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Implementation of social media learning in elementary school learning

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ABSTRACT

Social media learning is one form of social media that increases student involvement, collaboration, and learning motivation. This research examines the implementation of social media in elementary school learning, the factors influencing its success, and the obstacles faced. The research method used is a literature study. The literature study method in this research is an initial step in planning research by utilizing the library for data in the field without going directly. Analysis of literature review data was carried out using content analysis. The results of the research show that the implementation of social media learning in elementary school learning indicates that social media learning has a positive influence on elementary school learning, such as 1) expanding access and learning resources for students and teachers; 2) improving critical, creative and collaborative thinking skills students; 3) enrich students' experiences and knowledge about social issues; 4) build exemplary communication and relationships between students, teachers, and parents. Implementing social media learning also positively impacts student learning processes and outcomes, such as increasing student participation, interest, creativity, understanding, and learning achievement. Therefore, social media learning can be used as an effective and innovative alternative learning media in elementary schools.

ABSTRAK

Social media learning adalah salah satu bentuk pemanfaatan media sosial sebagai pembelajaran yang dapat meningkatkan keterlibatan, kolaboratif, dan motivasi belajar peserta didik. Penelitian ini bertujuan untuk mengkaji implementasi social media learning dalam pembelajaran sekolah dasar, serta faktor-faktor yang mempengaruhi keberhasilan dan kendala yang dihadapi dalam penerapannya. Metode penelitian yang digunakan dalam adalah studi literatur. Penggunaan metode studi literatur dalam penelitian ini adalah sebagai langkah awal dalam perencanaan pada penelitian dengan memanfaatkan perpustakaan untuk data di lapangan tanpa perlu terjun langsung. Analisis data kajian pustaka dilakukan dengan menggunakan analisis isi. Hasil penelitian menunjukkan bahwa implementasi social media learning dalam pembelajaran sekolah dasar menunjukkan bahwa social media learning memiliki pengaruh positif dalam pembelajaran sekolah dasar, seperti 1) memperluas akses dan sumber belajar bagi peserta didik dan guru; 2) meningkatkan keterampilan berpikir kritis, kreatif dan kolaboratif peserta didik; 3) memperkaya pengalaman dan pengetahuan peserta didik tentang isu-isu sosial; 4) membangun komunikasi dan hubungan yang baik antar peserta didik, guru, dan orang tua. Implementasi social media learning juga memberikan dampak positif terhadap proses dan hasil belajar peserta didik, seperti meningkatnya partisipasi, minat, kreativitas, pemahaman, dan prestasi belajar peserta didik. Oleh karena itu, social media learning dapat dijadikan sebagai salah satu alternatif media pembelajaran yang efektif dan inovatif di sekolah dasar.

Kata Kunci: pembelajaran; sekolah dasar; social media learning

INTRODUCTION

The world is currently undergoing the 4.0 industrial revolution, also known as the digital era. The rapid development of social media is now attributed to the fact that everyone possesses their own media. As users, we can freely edit, add, and modify text, videos, images, graphics, and other content models (Oktandi & Ardiansyah, 2023). The digital era is a time when the use of the internet and information technology increasingly dominates various human daily activities, including in economics, arts, sports, government, education, and the social environment (Ali & Kamaruddin, 2024). Currently, information and communication technology is rapidly evolving into digital technology connected to the internet, enabling knowledge and information to be accessed and communication to become far more efficient (Rusnawati & Hariyati, 2022). The era of digital revolution is one where almost everyone is familiar with digital technology, from adolescents to the elderly, and even children (Nurjanah & Mukarromah, 2021). With technological advancements, people have become more familiar with various social media applications, including Facebook, Blogger, Instagram, WhatsApp, Line, Google, and Twitter. This is because students can use social media to communicate both directly and remotely, without needing to meet in person, including for learning activities that can continue in various situations (Yuliani & Nugraha, 2021).

Students are among the primary users of social media today. Social media is crucial for students, as it has become an integral part of their lifestyle and daily life (Fitriana & Ridlwan, 2021). In the world of education, social media has become a valuable tool in the learning and teaching process. This aligns with government efforts to implement social media learning in elementary school instruction (Andriani & Bustam, 2024). However, the use of social media learning is influenced by several factors.

