will also test again using the T-test which will be used to enter research data into the SPSS application. The number of questions asked by the researcher

was 20 questions, where each question was divided into ten questions with different questions. Only after the questionnaire is distributed can researchers formulate and draw conclusions from the research object.

## RESULTS

"Medius," a Latin word meaning "middle," "intermediary," or "introduction," is the origin of the term "media." Social media is a type of media that allows users to interact, share information, and collaborate. Social media can be defined in terms of This context is a form of electronic communication in which people can interact as they wish, freely sharing or exchanging ideas, personal information, and other information about each other or their live content through the use of various types of multimedia, including personal sentences, images, video, and audio. , as well as online platforms that can be accessed when connected to the internet.

**Table 2**

*Summary of Percentage Results from Respondents' Answers*

No.	Question	Strongly agree	Agree	Disagree	Don't agree
1	I agree that using social media can increase student participation in learning	25%	50%	10%	15%
2	I agree that students nowadays, almost own social media individually	30%	60%	5%	5%
3	The development of social media is currently increasing every day	65%	35%	0%	0%
4	The impact of using social media on students can change student behavior	50%	44%	1%	5%
5	Technological advances, such as the use of social media, can make it easier for students to interact with anyone	70%	30%	0%	0%
6	Social media provides many interesting and contemporary applications	80%	20%	0%	0%
7	The use of social media in learning can increase student motivation in learning	23%	47%	19%	11%
8	For students, using social media is a necessity nowadays	45%	55%	0%	0%
9	The impact of excessive use of social media can trigger addiction	35%	65%	0%	0%
10	Students must use social media wisely	77%	23%	0%	0%

The table above is a distribution of questionnaires that have been carried out by researchers. The questionnaire contains 10 related questionsThe Impact of Dependence on Gadgets on Students' Learning Concentration and Academic Performance.In distributing the questionnaire, the researcher also gave a percentage of each answer that was answered by the respondents. So, from the questions that have been asked by the researcher, the respondents can answer them according to the options that the researcher has provided, namely, strongly agree, agree, disagree and disagree. It can be seen

from these questions, the first one discusses I agree that using social media can increase student participation in learning, getting a percentage gain of 50% in the agree statement.

The second question regarding I agree that students nowadays, almost have social media individually, also get the highest percentage results in the agree option as much as 60%. For the third question regarding the development of social media which is currently increasing every day, a percentage of 65% strongly agree. The fourth question regarding the impact of using social media on students, can change student behavior, with 50% of the choices strongly agreeing. Next, the fifth regarding technological advances, such as the use of social media, can make it easier for students to interact with anyone, getting as many as 70% strongly agree.

The sixth question regarding social media provides many interesting and contemporary applications, getting a percentage result of 80% who strongly agree. Next, the seventh question regarding the use of social media in learning can increase student motivation in learning, getting a percentage result of 47% agreeing. Eighth: For students, using social media is a must nowadays, getting a percentage result of 55% agreeing. The ninth question concerns The impact of excessive use of social media can trigger addiction, get a percentage result of 65% agree. And the last question regarding the use of social media must be used wisely by students, getting a percentage result of 77% strongly agreeing.

**Table 3**

*Summary of Percentage Results from Respondents' Answers*

No.	Question	Strongly agree	Agree	Disagree	Don't agree
1	With social media, students can expand their friendships with anyone	28%	60%	8%	4%
2	The use of social media in learning can increase collaboration between students in learning	32%	47%	13%	8%
3	The impact of using social media also provides a scope for free association for students	42%	58%	0%	0%
4	I agree that irresponsible use of social media can cause conflict	26%	74%	0%	0%
5	The use of social media can enable students to explore broader knowledge about history	15%	59%	16%	10%
6	Supervision is needed from parents and teachers for students who already have social media	50%	50%	0%	0%
7	Parents and teachers need to provide good direction in using social media	70%	30%	0%	0%
8	The impact of using social media can hinder students' social interactions	33%	46%	13%	8%
9	In fact, the use of social media for students can make students feel at home in their rooms	10%	70%	15%	5%
10	Using social media can also enable students	85%	15%	0%	0%

