

THE USE OF SOCIAL MEDIA AND LEARNING MEDIA TECHNOLOGY DURING PANDEMIC COVID-19

By:

Misla Geubrina

Faculty of Language and Communication, Universitas Harapan Medan

E-mail: geubrinamisla@gmail.com

Abstract

After the emergence of the Covid-19 outbreak, the education system began to look for an innovation for the process of teaching and learning activities. Many educational institutions use social media and e-learning-based learning media technology to support this learning. This study aims to determine the use of social media and learning media technology during pandemic covid-19 which has spread throughout the world, especially Indonesia. The social media and learning media technologies are Google Classroom, Zoom, Google Hangout Meet, YouTube and WhatsApp platforms. The research used a qualitative approach by collecting data with literature study then the results show that social media and learning media technology has many roles and benefits in the world of education, especially during distance learning in the midst of the Covid-19 pandemic. It can be concluded that the social media and learning media technology that is widely used by teachers and students are WhatsApp Group, Google Classroom, Google Hangout Meet, Zoom and YouTube. The use of appropriate social media and learning media can affect the learning outcomes of students, starting from the psychomotor, effective, and cognitive aspects.

Keywords: Social Media, Learning Media Technology, Pandemic Covid-19

1. INTRODUCTION

Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-COV-2) better known as the corona virus is a new type of coronavirus that causes infectious disease to humans; it is an infectious sickness because of a newly determined coronavirus. This virus can attack anyone, babies, children, adults, the elderly, pregnant women, and breastfeeding mothers. This virus can also cause severe respiratory infections, such as lung infections (pneumonia), Middle-East Respiratory Syndrome (MERS), Severe Acute Respiratory Syndrome (SARS), and can even cause death.

Corona virus disease 2019 (COVID19) was first detected in Wuhan city, China in late December 2019. This virus spreads exceptionally rapidly and has spread to nearly all country, including Indonesia, in fair a number of months. So that on March 11, 2020 WHO announced this outbreak a worldwide pandemic.

Because of this pandemic, it has led some countries to formulate policies to implement lockdowns to prevent the spread of the coronavirus. In Indonesia itself, a Large-Scale Social Restriction (*Pembatasan Sosial Berskala Besar or PSBB*) policy has been implemented to reduce the spread of this virus. It means that all activities performed outside the home must be stopped until this pandemic subsides.

The Indonesian government has issued many policies related to preventing the spread of Covid-19 which has an impact on internal and external conditions in the Indonesian government area. One of the government's decisions that have a broad impact is the policy on the education segment, both on the

practitioner component as well as on the regulatory and environmental components. The policy from upstream to downstream is in synergy with the needs and interests of preventing the spread of Covid-19. These impacts intersect between segments of religious, social and state life.

After PSBB, the Indonesian government implemented the emergency public activity restrictions (*Pemberlakuan Pembatasan Kegiatan Masyarakat Darurat or PPKM Darurat*). There are several rules that must be obeyed during PPKM, some of the are: (a) restrictions on activities in offices are 100% work from home for non-essential sectors, 50% work from office for essential sectors, and 100% work from office for critical sectors; (b) Public facilities are temporarily closed (parks, tourist attractions, public areas); (c) Restaurants with locations inside the building are only allowed for delivery/take away; (d) Food stalls, cafes, restaurants, street vendors, and the like that operate in open spaces are allowed to open with strict health protocols until 8pm with a maximum meal time of 30 minutes; (e) Markets that sell basic necessities are allowed to open until 8pm with a 50% visitor capacity and implement strict health protocols; (f) Prohibition of carrying out activities in public areas, such as art, social and cultural activities, as well as other places that can cause crowds. In addition, activities such as meetings and seminars are conducted online; and (g) Learning and teaching activities are 100% online.

Because maintaining a distance from one person to another and avoiding gatherings or crowded places is also an effort to reduce the risk of contracting the Covid-19 virus, the government has finally decided to enforce working and studying from

home. Some local governments have decided to implement drop-out policies and started to implement online learning methods. This government policy was implemented in some provinces and other regions of Indonesia. But this does not apply to some schools in every region. These schools are not equipped with online learning systems and require learning media such as mobile phones, laptops or computers.

The basic needs of humans today may not only be clothing, food and shelter, but there are additional needs, namely the need for the internet. Today, humans may no longer be able to live without the internet; today's dependence on the internet is very high. Starting from morning to evening activities and even 24 hours, the internet plays an important role in human life which is used for all aspects of life.

The use of media and technology in learning system is one thing that needs to be considered in the active learning process. Learning media are used as intermediaries, containers, or tools for delivering learning messages and information. Learning media also allows direct interaction between students and their environment. More and more teachers and school administrators accept the role that digital resources and the internet can play in raising levels of motivation and engagement in learners,

supporting learners with different learning styles and helping improve the quality of teaching and learning (Zhao in Richard, 2015).

