

## **SOCIAL MEDIA AS A USE OF LEARNING INNOVATIONS AT AL-IRSYAD INTEGRATED ISLAMIC ELEMENTARY SCHOOL BANDUNG**

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**Abstract:** *Integrated Islamic Elementary School is an educational institution located on Jalan Parahyangan Raya, Cipeundeuy, Padalarang District, West Bandung Regency, West Java Province. Currently, many educational institutions in Bandung Regency use social media as a modern teaching method. It is aimed at improving the quality of their teaching and learning process with the help of modern teaching methods. In this study, researchers used qualitative approaches and case studies to explain. The results showed that teachers at SD Al-Irsyad in Bandung Regency used social media as a modern teaching method. These activities encourage students to increase their enthusiasm for learning, foster increased motivation, and create new sources or knowledge for their learning. Positively managed social media use has a positive effect on students' social media use.*

**Keywords:** *Social Media; Utilization; Learning Innovation*

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### **INTRODUCTION**

From prehistoric to modern times, human development is intrinsically linked to the world of information and communication. The continuous evolution of this field will continue into the future and provide us with more sophisticated tools for everyday life.

Many people use social media as a positive and negative aspect. Using the tool correctly can benefit you, but going wrong can lead to severe problems. Some examples of abused tools are Instagram, Facebook, Google+, Google+, Twitter, WhatsApp, and Blogger. Although this application has many uses, it can also be used inappropriately. For example, people can abuse this app by posting pictures or videos every day, promoting products, talking to friends, and more. The app can also be abused as a way to connect with others; Some people use it just to post their feelings on social media accounts.

Advances in technology make it easier to access learning facilities through social media. This includes apps and platforms like Facebook. Many websites and applications provide information and formulas. People can also use social media to interact with others, build partnerships, share information, and form virtual social relationships (Riyanto, 2021).

The following is data on social media usage in Indonesia in 2021:

1. 274.9 million people as the total population of the Indonesian people.
2. 345.5 million people (125.6%) of the total citizen population.
3. 202.6 million people (73.7%) who use the internet.
4. 170 million people (61.8%) active users (Riyanto, 2021).

New education policies see technological advances in education; This is because the current reforms let people see the problems of past education. Previously, no education policy was perfect because no one considered the problems that arose on the ground.

The need for a newer and better education system requires continuous innovation. This is why Mukarromah, 2016, emphasized the need for new teaching tools and methods. Changes in infrastructure and curriculum are also needed. When making these changes, focus on educational programs through television and radio broadcasts. Doing so helps create more effective schools with higher standards (Lessons From History, n.d.).

Outreach testing has never been carried out simultaneously for all elements of education, parents, and teachers due to the Covid-19 outbreak (Herliandry 2020). Due to the outbreak, distance

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education, which was a major problem during the pandemic, is difficult to coordinate. Distance learning replaces in-person instruction when distance becomes an issue. This is a challenge for all levels and sections of education because they have to stay active in the classroom even though schools are closed.

Active classroom learning activities require continuous use of social media. This causes students to become interested, motivated, and even change their psychology. In maintaining this active classroom learning activity, the use of social media becomes important. It is important to use the media when educating students. Statements made on social media help students understand the material they are studying. This is one of the new educational learning methods that will improve the educational process around the world.

A lot of progress has been made in the world of education. This is created thanks to someone who comes up with an idea that deals with problems in the neighborhood. Ideally, these ideas are intended to develop over time so that the educational process remains ongoing and adaptive. As a result, teachers need further guidance when it comes to incorporating media into their lessons. Doing so helps them meet teaching and learning goals.

Several formal education institutions in Bandung Regency use social media for learning. One of them is the Integrated Islamic Elementary School or SD located on Jalan Parahyangan Raya in Padalarang District and West Bandung Regency. Currently, many schools use these learning methods to improve their teaching and learning processes.