Many factors influence the success of a learning process that takes place in the classroom, one of which is the student (Lestari & Irawati, 2020). In participating in the learning process, the student is a determining factor in the success of a lesson. A supportive student environment typically fosters a smooth and effective learning process, whereas a less supportive environment results in suboptimal learning processes and outcomes (Nasution et al., 2023).

Learning and instruction are educational interactions designed to achieve educational goals (Nudin, 2016). In the learning process, learning is an integrated system consisting of various interconnected elements, such as teachers, students, objectives, materials, media, methods, and evaluation (Fadhilah et al., 2021). Instruction is an educational process involving students and teachers to change behavior, including attitudes, skills, and knowledge (Yandi et al., 2023). The instructional process facilitates and assists students in achieving their goals. Everyone in the school, including teachers, must work together to achieve success in learning.

On the other hand, the utilization of social media as a learning medium also has challenges and obstacles, such as facility availability, teacher and student skills, content quality, and the negative impact of social media on student behavior and achievement (Jamilah, 2020). Therefore, practical strategies and learning models are necessary to integrate social media learning into elementary school instruction. Social media learning is a form of instruction that utilizes social media as a means to facilitate the teaching and learning process actively, interactively, and collaboratively (Hajarudin, 2023). Social media learning can refer to social learning theory, which posits that the social learning process centers on how an individual learns by observing others and incorporating their behaviors into their own.

Through a better understanding of social media use in education, teachers can leverage technology to create a more interactive, collaborative, and relevant learning environment for students (Hew & Cheung, 2014). Furthermore, educational institutions can develop appropriate policies and effective management strategies to address the challenges that may arise with the use of social media learning in elementary school instruction. This becomes an innovative and interactive learning experience for students.

Social Media Learning (SML) itself is now being implemented at various educational levels, making it a frequently researched topic. One study related to SML is titled "Analyzing User Attitudes Towards Intention to Use Social Media for Learning." The study mentioned that several factors influence the intention to use social media for learning purposes. The results showed that social media literacy, perceived ease of use of social media, and the perceived impact on users have a positive influence on users' intentions to use social media for learning (Yuan et al., 2021). Moreover, the trend of using social media as a learning medium indicates that interest in SML use is increasing and has a positive impact as a learning medium (Barrot, 2022).

Unlike previous research, this study reviews literature related to SML to determine how social media is implemented in learning for children. The purpose of this article is to conduct a comprehensive analysis of the integration of social media into the elementary school curriculum, while also examining the factors that influence its effectiveness. By synthesizing current literature research with teacher and student perspectives, we aim to offer a comprehensive understanding of the impact of social media use on the learning process. Through this understanding, it is hoped that new and relevant pedagogical methodologies can be formulated to enhance the effectiveness of the learning process in elementary schools.

LITERATURE REVIEW

Elementary School Learning

Elementary school education plays a crucial role in introducing knowledge concepts to students (Van-Bongga & Listiani, 2020). At this stage, children establish a foundation of basic knowledge that will serve as the basis for further learning at higher levels. This process focuses not only on information transfer but also on forming a holistic understanding of various scientific disciplines (Rohman & Hendra, 2023). Elementary school education is vital in instilling moral values and character in children. Research indicates that citizenship education and character education can contribute to the development of positive values and ethics in elementary school children.

In the digital era, character education is crucial for helping children access diverse information and develop good behavior. Teachers, parents, and adults play a crucial role in educating and monitoring children's behavior in the digital era, enabling them to utilize technology effectively and sustainably (Boiliu, 2020). Thus, elementary school education can help in shaping a generation with noble character that behaves as good citizens. Therefore, the role of elementary school is not just to provide information, but also to shape critical thinking and analytical skills that will help students face more complex learning challenges in the future, and elementary school education is not just about conveying knowledge concepts, but also forming a strong foundation for personality development and learning independence.

Through elementary school, students can be assisted in following the flow of social life; the learning provided at the elementary school level provides fundamental knowledge that enables students to continue their educational journey to the next level. Teachers are responsible for facilitating the learning process in the school environment, enabling students to process and achieve the knowledge conveyed, despite the challenges posed by each child's unique abilities (Mahfud, 2023).

