The Use Of Social Media As A Platform For Presenting English Learning Materials

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Abstract. This study discusses the benefits of social media as a medium for learning English. This is motivated by the current world of education, where with the rapid advancement of technology in the current era, teachers are always required to take advantage of existing facilities, one of which is social media as a complementary medium for learning material. This study aims to describe the benefits and uses of various social media, which can be used in education. The research method used to write this article is library research. The data collection technique is to collect validated references and then apply them in narrative form. The study results show that social media can greatly benefit the world of education if every teacher in Indonesia makes the most of it.

Keywords: Media , Social , Language , English

Abstrak. Penelitian ini membahas tentang manfaat media sosial sebagai media pembelajaran Bahasa Inggris. Hal ini di latar belakangi oleh dunia Pendidikan saat ini, dimana dengan pesatnya kemajuan teknologi pada era sekarang, pengajar di tuntut untuk selalu memanfaatkan kemudahan yang ada, salah satunya yaitu media sosial ini sebagai media penyampaian material pembelajaran. Penelitian ini bertujuan untuk mendeskripsikan manfaat dan kegunaan berbagai macam media sosial, yang dapat di manfaatkan di dalam dunia Pendidikan. Metode penelitian yang digunakan untuk menulis artikel ini adalah penelitian kepustakaan. Teknik pengumpulan data yang dilakukan adalah dengan mengumpulkan referensi yang sudah tervalidasi lalu di terapkan dengan bentuk narasi. Hasil penelitian menunjukkan bahwa media sosial dapat menjadi manfaat yang besar di dalam dunia Pendidikan jika setiap pengajar di Indonesia memanfaatkan hal ini dengan maksimal.

Kata kunci: Media, Sosial, Bahasa, Inggris.

BACKGROUND

Along with advances in information and communication technology in the current era, the Internet is often used to communicate with people in Indonesia. People can access the Internet quickly and can interact with anyone through various social media such as Instagram,

YouTube, Twitter, Facebook, and TikTok, along with other social media, are utilized. According to Aleb T. Carr and Rebecca A. Hayes (2015), social media is Internet-based media that enables users to interact and display them selves, both immediately or on occasion, with a broad audience or not, which influences the value of user-generated content and the perception of interactions with others. The Association of Indonesian Internet Service Providers (APJII) conducted a survey of internet users in Indonesia, with the results indicating that there will be 215,63 million internet users in Indonesia in 2022-2023.

With this social media and many internet users in Indonesia, it can be used for positive things, one of which is in the education sector, namely as a learning booster. Users can take advantage of various features already available on social media to support educational content or digital learning. This aims to increase the breadth of learning material obtained and make it easier for everyone. An example is social media YouTube. Users can create learning content such as videos, questions, and answers about knowledge. It's the same as the social media platform used by young people and adults, namely TikTok. Utilizing short videos, as well as exciting content, can attract everyone's attention to learning and digest the learning content that is being watched.

Teachers must also use social media to present material to their students. Teachers must be able to follow developments in the digital era in presenting learning materials. With this social media, teachers should be able to quickly deliver learning materials efficiently and effectively because almost all students in Indonesia already use social media as a daily activity when using gadgets.

In this study, the social media platform or site that will be discussed using as a medium for presenting learning material is YouTube and TikTok where these two social media are among the most users in the world. Teachers can use this as a medium for presenting learning material that is simple and effective.

METHODS

This article's research was conducted through library research. This research method aims to collect many papers and journals or similar studies with the subject being discussed.

Each report discussed is then analyzed and concluded to attract public opinion following the objectives of the topic of the study examined

According to Hamzah (2020), library research includes qualitative research methods, in which the research characteristics are transformed into the context of literature research.