## **Literature Review**

### ***Social Media***

Cohen in Liliweri (2015) As social media evolves and changes with new technologies, its definition continues to evolve. People use platforms like the internet to freely share messages, information, and media creations with each other. This is why the definition of social media changes as new technologies evolve. Cohen presents many different definitions of social media in an ever-changing world. This is referred to as the "meaning of the definition." :

- a. Media that disseminates information through digital technology is called social media. It shares information about the world by displaying what people around the world do and say at the same time. This type of media is also referred to as internet media because it is supported by digital technology (Michelle Chmielewski).
- b. People get information in different ways. Some people use old ways, such as drinking coffee and reading newspapers, while others use new ways, such as calling friends from home or using social media as a way to find people who share similar interests. Creating social networks and building friendships with these people is one of the new ways to get information. This is called a shift from the old way to the new way.
- c. Social media allows people to interact and communicate with each other openly. It allows dialogue between users instead of one-way communication through traditional media outlets. It also allows people to receive information about specific companies, products, or public figures that help them make better business decisions. One notable example of this is Sally Falkow's work on social media.
- d. Mobile and internet technology make Wikipedia a popular social media platform. The use of web and mobile communication techniques makes them easily accessible and scalable. It also allows users to interact and participate in creating new content and commenting.
- e. Social media platforms are also referred to as social technologies. This includes services like Facebook, Twitter, Youtube, and SharePoint; they are compared to WordPress, Lithium, and the more technical Sharepoint. However, this platform also refers to user-generated content channels

that do not use any technical ideas. This includes the most popular channels like Facebook, Twitter, and Youtube

### **Social Media Functions**

According to Kietzmann in Liliweri (2015) Social media functions like a honeycomb in which related blocks form a hive-like network framework :

- a. *Identity* Identity is defined as a collection of information about a person's name, age, gender, profession, and location. This information is contained in a social media block known as identity. People use identity to express who they are in their relationships with other users.
- b. *Conversations* is a social media Site intended to facilitate conversations between users, as well as live and online discussions with other communities or groups. Many of these sites are designed as separate communication units called blocks. People meet new friends, support their self-esteem and make love through conversations. Moreover, they can use this as a platform to share new ideas, find love, or build confidence. People can also use these conversations as a way to change the world or social topics today.
- c. *Sharing-social media* A social media network is defined as an online platform where users share messages, receive messages, and exchange messages. This is more important than simply sharing a message to get content. The term "social" in the phrase "social media" always implies the exchange of messages between people online.
- d. *Presence-social media* . Social media such as presence-related platforms allow us to see users as individuals and where they come from. The act of posting on social media indicates the user's location and whereabouts, "I'm here - I'm present - who are you? Where are you?" People use social media to connect with each other. This allows them to easily open access to the internet through an intangible world by agreeing to communicate directly.
- e. *Relationships-block relationships* When two or more users register each other as friends, they are in a relationship. This is indicated by the word "relationship" in the relationship block. People who have a relationship can interact with each other through sharing social objects, getting acquainted, registering their identities as friends, and potentially more.
- f. *Reputation-block Reputation* is the way others recognize a person's social status. On social media, reputation can mean different things to different people. In many cases, this is determined by trust issues. For example, if someone doesn't trust automatically available software or hardware, they won't be lucky on certain social media platforms.
- g. *Group blocks in social media* When users create block groups on social media, they show the extent to which they can form a community. Social media networks become more "social" if more people join and if the community spirit is high.

### **Types of Social Media**

Liliweri (2015) describes several types of social media in her book. One of the most popular, according to KOMPASIANA, March 26, 2013, is the creation of information through online connectivity. People use this method to create an organization or gather support for a cause. People can also use social media to organize content sharing and editing, as well as comment and edit:

- a. Websites that store information in communal databases are called wikis. They can be edited or added by anyone; e.g. Wikipedia.
- b. Blogs are the best form of online journals; They are also the best form of social media. This is because reverse-loading journals mean the latest posts appear on the front page.