Children in the 6- to 12-year-old category, which falls within the elementary school age range, are part of an age group that can develop more effectively than other age categories (Siregar, 2023). One aspect that develops better is the development of good language skills. Considering the technological advancements of today, social media learning is one of the most effective and efficient educational media.

Social Media

The term 'social media' was first used in 1994 in a Tokyo online media environment called Mattise. At that time, social media was first used commercially on the internet. This led to an increase in social media use in the years that followed. As time passed and businesses expanded, social media also evolved into a primary platform for companies to engage with customers. In this context, customers can provide feedback, ask questions, and receive prompt answers to their concerns. Additionally, both customers and companies can send information in the form of text, images, or videos on these social media (Aichner et al., 2021).

Currently, social media can be defined as a place for various online platforms, including blogs, business networks, collaborative projects, business social networks, forums, microblogs, photo and video sharing, product reviews, and virtual worlds. This statement shows that social media today is not limited to specific activities but is a diverse platform. This aligns with the statement that social media is a collection of internet-based applications built on web technology that allows for the creation and exchange of content by its users. Social media facilitates online interaction, and this has changed how people interact in the modern age (Olanrewaju et al., 2020).

The following is the scope of activities that can be performed on social media (Aichner *et al.*, 2021):

1. Socializing with friends and family

   Social media plays a significant role in facilitating users' social activities and can serve as a standard means of communication within families. Although not all social media are specifically designed to facilitate social interaction, socializing remains one of the tangible commonalities of all types of social media. In these online communities, people often fail to distinguish between virtual friends and real friends, as long as they feel supported and share similar thoughts. Social media is also used to communicate with family, which helps strengthen their family relationships.

2. Romance and flirting

   Besides facilitating human interaction, communication technology also shapes and defines a person's relationships, including romantic ones. Social media can help someone initiate a romantic relationship, for example, when someone contacts a person they like through one of the platforms. On the other hand, the existence of online dating also supports this statement, as a person can initiate a real relationship with someone else without worrying about physical appearance. This makes the environment around that person less stressful.

3. Interacting with companies and brands

4. Companies can use social media, whether they are in the consumer business (B2C) or business-to-business (B2B). Almost 100% of large companies utilize some form of social media platform to provide information to customers, gather feedback, offer excellent service, and promote their products or services. Social media also enables two-way communication between companies and consumers.

5. Job searching and professional networking

   Social media can connect job seekers with employers. One such social media platform is LinkedIn, which allows recruiters to post job vacancy ads to attract potential applicants who are not actively seeking employment. Meanwhile, from the job seeker's side, LinkedIn allows them to create a branding

or an ideal image that showcases their skills to recruiters or peers. LinkedIn can even highlight their relevant skills, promote their abilities and strengths, and encourage them to complete their profiles to gain self-satisfaction from their achievements.

6. Business

Social media impacts how companies approach clients and vice versa. Using social media as a means to understand and inform customers has become crucial for businesses to remain competitive. Through social media, companies can actively engage customers, encouraging them to become brand advocates. This is undoubtedly important, as users can create online customer communities, potentially adding brand value beyond just increasing sales. Customer engagement can be beneficial, as they will interact frequently with the brand and share positive recommendations because they have become more emotionally attached to it. Electronic word-of-mouth reviews created in social media communities help consumers make informed purchasing decisions. This advice is crucial, as customers are more inclined to trust recommendations and reviews from other users than product information provided by vendors.

Social Media Learning

Learning is essentially a process of interaction between students and their environment, resulting in a positive behavior change (Gusteti & Neviyarni, 2022). In this regard, both media and learning models must align with the progress of the times (Simatupang & Yuhertiana, 2021). One medium that has evolved with the times is social media. Social media is a medium on the internet that enables individuals to engage in activities such as interaction, collaboration, sharing, and communication with others in a virtual realm (Herdiyani et al., 2022).