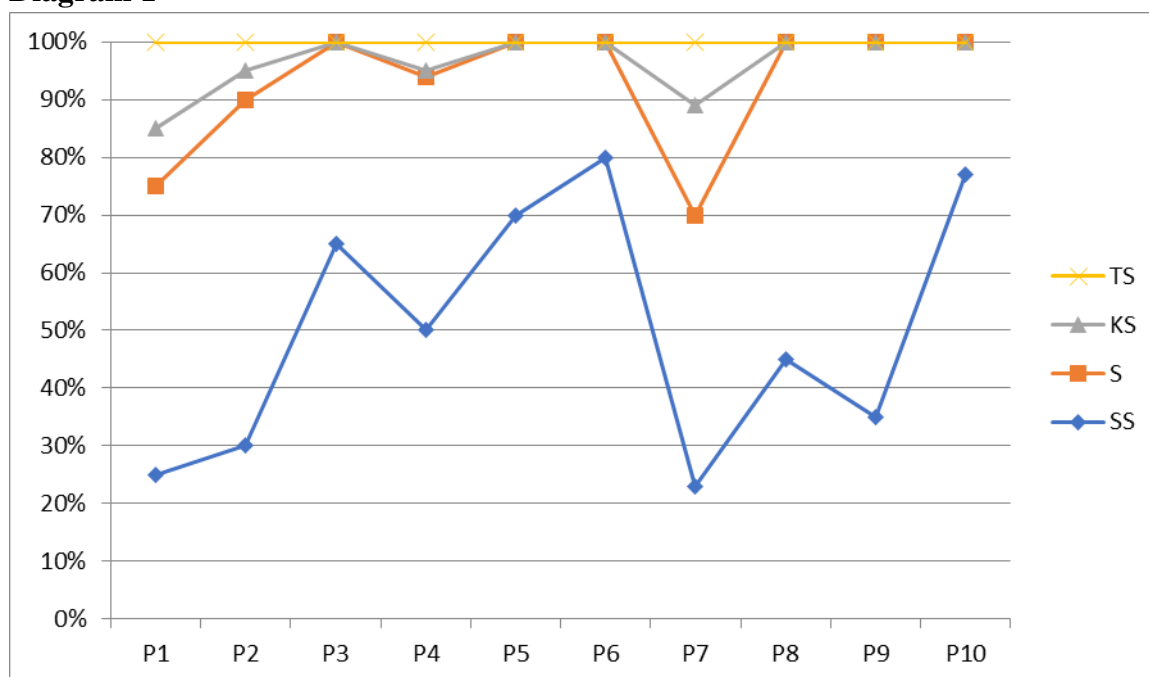


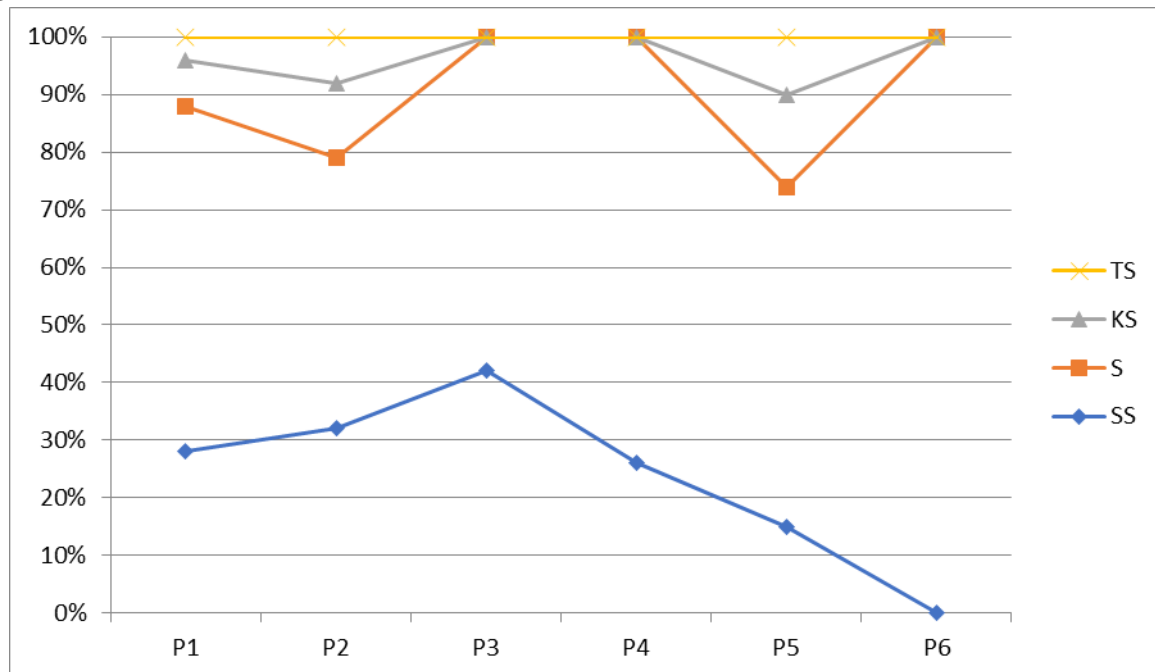
to develop talents to create content				
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From the statement in the table above, it can be seen in question number one asked by researchers regarding the existence of social media, students can expand their friendships with anyone, obtaining a percentage result of 60% agreeing. Second, regarding the use of social media in learning, it can increase collaboration between students in learning, obtaining a percentage result of 47% for the agree option. Third, regarding the impact of using social media, it also provides a scope for free association for students, obtaining a percentage result of 58% agreeing. Fourth, regarding I agree that irresponsible use of social media can lead to conflict, obtained a percentage result of 74% agreeing. Fifth, regarding the use of social media which can enable students to explore broader knowledge about history, obtaining a percentage result of 59% agreeing.

