QALAMUNA
JURNAL PENDIDIKAN, SOSIAL, DAN AGAMA

Social Media as Tools of Communication and Learning

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Abstract	The growing digital era brings significant changes in various aspects of life, including education. In today's digital age, social media is essential in multiple aspects of life, including communication and learning. Social media has become part of the lifestyle of today's society and provides many conveniences for humans in communication. This study examines the potential of social media as a communication and learning tool. Concepts such as blended learning, gamification, and e-tutoring will be put forward to help teachers and students optimize the benefits of social media in education. This article will also discuss the challenges of using social media as a school communication and learning tool. This study uses a qualitative method by collecting interviews and observation data from social media users. The results showed that social media could increase communication and learning effectiveness and raise several problems, such as privacy and hoaxes. Therefore, it is essential to properly understand and control social media use as optimally as possible as a communication and learning tool.
Keywords	Communication; Social Media; Learning

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1. INTRODUCTION

The growing digital era brings great changes in life, including in education. Today's digital era also offers many changes and advances in various aspects of life, including technology and social media (Azis, 2019; Danuri, 2019). The development of technology makes communication and learning easier and faster (Aziz, 2019). Social media is integral to people's lives and plays a huge role in communication and learning. Social media, such as Facebook, Instagram, Twitter, and LinkedIn, are just a few among the many social media platforms available today (Woelandari & Setyawati, 2019), has become part of people's lifestyles (Harahap & Adeni, 2020). Some of these media have huge users and continue to grow daily. The use of social media is growing and brings many conveniences to the conversation and different activities, which includes withinside the global of education.

The presence of social media provides an opportunity for people to interact and communicate with others without time limits and distance. Social media also allows for easier and more effective learning with the help of various features such as video, audio, and images (Khasanah, 2021). Social media plays a very important role in communication and learning in today's digital era. The presence of social media provides an opportunity for people to interact and communicate with others without time limits and distance. It makes communication easier and faster compared to traditional communication.

In addition, social media also allows for more effective and enjoyable learning. Many online learning service providers use social media to deliver learning materials and facilitate interaction between students and teachers (Setiadi, 2016). It makes learning more interactive and allows students to learn the material in a more visual and fun way. Teachers and students can interact with each other and communicate more easily through social media. The platform also makes it easy for teachers to submit teaching materials and assignments and monitor student learning progress (Maulidah & Aziz, 2020). When it comes to learning, social media can help students learn in more fun and interactive ways, such as through gamification and e-tutoring.

However, using social media in education also has challenges like privacy and security issues. It requires good supervision so as not to interfere with teaching and learning. Therefore, teachers and schools must understand and use social media wisely and on target to improve school communication and learning. Consequently, it is important to understand and control the use of social media in communication and learning so that it can be utilized as optimally as possible. This research will examine the potential of social media as a communication tool in learning and provide a better understanding of the positive and negative impacts caused.

2. METHODS

This research uses qualitative research methods. Qualitative research focuses on understanding and interpreting phenomena that occur in a particular context (Sugiyono, 2018). This method was chosen because it wanted to understand how social media is used as a communication tool in education and how social media affects the learning process. This research method includes literature studies by looking for reference sources such as journals, books, and reports related to social media in educational communication. Data collection through observation and surveys to obtain data on the use of social media in educational communication and how social media affects the learning process. Then the researcher analyzes the collected data, interprets the results of the data, and verifies the data to ensure the validity and validity of the results of the data analysis. It is hoped to obtain representative and valid results about using social media in educational communication and how it affects learning.

Data Collection Method

Researchers used interview, observation, and survey methods to collect data in this study. The interview was conducted using a questionnaire compiled by the researcher. Interviews are conducted

with teachers and students involved in the learning process using social media. This interview aims to find out how social media is used as a communication tool in education and how social media affects the learning process—furthermore, the researcher-made observations to see the interaction of students and teachers when using social media. Observations are carried out directly and indirectly through videos and screenshots from social media. This observation aims to find out how social media facilitates interaction and discussion between students and teachers.

The survey was conducted by distributing online questionnaires to students and teachers involved in the learning process using social media. The questionnaire contains questions about social media use in educational communication. This survey aims to obtain a general picture of the use of social media in educational communication and how social media affects the learning process. This data collection method is carried out to obtain valid and representative data about the use of social media in educational communication and how social media affects the learning process. The collected data is analyzed and translated into research results.