With interactive media, it is expected to be able to attract students' interest to take part in learning. Not only get teaching material theoretically. However, students are expected to be directly involved in learning activities, so that students get new experiences and are more active in learning.

Online media is a means to communicate and convey information online through applications that can only be accessed via the internet. Online learning is a part of distance education that specifically combines electronic technology and internet-based technology or ICT in learning (Efriana, 2021). Social media is a medium that users can use to find information and make friends online. As we all know, there are a variety of social media and learning media technology, namely Facebook, Twitter, Line, WhatsApp, Instagram, Google Classroom, Zoom, Google Hangout Meet, YouTube and others. Besides being used as a tool for communication and information delivery, online media can also function as a means of education.

Online media as an educational tool serves to add to the attractiveness of the teaching materials delivered. So that it further improves, improves, and renews a person's standard of living along with the development of an increasingly advanced civilization.

2. RESEARCH METHOD

This study uses qualitative study that focuses on describing and analyzing a phenomenon, social activity, perception, belief, individual and thought as described by Burhan (2008: 40-41). The purpose of this study is to describe online learning that was held in an effort to suppress the chain of spread of Covid-19. In addition, this type of literature research is more effectively used in this study because it can collect information and data more easily with the help of various kinds of materials such as documents, news, journals, and books and so on. The data collection technique used by the researcher is searching articles in online journals from various available sources will be reference material from the results of writing this article.

3. RESULT AND DISCUSSION

a. Social Media

Social media is a page or application that is used to socialize with each other, allowing users to create and share content or engage in online social networks that allow humans to interact with each other without being limited by space and time. Social media utilizes cellular-based technology and websites to create highly interactive platforms and enable people to communicate, share, collaborate, and modify the created content (Thaariq, 2020). There are five kinds of social media, namely:

- (1) Social network service; it is kind of social media that focuses on building networks among users to share information, messages, photos, or videos with each other, for example: Facebook, Twitter, WhatsApp and Instagram.
- (2) Blog service; blog is short for "Weblog" which means a type of website or online journal that displays information or to share concise information that is important for consumers or other users on related channels from various sources and contains content such as articles, text, photos, videos, and links, platforms used such as WordPress or Blogger (Blogspot) without having to understand programming languages expertly.
A blogger is a person who creates or owns and maintains a blog, sharing views and perspectives with an audience for personal or business purposes. Blogging is the activity of managing a blog, such as writing, updating, or adding other elements (such as videos) to blog content. This activity is carried out by bloggers by utilizing digital tools on the Internet. Blog can be divided into some types such as private blog, business blog and affiliate blog.
- (3) Media sharing service; a media sharing site is a site or website where people can upload photos, videos or audio so that people can share information with other people whether they have to be friends first or not (depending on the existing media sharing site settings).

The most popular media sharing site for videos is YouTube. It allows us to upload videos so that anyone can see these videos. In addition to sharing videos, people can share photos with others through media sharing sites that are specifically for photos, the method of use is not much different, people can upload and then share, for example is Flickr.

- (4) Forum service; this service is a place where users can discuss specific things or topics with other users in the discussion room, for example: Kaskus and Quora.
- (5) Collaboration service; this service gives the users the opportunity to collaborate on loading, editing, or proofreading content, for example: Wikipedia.

The utilize of social media can make the learning handle simpler. Through social media, students can actively be more creative and independent so that the quality of lessons can increase both in terms of knowledge and quality.

Meanwhile, the way to use social media so that it can further trigger the quality of students is to take advantage of various kinds of communication facilities and information owned by related media.

Some of the media that are already widely used and can be one of the triggers for the quality of students in getting information are Facebook, Twitter, YouTube and blogs. If the utilization is carried out optimally, it is not impossible that it can further improve the quality of certain knowledge but of course it must be followed by minimizing the negative impact.

b. Learning Media Technology

Learning media are tools used to support the implementation of the teaching and learning process, used to help stimulate the thoughts, feelings, abilities and attention of students in the teaching and learning process in the classroom, from books to the use of electronic devices. In other words, learning media are materials, tools or all resources used in the process of delivering teacher information to students.

The function of learning media can be described below:

(a) Attract Students' Attention

Sometimes students are less interested or enthusiastic about a lesson because the subject matter is difficult. By using learning media, the classroom atmosphere will be fresher and students can concentrate more, especially when the learning media used are unique and interesting.

(b) Help Students Work through Difficult Concepts

In subject matter, sometimes there are things with abstract concepts that are difficult to explain orally. With learning media, such as videos or pictures, students will more clearly understand what is explained by the teacher in the class.

(c) Overcoming Space, Time and Cost Limitations

With learning media such as pictures, students understand what the teacher means even though they have not seen the shape of the object directly.