The sixth question concerns Supervision is needed from parents and teachers for students who already have social media, getting balanced percentage results of 50% for the strongly agree and agree options. Seventh, parents and teachers need to provide good direction in using social media, getting a percentage of 70% who strongly agree. Eighth regarding The impact of using social media can hinder students' social interactions, obtained a percentage result of 46% agreeing. Ninth regarding In fact, the use of social media for students can make students feel at home in their rooms, get a percentage result of 70% agree. And finally regarding The use of social media can also enable students to develop talents to create content, with 85% strongly agreeing.

**Diagram 1**



**Diagram 2****Table 3**

*T-test regarding the impact of using social media in the learning process on students' social interactions*

**Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	PRE TEST	44.5500	20	22.76996	5.09152
	POST TEST	46,9000	20	16.74546	3.74440

**Paired Samples Correlations**

		N	Correlation	Sig.
Pair 1	PRE TEST & POST TEST	20	-.889	,000

**Paired Samples Test**

		Paired Differences				
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference	
					Lower	Upper
Pair 1	PRE TEST - POST TEST	-2.35000	38.42734	8.59261	-20.33455	15.63455

Based on the results of table 3 above, it is a T-test using the SPSS application. From the research results, the researcher can conclude that the T-test in the first output section explains the mean as the average. In the Pre Test the average number produced was 44.5501, while in the Post



Test section the result was 46,9000. Based on these results, it can be formulated that there are differences in the results of the respondents' answers. Next, in the Paired Samples Correlations section, you get a correlation of -889, and the sign size is 000. Next, in the Paired Samples Test section, you get a result of 38.42734 in the Std section. Deviation, while in the Std. Error Mean obtained a result of 8.59261. Based on these results, the impact of social use can indeed have an influence on students' social interactions.

**Table 4**

*T-test regarding the impact of using social media in the learning process on students' social interactions*

**Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	PRE TEST	11.1579	19	18.49704	4.24351
	POST TEST	8.3684	19	15.07098	3.45752

**Paired Samples Correlations**

		N	Correlation	Sig.
Pair 1	PRE TEST & POST TEST	19	,625	,004

**Paired Samples Test**

		Paired Differences				
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference	
					Lower	Upper
Pair 1	PRE TEST - POST TEST	2.78947	14.86076	3.40929	-4.37318	9.9521

Furthermore, in table 4, there are also the results of research using the T-test. It can be seen in the first output section that the Pre Test results were 11.1579, and the Post Test results were 8.3684. In the Paired Samples Correlations section, we obtained a Correlation of 625, with a Sign result of 004. Meanwhile, in the Paired Samples Test section, we obtained a result of 14.86076 in the Std section. Diviation, and Std. The mean error is 3.40929. Based on the results of this research, it can be seen between each question asked by the researcher regarding the impact of using social media in the learning process on students' social interactions.