Social media in the educational realm can be described as an electronic communication medium that facilitates sharing, accessing, and communicating via files, images, and videos; sending messages; and engaging in real-time conversations (Mendoza et al., 2022). Social media platforms serve as facilitators for interaction, collaboration, critical thinking, resource sharing, and active engagement. They can be effectively utilized to direct discussions on relevant topics, including science, social awareness, religion, and cutting-edge technological advancements (Musyaffa & Effendi, 2022). Besides facilitating discussions on technological advancements, science, social awareness, religion, and timely scientific topics, social media can be utilized to enhance students' knowledge and creativity (Hajri, 2023). This aligns with a study titled "Social Media for Informal Learning: A case of #Twitterstorians," which states that Twitter, one of the most widely used social media, can support a collaborative learning environment for educators, students, and among students. From the educator's perspective, Twitter presents an open online environment outside of formal learning. Educators can share knowledge, professional networks, ask for help or support from others, and also engage in social commentary, conversations, and connect with many people outside their network (Kumar et al., 2019).

Essentially, social media learning is a learning model that emphasizes learning using social technology. Social media has emerged as a highly effective communication tool in education, helping to improve academic performance, enhance learning motivation, and facilitate interpersonal interactions (Kamal, 2020; Hong et al., 2016). Social technology can provide new opportunities to engage students, and many teachers are finding impactful strategies to use it in face-to-face, blended, and online classrooms (Khodijah, 2018). Thus, it is clear that social media and social technology can be learning support tools. Social media has the potential to provide learning opportunities that involve numerous interactions. Through various learning applications such as social networks, wikis, blogs, and microblogs (Rewara et al., 2024), social media learning has the potential to improve students' language, communication,

teamwork, and critical thinking skills. Social media education also has its limitations and issues, including concerns over privacy, security, ethics, credibility, engagement, and assessment.

METHODS

This study is a literature review. A literature review is a research method in which various literature sources related to a specific topic are analyzed and synthesized. The reason for choosing this methodology is that it allows for data collection from various sources without requiring direct fieldwork.

The literature review encompasses a series of activities, including collecting literary works, examining them, transcribing them, and evaluating their content. In this literature review, a comprehensive search and selection process will be conducted to identify relevant literature related to the research objectives. This involves careful reading, documenting significant findings, and compiling written material in a structured manner to facilitate subsequent discourse.

Literature-based data analysis is performed using content analysis techniques. Content analysis is a methodical, quantitative, and impartial procedure used to understand the messages contained within a specific text. Within the framework of this investigation, scholars conduct a comprehensive examination of data extracted from scholarly sources. The sources that become the primary data will then be analyzed to form an answer to the research question. The results of this analysis are expected to provide an in-depth understanding of the researched problem. They can serve as a basis for formulating recommendations or solutions in the context of elementary school education.

RESULTS AND DISCUSSION

The Use of Social Media in Learning

In the current digital era, technology has become an inseparable part of daily life, including in the field of education (Arrosyad et al., 2023). One phenomenon affecting the way of learning and teaching is social media. In recent years, social media has made significant inroads into the world of education, with an increasing number of schools and educational institutions incorporating it into the learning process (Madjid et al., 2019).

Social media platforms have the potential to enhance students' academic performance, particularly in aspects related to collaboration and material sharing that occur via social media (Mendoza et al., 2022; Setia & Fajriana, 2022). Social media has the potential to enhance learning motivation, facilitate student communication, and deepen understanding of subject matter (Al-Rafi'i, 2023). Social media platforms can potentially enhance academic performance, promote greater learning motivation, and facilitate effective interpersonal communication within the educational environment. The use of social media can enhance students' knowledge and creativity, as well as broaden their understanding of current topics such as science, social issues, religion, and recent technological developments (Zanita et al., 2022).

Social learning is a learning interaction that involves a community of experts in the learning process with students (Hartono, 2012). The learning communication used in social learning is oriented towards social media, utilizing available features. As social media is a technology-assisted medium, social learning refers to interactive learning, one form of which is online discussion. By utilizing a social learning system, the learning model is designed to optimize and support the educational process, providing better facilities. Through social learning, students can conduct online discussions via the social learning system without needing to wait for school time, which means social learning provides a platform for students to engage in learning discussions easily and time-efficiently. Social learning is also a form of community empowerment that counters the negative influences brought about by social media.