Data Analysis Techniques

The data analysis techniques used in this study are descriptive and verifiable. Descriptive techniques are used to collect and process data related to the research topic. The data obtained are analyzed to find facts, patterns, and relationships between variables.

Meanwhile, verifiable techniques are used to validate the results of data analysis and ensure that the results obtained can be accounted for. Verification techniques include data triangulation, which compares the results of data analysis from different sources to ensure the validity of the results. The data used in this study comes from journals, books, reports, and other sources related to the research topic. Data was also collected through interviews and observations of students and teachers who used social media as a learning and discussion tool. The results of data analysis are presented in the form of tables, graphs, and narratives. This presentation helps to understand and explain the research results and provides the basis for discussion and conclusion.

3. FINDINGS AND DISCUSSIONS

The results of data analysis from this study show that social media has a significant role in educational communication. Based on the results of interviews and observations, students and teachers benefit from using social media as a learning and discussion tool. First, social media makes it easier to access information and learn. Social media allows students to find course materials, video tutorials, and other learning resources. Teachers can also share assignments and subject matter via social media, making learning easier for students.
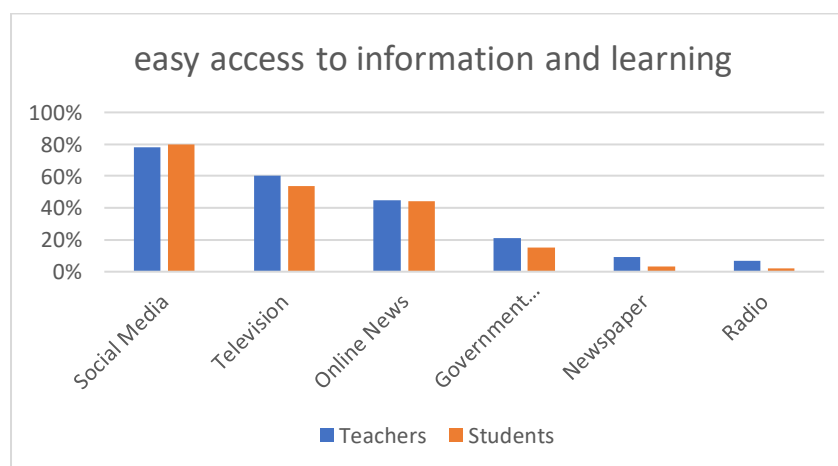

Chart 1. Easy Access to Information and Learning

The data shows that it is easy for most teachers and students to get access to information and learning. 78% of teachers responded that they get information from social media more often than from television only 60%, online news 45%, government web 21%, newspaper 9%, and radio 7%. In addition to teachers, students also acknowledged that they are easier to get information and learn new things from social media 80%, television 54%, online news 44%, government web 14%, newspapers 3%, and radio 2%.

Second, social media makes it easier to discuss and exchange opinions. Students can discuss with friends and teachers through discussion groups or chats. It helps students to share thoughts and deepen knowledge through productive discussions.
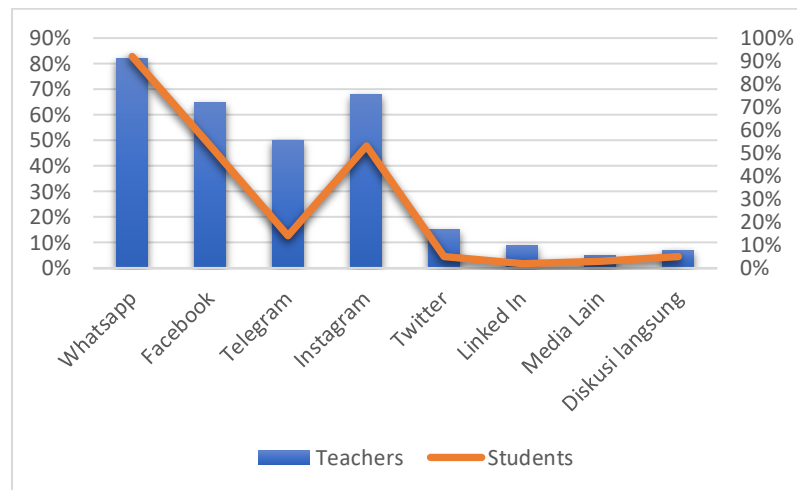

Chart 2. Students and Teachers are Easy to Exchange Opinions

The chat shows that both teachers and students are easier to have discussions and opinions with social media than to meet and discuss in person. The data explained that 82% of teachers answered easily to have discussions with WhatsApp, and students 92%. Then those who answered Facebook were 65% for teachers and 53% for students. Of the respondents who used telegram, only 50% of teachers were easy to discuss, and students were 14%, 68% of teachers were easy to discuss using Instagram, and 53% of students, 15% of teachers used Twitter, and students only 5%. 9% of teachers like discussions with Linked In, and students only 2%. 5% of teachers prefer and easy to discuss using other media, and students 3%. Meanwhile, only 7% of teachers prefer and easy to discuss in person, and only 5% of students do. This data shows that most teachers and students prefer and easily have discussions with social media than directly.