According to the library research method description, the writer's first action will be to collect data. The author will collect information from various sources, including books (e-books), journals, research results such as dissertations or dissertations, and various online articles. After compiling all necessary data, the author reads and documents sources pertinent to the topic under discussion. This phase is essential for determining whether the authorities discovered and assembled in the previous step are relevant or irrelevant. The subsequent stage is data processing. Relevant data is then organized systematically and logically to answer the problem's query, namely whether social media can be used to present English learning. The next stage is to compose narratives for the created articles. The ultimate action is concluding. The author concludes the article by summarizing all of its discussions. (Pujiono, 2021).

RESULTS AND DISCUSSION

A. The notion of social media and instructional Media

The social media was a platform that enables its users to socialize, interact, and share information online without having to meet face-to-face. All that is required is Internet access. Social media is a form of electronic communication in which users are free to share, communicate, and discuss various topics as they see fit. (Rahman et al., 2023).

Van Dijk in Nasrullah (2015) states that Social media is an environment that facilitates users' activities and collaborations by emphasizing their existence. Social media can serve as a communication forum for everyone, especially social media users. Social media is divided into various kinds: Facebook, Instagram, TikTok, Youtube, and Twitter.

1) Facebook

Meta platforms manage the social media platform Facebook. Mark Zuckerberg established Facebook in 2004. At the outset of his college career, membership to this social networking site was only available to Harvard College undergraduates. During the following two months, he submitted applications to additional Boston-area institutions (Boston University, Boston University, MIT, Tufts), Rochester, Stanford, NYU, Northwestern, and all Ivy League universities In September 2006, Facebook eventually began accepting registrations from anyone with an email address. (Hidayat et al., 2019).

Facebook is currently of the most popular social media platforms. Facebook enables the creation of group pages, conversation groups for discussions, and the sharing of videos, images, document links, video conferences, and live broadcasts. (Minha, 2021). Everyone can access or open Facebook from any location without needing laptops. Currently, mobile phones have facilitated access to the Facebook app. This medium can be used for problem or learning process discussion groups. (Meinawati & Baron).

It can be understood that Facebook is one of the social media that is in great demand by some students in Indonesia until now. Even though many new social media have emerged, Facebook still provides convenience in interacting with its application. Of course, this is because Facebook always gets exciting and valuable updates for its users, especially in the educational and social fields.

2) Instagram

Instagram is an application developed by Kevyn Sytrom and Mike Kriger in 2010 under the company they started, Burbn.Inc. However, Instagram was eventually acquired by Facebook in 2012. (Nugroho 2022).

Instagram is a popular social networking website utilized by various people, including adults and adolescents. Instagram can be accessed and used on mobile phones, laptops, and other devices. Therefore, Instagram is accessible at any time and from any location. Publishing photos or videos that a large audience will see is possible. In this modern era of technology, social media has a significant impact, particularly on young people. Instagram is a well-liked research platform among students. Instagram's use as a source of news is an intriguing development. Youth use of social media is now pervasive and continues to expand. (Pitaloka et al., 2021).

Initially, most social media platforms were only used to share fascinating moments; today, they are also used to distribute educational materials. Companies engaged in technology are also contending to develop applications that facilitate learning, even with the social network Instagram. Social media has existed since 2013 and has grown in popularity because academic requirements have remained the same as in other industries. (Zunurahma & Fahrezi).

3) TikTok

TikTok is a China social networking site and video sharing application that was published for the first time in September 2016 (Fitriani, 2021). People frequently make videos from their mobile devices using the TikTok video platform. Videos on TikTok have only a few moments longer, between 15 seconds to one minute. (Riduan, 2023).

The social media platform TikTok is in high demand among all age categories in Indonesia, from young children to adults. This is because TikTok offers many exciting features. Aji and Setyadi (in Akademika, 2021: 427) stated that Tiktok from 2018 to 2019 noted that it was the most downloaded application 45.8 million times, which beat other popular applications such as Instagram and Whatsapp. TikTok can display engaging content and provide a platform for students who wish to create videos under their creativity. Tiktok can foster students' video-making creativity with its supplied features and concise packaging. (Ramdani et al., 2021).

Initially, TikTok was only used as an entertainment medium for its users. However, now TikTok can be used as a learning medium for students so that they can study anywhere and anytime as long as they have gadgets and internet access.