- c. Social media websites that combine blogs and messaging services such as SMS or IM are referred to as microblogging. They give users the ability to send updates via email, text message, or app. Twitter is one example of a microblogging site.
- d. The community may share certain content; this is known as d. Contents. Some examples d. The content is Flickr for photos, Kompasiana for writing, Scribd for documents, SlideShare for presentations and Youtube for videos.
- e. Instagram is used for pictures.
- f. People use social networking sites to connect with their friends and share content. Some examples of such sites are Bebo, Facebook, LinkedIn, MySpace, and Zing.
- g. Online games take place in a virtual world, also known as the Virtual Game World. Users can interact with each other as if they were in the real world by choosing an avatar inside the 3D world.
- h. Virtual Social World gives users the same experience as traditional video games. It is a virtual world where people feel alive and can interact with others in a similar way to many video games. People who enjoy the Virtual Social World often find that it helps them have more freedom in real life by helping them experience Social Life.
- i. Podcasts are audio and video files that can be accessed or downloaded through the Apple iTunes service. They can subscribe via email and are available in a variety of formats.
- j. While social media has become a popular part of online communities, forums have existed long before. This is a dedicated area for existing online discussions around specific interests and topics
- k. Komas forum and kaskus forum are examples of forums that put the word viva in their names.
- l. A site that integrates all of one's media for one purpose is called. Social media integration. This prevents the need to post on various media platforms.

### ***Benefits of Social Media for Education***

Social media can provide tools for communicating and learning; It is also beneficial to education by allowing users to use media as a learning tool. Suryaningsih (2020) stated these benefits in his thesis:

- a. Students with learning difficulties can find answers to their questions on social media.
- b. If a student has difficulty communicating with others, they can easily get help from their teacher.
- c. Learning new things allows students to develop their abilities through the use of social media. This is because accessing various information through this platform helps students learn more

### ***Learning Innovation***

To innovate, one must create new ideas, products, and even combinations of existing ideas. Creating something new is an act of renewal and change. To innovate in the learning process, new methods are created by students, teachers and schools. New methods in the learning process allow new ideas and theories to grow by themselves. According to (Rohma, 2014; Faturohman 2020; Lubis et al, 2020) New learning innovations come from understanding how to learn and updating existing knowledge. This process leads to the advancement of learning outcomes.

According to (Sa'ud, 2016; Iriansyah, 2020) New learning innovations are defined as completely new and groundbreaking concepts that improve overall learning objectives. They should be deliberately designed to bring about such a change. When referring to a person who creates a new innovation, the word "new" indicates that there is something completely unknown to the person who receives it. Teachers are constantly reviving their lessons by adding new thoughts and approaches to existing lessons. They also create new ideas through creative thinking. This creates a more effective educational experience for students thanks to the creation of learning innovations. To create this new educational adjustment, educators work with other learners in the process and require their cooperation. New challenges and developments in science and technology demand renewal in

learning. Conducting innovative learning requires teachers with creativity and innovation; they need to inspire their students to create new ideas. According to (Kuworo et al 2019) To renew learning, educators need a renewal agent that inspires creativity and innovation in their students. This allows educators to implement new learning methods that exceed previous results.

## **MATERIALS AND METHODS**

Social media is a learning innovation that verifies itself through observation of natural events. This is why qualitative research uses a scientific background to understand the phenomenon, according to Denzin and Lincoln. This is seen when studying how people use social media in everyday life. For this study, researchers used a qualitative approach to link with the personalities of their subjects.

This study uses case study methods that limit the researcher's ability to influence events. The right approach to this event is to ask why a particular action is right, not how to do it. This method uses historical approaches, experiments and case studies to explain the causes of an event (Yin, 2015).

### **Object of Study**

This school study aims to find out how the use of social media as a means of learning affects the understanding of social media use. The subject of this study was a teacher at SD Islam Terpadu Al-Irshad, Bandung Regency, West Java. Researchers use in-depth and structured interview methods in collecting data. They prepare a list of questions ahead of time and record the interview while it is in progress. After the interview, they took photos and made audio recordings to support their findings.

### **Data Analysis Techniques**

Qualitative data analysis requires data collection, organization, and filtering. Then, understanding and communicating the results requires executing three different workflows simultaneously. Miles and Huberman note that this approach involves three simultaneous processes. They are the following: Analyzing data, deciding what to communicate to others, and maintaining data (see Moleong 2007; 248):

1. Data Reduction

Data reduction occurs when a researcher abstracts information from written notes while in the field. This is commonly referred to as data reduction and is seen as a way to select, focus, and pay attention to the process of raw data reduction.