The various functions of social media certainly have various types of influences. The existence of social learning can enhance social media's capability as a new learning tool for students; thus, this increased capability contributes to the activities students perform via social media (Saerang et al., 2023). To understand the technology that supports social media learning, it is necessary to possess practical communication skills to disseminate information effectively conveyed through social media learning. By introducing the social media learning education system early on, from the time children are still in the 6 to 12-year-old category, it is hoped that children can develop alongside social media learning.

Although in the same age category, each child has their own pattern in the growth process; therefore, the aforementioned abilities still depend on each child's capability, but do not diminish the conditions described (Innayah et al., 2023). Thus, through the ability of children aged 6 to 12 to have good communication skills, it is likely they can adapt more easily alongside the use of social media learning in elementary school, viewing it with a theoretical foundation in the form of qualitative descriptions, mathematical models, or tools directly related to the researched problem. Social media was initially a medium for connecting people who were far apart, but it has rapidly evolved to serve various functions and become an integral part of public life. Social media changes the culture, ethics, and norms of society (Noorikhsan et al., 2023). For example, people use social media from waking up until going to bed at night, whether to find the latest information or to interact with family and friends. The education, tourism, and business sectors have widely utilized social media as a means of communication and learning.

High-quality learning is the hope of all teachers, especially at the elementary school level, where children's character and basic abilities are being formed (Wulandari & Nurhaliza, 2023). The characteristics of elementary school students tend to be energetic, enthusiastic about new things, and have a great deal of curiosity. They also still enjoy playing while learning. Therefore, the learning applied must be able to spark students' enthusiasm and curiosity, one way being by incorporating elements that children enjoy, such as games. Nowadays, the use of social media and the internet is increasingly widespread, including among children. Digital platforms like YouTube, TikTok, Instagram, and others have become part of their daily lives. This condition can be wisely utilized for educational purposes, one of which is by applying the social media learning approach in elementary schools.

Social Media Learning for Elementary School Education

Elementary school students are essentially children learning basic things. In this regard, elementary school students have an intense curiosity, so their learning needs must be principled and manifest in fulfilling their curiosity needs (Saihu, 2022). Thus, when organizing learning for elementary-aged children, the implementation of social media learning must consider several key aspects: learning should be interactive, enjoyable, contextual, active, differentiated, and utilize students' digital abilities (Intania et al., 2023; Aini et al., 2019). By adhering to these principles, it is hoped that learning objectives in elementary school can be optimally achieved through the utilization of social media. To achieve learning objectives, synergy is required from various parties, including teachers, students, schools, and parents (Jamilah, 2020). All elements play a crucial role in jointly creating a healthy and conducive digital ecosystem that optimizes learning in elementary schools, paving the way for a better future for the nation.

The rapid development of technology also requires the education sector to adjust or adapt to these developments. Education, in terms of both content and media, must keep pace with technological advancements (Ambarwati et al., 2021). One technology that can be used as a learning medium is social media (Anwar, 2023). This fondness for using social media can serve as a bridge in implementing social learning, which has the potential to enhance learning success in Indonesian education, especially at the elementary school level. Elementary School (SD) students are children aged 6 to 12 years. Children aged 6-12 are still in the process of character formation; this process is needed by all parties involved in their

environment, especially at school. This character development is formed through events and experiences stored in the child's memory. Through social learning, the school, as the primary entity in the child's environment, can provide valuable learning experiences.

Social Media Learning Perspectives

The incorporation of social learning into school activities introduces students to various new types of learning. To implement it, social learning requires the readiness of all parties to apply the system, ensuring that the goals of social learning can be effectively realized (Rizal, 2022). One form of the student's environmental readiness in supporting social learning is by providing facilities that enable students to participate in social learning activities; this also needs to be done simultaneously so that all students can experience the benefits of social learning without any gaps affecting one student versus another (Pustikayasa, 2019). Speaking of facilities, it is undeniable that the quality of facilities depends on the ability of the student's supporting parties, especially parents, to provide these facilities; thus, one step towards the success of social learning can be achieved.