4) YouTube

YouTube is one of the platforms for social media that is developing swiftly among children. YouTube can be easily accessed on tablets, smartphones, laptops, and desktop computers. Students may use YouTube from anywhere and any time, so long as they have smartphones such as laptops or mobile devices and a reliable internet connection nearby. (Nursobah 2021). In overall, people who use YouTube utilize the platform not only for entertainment, but also to satisfy their informational and educational needs.

Learning media is a technology or stimulus used to communicate learning information. Human relationships or interactions, reality, moving visuals or not, text, and recorded sound are all stimuli that may be utilized as media. (Alaby, 2020).

Using airplanes and railroads, for example, it is now possible for humans to travel swiftly and safely to another location. Rapid barrages, vehicles, and others. Similarly, in communication, humans can now establish relationships more effectively than in the past, as they can communicate face-to-face virtually for a brief amount of time simultaneously or in real-time online. This development demonstrates that the media were designed to facilitate or mediate the satisfaction of human requirements. Educators can utilize various media to facilitate the learning process in education. (Pujiono, 2021).

5) Twitter

Twitter was founded in March 2006 by John Dorsey, Evan Williams, and Biz Stone. Twitter was initially conceived as a system enabling users to send messages that could be distributed to their friends, colleagues, relatives, and families, but others to express themselves through Twitter; many users share quotes or content in English about love, bible verses, humor and motivation. (Banjar 2018). Twitter social media can be accessed via cellphones, computers, or laptops so that everyone can enjoy the ease of access.

There are many users of the Twitter application in Indonesia. According to Dewi, Abidin, and Kurniawan (in Dialektika 2023: 6) 15.7 million users will use the Twitter application in 2021, and Indonesia will be the sixth largest country using the Twitter application. This is because Twitter provides various features that interest users now. These features include spaces, threads, and uploaded images or videos that can be used as a medium for various information. (Julianto, 2023). These various features can be utilized, of course, in the field of education for students and teachers.

B. Social media as learning media

From the various kinds of social media described above, it is concluded that the four social media can become learning media for teachers. The following explains using the four social media above as teaching media.

1) Facebook

The social media Facebook may be an engaging learning tool outside the classroom. Teachers can convey information to their pupils indirectly by creating blog hyperlinks or connections to other websites on Facebook. According to Kurniawan (2020), Teachers can use the features already available on Facebook to convey material to their students. Here are various kinds of features and their benefits.

a. Facebook Share, this is a fundamental Facebook feature. This feature allows account proprietors to update their status. Typically, status updates are written in the form of an emotional outpouring. However, educators can use these features as a teaching tool if they are more perceptive. Teachers can share anything (brief text, links, images, videos) with their students' peers.

b. Facebook Quiz, there are currently numerous quizzes proliferating on Facebook. This feature enables the creation of online exams. Teachers can create assessments, which they can then assign to students.

c. Facebook Note, with this feature, teacher can write material notes and then identify all of their students to spark discussion.

d. Facebook Apps, with this capability, almost anything is possible. Creating an educational game on the Facebook Apps platform is one method. The Geo Challenge is a well-known and extensively played example of a Facebook application that combines education and entertainment. A game application that tests users' geographical knowledge.

2) Instagram

According to Ambarsari (2020), Instagram is a learning medium that can be utilized and easily accessible by all students because students can already use Instagram well. Instagram can also include full features to support the process of learning. Instagram feeds, Instagram stories, and Instagram Live can be used to demonstrate how to use Instagram as a learning tool. If you wish to provide substantial content, the instructor can upload it to their Instagram feed. If the teacher wants to present material that's not overly complicated and a little practice for practicing skills, he or she can use Instagram's ig story feature. However, if the teacher desires to communicate directly or offers additional material relating to previously uploaded material, the teacher can use Instagram's live feature. These features can facilitate teacher communication on Instagram.