Learning media serves to explain or visualize a material that is difficult to understand if only using verbal speech. Nowadays, learning media has developed to the use of technology.

A successful learning media is one that can change the behavior of students (behavior change) and improve the learning outcomes of certain students. The success of using learning media is inseparable from how well the media is planned. The use of effective media requires a comprehensive analysis by taking into account various aspects, including objectives, conditions of students, supporting facilities, available time, and the ability of teachers to use them appropriately.

Learning media with digital technology is a sophisticated media or meets novelty that is usually familiar to students. Our students are a generation that is accustomed to digital technology (digital native).

The kinds of learning media technology are:

(a) Print Media

Print media is a channel of information produced from printed materials and is visual. Books, modules, magazines, pictures, posters, maps, photographs, wall magazines, flannel boards, worksheets, newspaper clippings, handouts are examples of print media.

(b) Audio Media

Audio media is material that contains messages in auditive form that can stimulate thoughts, feelings, and attentions, and then the recording results are played back using a player, for example: radio broadcasts, cd/dvd, podcasts, songs, music, mp3 files, telephone, and language laboratory.

(c) Audio Visual Media

Audio-visual media is a combination or combination of audio and visual. Examples of audio-visual media include educational video/television programs, instructional videos/television, and sound slide programs. The existence of audio elements allows students to be able to receive learning messages through hearing, while visual elements allow the creation of learning messages through the form of visualization.

This media also contains images that come to life by being mechanically projected through a projector lens and using sound to produce sound.

(d) E-Learning

E-learning is the distance learning process by combining principles in the learning process with technology that is carried out without having to meet face-to-face between teachers and students is networked so as to be able to quickly repair, store or retrieve, distribute, and share learning and information, for example: Google Classroom, Google Hangout Meet, Zoom, Edmodo, and Ruang Guru.

The benefits of using E-learning are as follows: (a) to support the implementation of the learning process it can increase students' absorption of the material being taught, (b) Increase active participation of

students, and (c) Improve students' independent learning abilities.

Nowadays, technology is developing rapidly; technology is starting to enter the field of education in order to make the learning process easier. Like the current condition, where teachers need to adapt to learning media through internet applications to continue teaching and learning activities.

c. The Use of Social Media and Learning Media Technology during Pandemic Covid-19

The world is currently facing a global pandemic caused by the spread of Corona Virus Disease or better known as Covid-19. Indonesia also experienced a fairly serious impact from the spread of this disease. The world's economy is getting weaker, social relations are decreasing which causes a lack of interaction and concern for others, all of them have felt the impact of this disease, especially in the world of education. Because of this disease, The Indonesian government implements an education policy in the emergency period of the spread of Covid-19, namely by carrying out the Teaching and Learning process from Home.

Online learning is a learning system without face to face directly between teachers and students but learning is carried out through the internet network. This is a big challenge for a teacher, because in conditions like this the teacher is also required to be able to manage, design learning media (online media) in such a way as to achieve learning objectives and to prevent or anticipate student boredom in learning the online model.

There are ways that can be used to carry out the learning and teaching process from home, including using social media and learning media. Currently, there are many social media and learning media that have been used by students and teachers including WhatsApp, YouTube, Google Classroom, Google Hangout Meet and Zoom.

The use of social media and learning media technology during pandemic covid-19 is more practical and relaxed, the delivery of information is faster and can reach many students, students are more interested in doing assignments, teachers and students gain new experiences related to online learning. So, it can be concluded that the use of social media and learning media as a tool to find information, teachers and students can also expand their network of friends without having to meet in person. It can even be easier to find people who are really needed. Through various kinds of online communities, of course it will have a positive impact. Besides that, it can be more motivated, when the friendship community is wider, this will also increase student motivation, especially in terms of self-development from subject matter as well as input from new friends who are connected via online media.

So that social media for learning is not only limited in terms of learning materials. We can divide

it into 3 useful parts, namely for infrastructure, information and a tool for producing and distributing media content itself. The utilization of suitable web-based media and learning media can influence the learning outcomes of students, beginning from the psychomotor and intellectual perspectives.

Social media can really play a big role in education. This of course can be seen from the increasing number of methods developed in the world of education and have used a lot of learning media taken from social media. The application of social media for learning can further trigger the quality of learning if it is used as much as possible.

5. CONCLUSION

The results of this study indicate that the use of social media and learning media technology using e-learning during the covid-19 pandemic is more effective in improving student learning outcomes because it is more effective and efficient. It is expected that students will pay more attention to the teacher during learning activities and always motivate themselves to have a passion for learning to serve as a provision for a better future and to the teachers, it is expected that they choose the right learning media based on the needs of students, especially when learning online, as well as presenting learning media that is not monotonous and interactive so that students do not feel bored and are interested in participating in learning activities.

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