Moving to the next step involves students' interest in participating in social learning activities. To achieve this, student interest can be fostered by providing interactive technology. Such interactive technology is clearly readily available on social media (Aka & Sahari, 2017). The use of social media is one technological means to carry out these e-learning activities; its operating system is easy and relatively familiar to many circles, thus making it suitable as a supporting technology for interactive learning activities (Nurkolis & Muhdi, 2020). This interactive learning can help students develop their potential, as interactive technology provides opportunities for students to express their opinions about the material presented to them.

The use of social media can facilitate learning activities by allowing discussions with school friends (Khairuni, 2016). Besides discussing and searching for information with friends, students can make new friends and share experiences. This is included in learning to broaden students' views or perspectives (Fadhilah et al., 2021).

On the other hand, social media also has negative impacts if used for learning. Social media can sometimes cause students to lose focus on their studies and consume a large portion of their online time (Purnomo & Jannah, 2024). There are also issues related to distractions, such as feeling tempted to check notifications or post content, when their main goal is to study. Not to mention negative impacts like online bullying or cyberbullying, which can cause serious problems for students regarding their mental and emotional condition (Febrianti et al., 2024).

The use of social media in elementary school instruction has had a significant impact; however, it also presents challenges that must be addressed. One of the main challenges is the potential for distraction. Social media can be a challenge for students, as it can divert their attention from their ongoing learning. This challenge requires a careful approach to ensure that social media use does not disrupt students' focus and concentration (Boyd & Ellison, 2008).

Furthermore, the use of social media also poses potential privacy and security risks. Students' personal data can be exposed and misused through social media platforms. Therefore, educational institutions should adopt clear policies on social media use and provide students with a solid understanding of the importance of protecting their online privacy (Kirschner & Karpinski, 2010). The digital divide also presents a challenge in utilizing social media for learning in instruction. Not all students have the same technological capabilities and internet connections, which can lead to variations in student participation in social media-based learning. Schools must consider these differences and provide necessary resources to students who may have limited access (Hew & Cheung, 2014). Lack of effective management can also be a problem for incorporating social media learning into instruction. Teachers must understand how to manage and

supervise the use of social media learning in the learning environment. This includes creating appropriate policies for social media use, monitoring student activities, and teaching students the proper use of social media (Junco et al., 2011).

CONCLUSION

In the era of the 4.0 industrial revolution, the role of social media learning is increasingly prominent and crucial in the context of elementary school instruction. Social media learning, as an innovative concept, leverages the use of social media as a learning tool that facilitates dynamic interaction and collaboration among students, teachers, and the broader educational community. This approach offers various opportunities to enhance student engagement and present a more interactive learning experience. Social media learning not only embraces technological development but also creates space for inclusive learning. By enabling students to participate actively, share ideas, and collaborate, social media learning provides a learning nuance that is more dynamic and relevant to the needs of children in this digital era. Therefore, amidst the global educational paradigm shift, the integration of social media learning becomes a strategic step to prepare students with relevant skills and support the development of creativity and collaborative intelligence.

Social media learning has positive impacts on elementary school instruction, such as: 1) expanding access and learning resources for students and teachers; 2) enhancing students' critical, creative, and collaborative thinking skills; 3) enriching students' experiences and knowledge about social issues; 4) building good communication and relationships among students, teachers, and parents. Social media learning can also increase the interest, motivation, and learning achievement of elementary school students. Although social media offers interactive benefits in the learning context, several obstacles still need to be overcome. Distractions, privacy risks, the digital divide, and management tasks that require careful attention are some of the challenges that may arise during the implementation of social media in learning. Therefore, it is essential to design effective learning strategies that combine innovative and responsive approaches with individual needs, while also addressing technical constraints that may arise.

The successful implementation of social media learning requires active collaboration among teachers, students, schools, and parents. Through this collaboration, a conducive and safe learning environment can be built. The importance of devising appropriate learning strategies and implementing supportive policies becomes crucial in creating an effective learning environment. Thus, a joint effort from all involved parties will ensure that social media learning not only provides interactive benefits but also maintains the safety and well-being of all students.

AUTHOR'S NOTE

The author(s) declare that there is no conflict of interest related to the publication of this article. The author(s) affirm that the data and content of the article are free from plagiarism.

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176