2. Data Presentation

Data is presented in a way that makes it easier to understand and take action on the information.

3. Withdrawal

Before drawing conclusions, a researcher obtains information obtained from his studies by testing their validity. Called validity checks, this is an important part of the research process.

## **RESULTS AND DISCUSSION**

### **Social Media as a Utilization of Learning Innovation**

Creating social media groups through WhatsApp provides educational benefits. This practice was started at SD Al-Irshad, a school in Bandung Regency, by the school's teachers. Several other schools are also pushing for the creation of WhatsApp groups by their teachers. While learning through social media, a student expressed feeling happy and happy. This is because learning through social media allows students to access various sources and find information easier to remember. One student also revealed that she prefers to complete tasks through social media. In addition, he prefers to communicate with his classmates through social media rather than talk in real life.

Noting the opinions of researchers in Class VI, all students in this class agreed that they enjoyed learning how to use social media. Their reason is that it is easier to memorize and practice the English words they learn. They also like the ease of understanding social media.

A fifth-grader stated that social media increases motivation and enthusiasm in class, as well as grades. The student claimed that the use of social media in the classroom has improved the grades of most subjects. Other students reported that social media use in the classroom included English, Civic Education, Information and Communication Technology, Arts and Culture, Indonesian and other science subjects. These same students also stated that other subjects often use social media for teaching and learning.

Students of SD Al-Irsyad, Bandung Regency, revealed that they prefer to learn through social media instead of using books or notes. Most students stated that they are more comfortable asking their friends and teachers through social media. In addition, many students say that using social media helps them become more active and not shy about expressing themselves. This is because they can access information quickly and without fear of being judged. Students can easily enlist the help of teachers and friends if they need help using social media. This leads to connections between students and educators that encourage increased student motivation. This leads to students with a more active interest in learning and greater success in their studies.

In Rosenberg's opinion of 2001, teachers need to pay attention to educational shifts involving the use of information and communication technologies. These include the shift from research to performance, the shift from the classroom to anywhere and anytime, the shift from paper to online, the shift from physical facilities to network facilities, and the shift from cycle time to real-time. Some of these shifts need to be encouraged and directed by teachers so that students do not overuse social media. This is because the use of social media can have a serious impact on their education.

Mobile phones are prohibited from being taken to Al-Irshad Elementary School. However, teachers encourage students to create WhatsApp groups as an alternative. Groups are open to students and school employees, all of whom have access to the same chat. A teacher can use WhatsApp groups for class VI C to monitor student progress, provide guidance, and remind them of their homework or assignments. Teachers can also use this tool to stay connected with students so that the group becomes more educational and meaningful. The class VI C WhatsApp group is called Squad VI C.

In the previous section, students using social media was described as an educational method of communication. This is because the act of answering questions in groups leads to discussion. This can be seen as the first step to improving effective communication between teachers and students. Therefore, educators can use this to help students learn. This is especially true if teachers of other subjects also incorporate this into their educational methods.

Students need to understand the positive benefits of using social media when creating their educational materials. This is best achieved by incorporating their knowledge of social media literacy into the process. When considering the concept of literacy, people don't always see it as just a way to entertain themselves through social media. Literacy does not have a single meaning, but must be interpreted broadly including the use of social media as a positive tool.

Teachers subtly reinforce academic cheating by encouraging students to do daily tasks and homework assignments. If this is not addressed, students can easily fall into other forms of deviant behavior such as plagiarism in the final project or unethical behavior such as politeness. It is possible that the habit can be passed down through secondary education without any intervention.

Teachers at SD Al-Irshad need to create a more effective communication system for students. Without proper direction and supervision, students can suffer negative consequences such as the spread of the disease. An additional reason why teachers' efforts are needed is the school's lack of attention and direction from them in using social media. This approach gives teachers insight into

students' problems and difficulties. Educators can also spot popular trends among students that reference more effective or efficient learning methods

## CONCLUSION

Teachers of SD Al-Irsyad, Bandung Regency, monitor student learning through social media. These activities encourage students to increase their enthusiasm for learning, foster increased motivation, and create new sources or knowledge for their learning. Positively managed social media produces students who create increased levels of learning achievement that rise or increase over time.

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