Third, social media helps increase social interaction and student engagement in the learning process. Students can communicate with friends and teachers in real time and access the same information and learning. It helps to increase student motivation and helps them actively participate in the learning process.
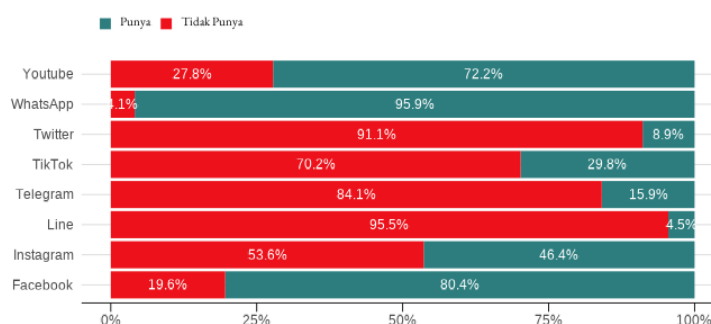

Chart 3. Social Media Users

The data shows that 72.2% of students and 27% of teachers have youtube, 95% of students have WhatsApp and only 1% do not. At the same time, those who have Twitter students are only 8.9%, and teachers 91.1%. Tiktok users are 29% of students, and 70.2% of teachers own Tiktok. Furthermore, 15% of students have telegrams, and teachers have 84.1%. 4.5% of students have a line, and 95.5% of teachers have one. Meanwhile, Instagram users between teachers and students are almost proportional, with 46% of students and 53% of teachers using Instagram. Then Facebook users from, students 80.4% and teachers 19.6%. The data shows that teachers and students often interact with social media.

This data analysis shows that social media is essential in educational communication. Social media can facilitate access to information and learning, discussion and exchange of opinions, and help increase social interaction and student engagement in the learning process. Based on the research results, researchers found several things that show that using social media can help improve communication and learning in schools. Here are some of the research results we found:

a. Social Media as a Communication Tool: The use of social media such as Facebook, WhatsApp, and others can help teachers and students communicate and interact with each other easily. Teachers can assign assignments, monitor student learning progress, and help students more quickly and efficiently.

b. Social Media as a Learning Tool: Social media can also be used as a fun and interactive learning tool. Teachers can create learning games or use e-tutor apps to help students learn.

c. Social Media as a Discussion Tool: The use of social media can also help increase discussion and cooperation between students. Teachers can create discussion groups or forums to help students share their thoughts and solve problems.

Research also shows that using social media in education should be done wisely and under reasonable control. Teachers and schools must understand and properly regulate the use of social media so as not to interfere with the teaching and learning process and endanger the privacy and safety of students. Overall, this study's results suggest that using social media can help improve school communication and learning, but it must be done wisely and under good control.

Discussion

Social Media as Tools of Communication

Social media such as Facebook, WhatsApp, and others can help improve communication between teachers and students. It is because social media has the ease and speed of communicating and interacting. Teachers can assign assignments, monitor student learning progress, and help students more quickly and efficiently through social media. The use of social media as a communication tool also has several other advantages, such as:

a. Ease of Communication: Social media makes it easy for teachers and students to communicate with each other and interact easily without being limited by time and distance. These results are commensurate with the results of research conducted by (Aziz, 2019), which shows that in the current era of technological and information development, teachers and students can easily communicate with WhatsApp, Facebook, TikTok, Instagram, etc.

b. Access Information: Teachers can post information about assignments, exams, and more via social media so that students can get information quickly and easily (Ladan et al., 2020; Onyema et al., 2019).

c. More Personal Interactions: The use of social media allows teachers and students to interact with each other more personally and increase familiarity (Ofosu-Ampong et al., 2021).