## DISCUSSION

The emergence of social media means that all work can be done faster, more accurately and more productively. At the moment, Facebook, Twitter, Instagram, Path, Tumblr and other social media are the most popular. Students can use social media to communicate directly and remotely without having to meet in person(Thorisdottir et al., 2019). Social media is very important for students because they are not only a place to get interesting information, but have also become a lifestyle that needs to be had nowadays.(Su et al., 2020). Social media is not only useful in the learning process, it is usually used by students to express themselves, share everything about themselves with many people, especially friends, and can also be used to make money.(Boursier et al., 2020).

Basically, social media has not only positive but also negative effects on students, especially on interpersonal interactions that have been influenced by it (Ge et al., 2020). Social media gradually immerses students into a new culture and changes the way students think (Yoo et al., 2020). This can make a student become dependent on the use of social media. As social media develops rapidly, everyone can now have social media including students. If having conventional media such as television, radio, or newspapers requires a lot of money and labor, then social media does not (Tang et al., 2021). Users can access it via an internet network, even a very slow one, without large costs, without expensive tools, and without the help of employees.

Social media can also encourage student participation by commenting, contributing and sharing information quickly. Social media is growing rapidly along with the advancement of the internet and gadgets (Livingston et al., 2020). Using gadgets today allows students to access various learning resource information online anytime and anywhere. Fast access to social media has changed the flow of information in developed countries and in the field of education, especially in Indonesia (Farkas & Bene, 2021). This is because social media is starting to replace the role of conventional media in spreading news. With current technological advances, students and teachers can also carry out the learning process without any direct interaction process. However, the learning process must be carried out well, so that the learning objectives are still achieved (Zhou et al., 2021).

The impact of using social media in the learning process does not only affect students' social interactions, but the negative effects of excessive use of social media can affect its users (Basharat et al., 2023). Irresponsible use of social media can allow students to open pornographic sites in the form of writing, photos, videos, or gambling which can make students addicted, commit fraud, and even kidnapping (Ku et al., 2021). Parents and teachers are most concerned about the consequences that will occur if students use social media excessively, which will impact their learning behavior at school.

Another impact of using social media is that students do not understand how to use social media effectively, which has an impact on students' poor learning behavior (Cao & Tian, 2022). This is caused by students' lack of understanding about the benefits of using social media. As a result, because social media is used more for entertainment than for the learning process, student learning outcomes in class will be less good (Sun et al., 2020). Social media can make students forget their responsibilities as students. Students like to use social media to access the internet and open websites to play games, and students don't seem to care about homework assignments and repeating lessons at school at home (Nam et al., 2023).

Social media can have a positive or negative impact on student academic achievement. This depends on each student's goals. If social media is used to increase their knowledge, then this can encourage them to study actively (Morales-Castañeda et al., 2020). Even students who are good at managing their time using social media will not interfere with their studies, so the influence of social media on students' academic achievement may have a positive impact (Kelliher et al., 2019). Therefore, a balance is needed in using social media in the learning process, so that social media does not become a special concern for a student (Panigrahi et al., 2020). With this balance, the student interaction process becomes unimpeded, and students can interact well with anyone, including parents, friends, siblings, and so on.

## CONCLUSION

Science and Technology (IPTEK) has developed very quickly. Science and technology originally came from human thought trying to make life easier. Over time, they have contributed to the evolution of information and communication. Society's need for technology that supports the

development of increasingly sophisticated communication tools (Bruns, 2019). Technology has produced sophisticated communication tools and machines that make it easier for humans to work. Likewise, in the world of education, social media has become a network that is very attached to students today. One of them is social media, which is used as a place for people to interact and access information from all over the world.

Several approaches can be used to balance students' use of social media and social interactions. First, teachers must understand how students use social media and interact with it. Then, teachers must provide examples and encourage students to use them effectively in learning. Third, teachers must monitor and control students' use of social media so that they do not become addicted or have social interaction disorders. Fourth, teachers must provide instruction and training on how to use social media effectively. Not only teachers, when students are at home, parents also need to pay special attention to students when using social media, so that students remain focused and active in studying at home.

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