3) TikTok

One of the reasons why TikTok can be used as a teaching tool is because this application is highly appealing to students. According to Devi (2022), TikTok's application includes the following features: audio recording, video recording, back sound, editing, sharing, duet, and live. According to the features mentioned earlier, TikTok can serve as an educational aid to learners and has multiple educational advantages.. The TikTok application can pique the interest of students due to its multiple features that can be implemented in the course of instruction, and the application TikTok, which is in line with the development and interaction of students, can be connected to and close to the digital world , particularly device.

4) YouTube

Using Youtube as an alternative medium for online learning Indonesian is very appropriate. This is the case can be seen from the increasing enthusiasm and activeness of students in participating in each lesson. (Puspitawati, 2022)

According to the results of a research study by Puspitawati (2022), the advantages and disadvantages of using YouTube media are as follows:

a. Teachers can more simply talk about the material by giving students opportunities to be active while the teacher is a facilitator.

b. Teachers can explain material more quickly, optimizing primary competence achievement.

c. The teacher grows more enthusiastic about teaching than usual because the students are so engaged.

d. Teachers and students must improve using YouTube as a learning tool through signal and data transmission problems.

Regarding the disadvantages associated with employing YouTube as a medium, This education from the instructor and students equally constrained signal and data packet problems. However p it is not a hindrance or obstacle that is so meaningful as they can be overcome with great solutions to help.

5) Twitter

Twitter has a variety of features that can be used as educational media by educators. Similar to Spaces and Threads, contribute images and videos. Instructors can utilize these features as conduits for material distribution to students. The following is a description of its usage:

a. Spaces feature, educators can provide a stimulus reflection on learning the pros and cons of an opinion or view held by two parties through the Twitter application, so that it can provide a stimulus to the spaces feature that can be used to become a speaker and even provide an evaluation. (Julianto, 2023).

b. The threads feature is the choice for articulating expressions that can be implemented in subject matter, and it can direct responses from displayed text into a thread or succession of descriptions in the Threads feature.

c. Video upload feature, in this feature, the teacher can assign students regarding the essential competencies that are taught in the form of uploading videos that have a concept of the procedure for presenting arguments in the form of material that the teacher has presented.

d. Image upload feature, This feature can be implemented in fundamental competencies in the Twitter application by instructing students to upload images or take photographs of the results of predetermined mind mapping assignments, which must then be uploaded to the Twitter application. (Julianto, 2023).

C. The benefits of social media as a medium for presenting material

After a lengthy explanation, social media is helpful in education, especially for teachers. The following are some benefits of using social media to deliver the material:

1. The use of social media can improve teacher-student communication. Therefore, this matter became familiar to the students with the instructor.

2. Using social media platforms as an instrument for learning can enhance and direct children's attention, leading to increased learning motivation and more direct student-environment interaction.

3. With the aid of social media as a suitable learning medium, education will become a process that piques students' interest, is simple to implement, respects

individuality, and enhances learning outcomes in three areas: cognitive, affective, and psychomotor. (Pujiono, 2021).

4. By utilizing various extant social media, instructors can provide innovative and interactive teaching methods due to various supporting features in social media applications that maximize opportunities for distance learning.

5. Learning media using social media also provides excellent benefits for English teachers, such as increasing vocabulary, speaking skills, and conversation practice. Coupled with the audio and video features on social media, make English lessons maximal

CONCLUSION

On the basis of the results of the discussion and presentation surrounding the utilization of social media as a medium for presenting English learning, social media has a tremendously positive effect on Indonesia's education system. Because virtually everyone in school nowadays utilizes social media daily. For teachers, this must be utilized as much as possible, especially in this very rapid development of technology. Teachers are required to prepare media that is as creative as possible so that students are interested and enthusiastic about learning, especially learning a foreign language, namely English, which is where English is a language that will be useful in the future for students. Social media, which is part of technological advances, will be able to provide services that are very relevant to the learning process and easy to use. The author believes that social media will work effectively and efficiently and will be utilized by today's teachers only through their smartphones.

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