However, the use of social media as a communication tool also has some obstacles, such as:

a. Technology Limitations: Some students may not have access to technology or sufficient skills to use social media as a communication tool.

b. Privacy Intrusion: The use of social media must be done wisely and under reasonable control so as not to interfere with student privacy and information security.

From these results, researchers see that the era of globalization is synonymous with speed and endless innovation. It can be seen in the development of technology and the internet, one of which is social media. Social media is a set of applications that the public can use. Through this media, people can exchange ideas, find information, and even be used as entertainment (Kaplan & Haenlein, 2010). Examples of social media are Facebook, Twitter, Instagram, and WhatsApp. Social media, which continues to grow, makes more and more enthusiasts. Social media users are made up of various circles, but the most prominent social media users are teenagers. According to data from BPS, 143 million adolescents and 90.64% use the internet to access social media. It is due to the many exciting features that make most teenagers interested in using it (Pratama & Sari, 2020).

The changing function of the media also impacts the communication system in society. With the existence of social media, which is increasingly modern, the communication process has also become easier because there are no boundaries of time, space, or distance (Watie, 2016). In use, individuals do not have to be face-to-face. Distance is not an obstacle to communicating. The internet and social media have changed the order of social communication a lot. Of course, today, many already have gadgets that can communicate remotely and even internationally. However, in doing so, the community must also pay attention to ethics in communicating and have self-control because the presence of social media makes us more accessible to issuing opinions.

The role of social media in communicating as a tool or container used by the community is supported by media that can be used both ways. The point of this is that social media and communication are closely related because communication via chat, telephone, or video call is easier to do with social media. In carrying out these interactions, of course, there are ethics in carrying out these communications. Ethics aims to communicate regularly and not offend other individuals on social media. As social media users, we certainly understand that there are no restrictions or rules in language when we use social media.

The presence of social media as a result of technological advances is indeed beneficial for people's lives today. Especially in the field of communication, this can be seen from the development of the function of social media that can be used to communicate by not having the limitations of space, time, and even distance. But what must be considered is how social media used as a means of communication does not become a boomerang for us. For this reason, as users, we must pay attention to the ethics of communicating through social media. Overall, the results show that using social media as a communication tool can help improve communication between teachers and students. Still, it must be done wisely and under reasonable control.

Social Media as a Learning Tool

Social media today is increasingly used as a learning tool by teachers and students. The presence of social media in the world of education brings various advantages and obstacles. The results showed that there are several advantages to using social media as a learning tool, such as:

a. Accessibility: Social media provides easy and quick access to information and learning resources for students (Bouhnik & Deshen, 2014).

b. Interaction: Social media enables interaction between students and between students and teachers, which helps increase student engagement and participation in the learning process (Qureshi et al., 2021a).

c. Flexibility: Social media allows students to study at their desired time and place without being tied to a limited study schedule (Oh et al., 2020).

However, there are also some barriers to the use of social media as a learning tool, such as:

a. Quality of Information: The quality of the information found through social media is not necessarily valid and reliable.

b. Distractors: Social media can also distract students, affecting concentration and learning outcomes.

A study states that Indonesians have a fairly large number of social media users, reaching 130 million active users using various social media such as Instagram, Twitter, Facebook, and others (Pereira et al., 2019). It was also revealed that the total number of Indonesian people reached 256.4 million occupations, with internet user penetration reaching 132.7. In addition, it is related to the development of social media users in Indonesia. It has also influenced the scope of education, especially in learning patterns involving social media with learning methods.

The use of social media could make it less difficult to gain knowledge of the process. Through social media, college students can actively be innovative and impartial so that the first class of instructions may be stepped forward each in phrases of expertise and first-class (Tyas & Naibaho, 2021). Meanwhile, the manner of applying social media to cause college students first-class in addition is to take benefit of numerous types of ease of verbal exchange and records owned via way of means of associated media. Some media which have been broadly used and may be one of the triggers for the first class of college students getting records are Facebook, Twitter, YouTube, and blogs (Geubrina, 2021). If the usage is completed optimally, it isn't always possible to enhance the precise first-class expertise. Still, it ought to be observed via way of means of minimizing the bad impact. In general, with social media, students can further develop their abilities, especially in technical and social matters that are very much needed to face developments in today's digital era. They will also discover how to adapt and socialize with their close friends through social media, and there will also be better friendship management. Social media college students also can similarly enlarge their community of buddies while not having to fulfill in person. It may even be less difficult to locate folks who are very lots needed. A huge form of online communities, of course, can have an effective impact.

Social media, which includes Facebook, Twitter, and Instagram, maybe extra beneficial in enhancing the exceptional of friendships, particularly in phrases of being concerned and empathizing with pals who're linked online. So social media for getting to know isn't handiest constrained in phrases of getting to know materials. It can divide into three practical parts, specifically infrastructure, information, and a device for generating to distribute media content (Park et al., 2019). Social media can play a large position withinside international training. It can certainly be visible from the growing variety of techniques advanced withinside the international training that has applied quite a few getting-to-know media taken from social media. Using social media to get to know can cause the exceptional of getting to know if used as much as possible. However, that does not imply social media does not have a downside. If there's no manipulation over its use and it no longer clears out information, it can motivate mistakes within the getting-to-know process.

Overall, the results show that social media has the potential to be an effective learning tool. However, to ensure that social media is used correctly and effectively, it is necessary to monitor and control the use of social media as a learning tool.

Social Media as a Discussion Tool

Social media can also be used to discuss and exchange information between students and between students and teachers. The presence of social media in educational discussions brings various advantages and obstacles. The results showed that there are several advantages to using social media as a discussion tool, such as:

a. Speed: Social media allows for quick and easy discussions with a broad reach (Wang, 2021).

b. Interaction: Social media enables interaction between students and between students and teachers, which helps increase student participation and engagement in discussions (Qureshi et al., 2021b).

c. Documentation: Discussions conducted via social media can be easily documented and searched, making accessing information and discussion sources easier (Colladon et al., 2019).

However, there are also some barriers to the use of social media as a discussion tool, such as:

a. Quality of Discussion: The quality of discussion through social media is not necessarily the same as a face-to-face discussion because some things are missing in communication through social media.

b. Information Security: Discussions via social media are not necessarily safe and secure from unauthorized access.

The development of social media has become quite massive and directly proportional to the development of the internet itself. At first, the development of social media occurred in 1978 with the bulletin board system invented by Ward Christensen and Randy Suess. Furthermore, the emergence of web hosting, such as Geocities, as a data storage rental service via the internet, began establishing website services as we currently use. The first social networking media is Sixdegree.com, the emergence of bloggers has increased the development of social media (Song et al., 2021). Due to the convenience that Blogger offers users of its services, users can create their sites for free and personally. Furthermore, social media is growing with the emergence of social networking sites such as Friendster (2002), LinkedIn, and Myspace provider sites (2003), Twitter (2006) to Facebook (2004) and Instagram (2010) (Dhingra & Mudgal, 2019), even with the increasingly cheap and easy internet access, the trend of social media users have also shifted to the use of social media that focuses on the use of videos that are increasingly greedy for data such as YouTube and TikTok.

In addition to the development of the internet itself contributing to the increasing use of social media, social media messaging applications in the form of Telegram, Line, and WhatsApp, with all their advantages, have practically replaced the conventional messaging model via sms as a means of conveying more interactive messages. These (Lehmann, 2019) encompass Social networks, Media sharing networks, Discussion forums, Bookmarking and content material curation networks, Consumer overview networks, Blogging, and publishing networks, Interest-primarily based totally networks, Sharing economy, and Anonymous social networks. Overall it suggests that social media has the capacity to be a real dialogue tool. However, to ensure that social media is used correctly and effectively, it is necessary to monitor and control the use of social media as a discussion tool.

Parental Involvement in the Educational Communication Process

Parental involvement in the educational communication process is essential to help students get the necessary help and enough support to learn. Parents can provide valuable input and support for teachers and students in learning. Research shows that there are several advantages to parental involvement in the educational communication process, such as:

a. Maintain Consistency: Parents can ensure that students understand and follow the same learning process as they do in school (Naik et al., 2021).

b. Adding Motivation: The involvement of parents in educational communication can motivate students to learn and achieve their goals (Asvio, 2022).

c. Safeguarding Student Needs: Parents can provide valuable input and support for teachers and students in meeting students' needs in learning (Kurth et al., 2019).

However, there are also some obstacles to parental involvement in the educational communication process, such as:

a. Time Constraints: Some parents may have limited time to engage in educational communication.

b. Limited Abilities: Some parents may not have the necessary abilities or knowledge to engage in the educational communication process.

The emergence of creativity can be influenced by various factors, including communication between families, in this case, parents and students. Mutual trust, mutual assistance in guiding students, and communication between parents will make students feel they can be creative to develop their potential, increase creativity and achieve success in learning. Such is the importance of the family role in forming and developing student creativity, so communication between parents must also be well established. Because with good communication, a synergy between the two is created. Palts and Kalmus (2015) argue that communication creates a social system that forms networks to support protégés. Research conducted by (Telem & Pinto, 2006) proves that communication between parents and the community (such as other family members, employees in schools, etc.) plays a vital role in children's academic and social progress in elementary and secondary school.

From this explanation, it can be concluded that communication between parents affects the development of children's creativity. It is corroborated by the results of research conducted by Suryadi that students' communication with parents in their respective environments positively affects the development of students' creative thinking skills (Suryadi, 2010). Overall, the results show that parental involvement in the educational communication process has the potential to help ensure that students get the necessary help and get enough support to learn. However, to ensure successful parental involvement, efforts must be made to overcome existing obstacles.

Blended Learning Concepts in Learning

The concept of blended learning in learning is a combination of online learning and face-to-face learning. Here are some of the critical ideas of blended learning:

a. Flexibility: Blended learning allows students to learn anytime and anywhere, depending on their needs and preferences.

b. Personalization: Students can choose the learning pace and materials according to their level of mastery and needs.

c. Increased interaction: Blended learning improves the interaction between students and teachers through online and face-to-face discussions.

d. Accessibility: Blended learning ensures that all students have equal access to learning resources.

e. Evaluation: Blended learning allows teachers to assess student achievement effectively and objectively using various evaluation techniques, such as online tests and assignments.

f. Increased motivation: Blended learning helps students maintain their interest and motivation by offering variety.

g. Digital skills: Blended learning helps students improve their digital skills as technology increases learning.

Blended learning brings many benefits to the learning and teaching process, such as flexibility, personalization, better interaction, and practical evaluation. Therefore, blended learning should be considered as an alternative to learning.

The Concept of Gamification in Learning

The concept of gamification is the application of gamification techniques in the learning process. Here are some of the critical concepts of gamification in learning:

a. Competition: Gamification in learning uses competition elements such as scores, levels, and rewards to increase student motivation and help them learn better.

b. Fun: Gamification provides a fun learning environment and motivates students to participate and learn.

c. Alternative solutions: Gamification provides alternative solutions for less enthusiastic students about traditional learning methods.

d. Increased interaction: Gamification promotes student interaction with learning materials and fellow students to reinforce learning skills.

e. Practical evaluation: Gamification allows teachers to effectively and objectively assess student achievement using game evaluation methods.

f. Upskilling: Gamification helps students improve problem-solving, collaboration, and communication skills.

g. Knowledge transfer: Gamification helps students understand and apply the knowledge they learn in real-life situations.

Overall, gamification in learning brings many benefits to the learning and teaching process, such as high motivation, better interaction, and effective evaluation. Therefore, gamification should be considered as an alternative to learning.

The concept of E-tutor in learning

The concept of e-tutors in learning is using information and communication technologies to help students learn the material and solve problems in the learning process. Here are some of the key concepts of e-tutors in learning:

a. Individualized support: E-tutors provide individualized support to students, adjusting to their needs and level of mastery, helping them solve problems and understand the material.

b. Accessibility: E-tutors provide 24/7 accessibility to learning materials so students can learn anytime and anywhere.

c. Flexibility: E-tutors allow students to learn the material at their desired pace and repeat certain parts of the material as needed.

d. Exercises and exams: E-tutors allow students to take exercises and exams online and provide feedback on their performance.

e. Upskilling: E-tutors help students improve problem-solving, collaboration, and communication skills through assignments and online activities.

f. Interaction with teachers: E-tutors allow students to interact with teachers online, gain support and solve problems.

g. Improved learning outcomes: E-tutors help students understand and apply the knowledge they learn, thereby improving their learning outcomes.

Overall, e-tutors in learning bring many benefits to the learning and teaching process, such as individualized support, accessibility, and improved learning outcomes. Therefore, e-tutors should be considered as an alternative to learning.

4. CONCLUSION

The study shows that social media plays a vital role in educational communication. Social media can be used as a learning and discussion tool between teachers and students, making learning and teaching easier. The results of the data analysis show that social media positively impacts the learning process, especially regarding time and place flexibility. However, using social media in education also has problems, such as data security, concentration disturbances, and privacy issues. Therefore, teachers and students must understand and utilize social media wisely and correctly. Overall, using social media in educational communication is positive and should be used to improve the learning process. However, all parties need to pay attention to and overcome problems arising from social media use.

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