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## The Influence Use of Social Media on the Learning Motivation of Junior High School Students

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### ABSTRACTS

The learning process today is in dire need of social media, because it will help students in the communication process and seek insight so that it will foster learning motivation in themselves. This study aims to determine the effect of social media on the learning motivation of junior high school students. In this study using a quantitative approach, quantitative research is research based on calculations using numbers starting from data collection, interpretation of the data, as well as appearance and results. The independent variable is social media and the dependent variable is student learning motivation. The subjects of this study were junior high school students who were taken at random totaling ten students. The data obtained from the google form questionnaire data, the analysis technique uses pre-test and post-test. The results showed that the influence of the use of social media by 66% on students' learning motivation and after the direction and instruction increased to 81%. So the existence of social media greatly affects student learning motivation.

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## 1. INTRODUCTION

In the era of the 21st century, information technology is increasingly developing in people's lives because it is considered a facility to help work. Many new breakthroughs in information technology have been created in various fields. Likewise in the field of education, information technology such as laptops and even mobile smartphones are used by educators and students as learning support tools. In Indonesia itself, learning using the help of information technology has been applied. Social media is an internet network, not only written data or information that can be obtained and exchanged, but also sound and images, both still images and moving images such as movies and animations. Those who join and chat in chat rooms or chat rooms on the internet can listen to each other's voices, display or view images, both still images and moving images (Marisa, 2019). The rapid development of "social media is now because everyone seems to be able to have their own media. If to own traditional media such as television, radio, or newspapers requires large capital and a lot of labor, then the media is different. A social media user can access using social media with an internet network even though the access is slow, without big costs, without expensive tools and done alone without employees". We as social media users can freely edit, add, modify both text, images, videos, graphics, and various other content models (Karman, 2014).

The problems of learning motivation in today's students are increasingly complex, including the addiction to the use of social media that develops in the dynamics of our society, especially Indonesia. The assumption that there is motivation to learn can be seen from the achievement and cognitive perspective of students, both elementary school students and college students. The existing status does not make much difference in learning motivation, this is a tendency that awareness of learning motivation is not only seen from the aspect of age and status but also from the lifestyle of each individual (Supradono & Hanum, 2011).

Social media as "a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and which enable the creation and exchange of user-generated content". Social networking is a site where anyone can create a personal web page, then connect with friends to share information and communicate. Motivation is an active energy that causes a change in a person that appears in psychological symptoms, feelings, and emotions so that it encourages individuals to act or do something because of a goal, need, or desire, which must be satisfied (Maryam, 2016).

One of the current social media users is a student, because by using social media students can easily communicate near and long distances without having to meet face-to-face or meet. Social media for students is important not only as a place to get interesting information but also has become a lifestyle. Many students don't want to be considered old school because they don't have social media accounts. Social media for students is usually used to express themselves, share everything about themselves to many people, especially friends and social media can also be used as a place to make money. Motivation is a process to achieve a goal. Someone who has motivation means that someone already has the power to get success in life. Motivation is the process of providing enthusiasm, direction, and persistence of behavior. That is, motivated behavior is behavior that is full of energy, directed, and lasts a long time (Marisa, 2019).

The purpose of this study is to determine how much influence the use of social media has on the intensity of student motivation in class VIII. The quantitative approach is a suitable method for junior high school students. The instruments used are pre-test and post-test which contain ten questions regarding the use of social media on learning motivation. The results of the pre-test and post-test will be made a table as a comparison of the percentage

of the influence of the use of social media on students' learning motivation. With this research, it is hoped that readers can find out how much influence social media has in the learning process at school.

## 2. THEORETICAL FRAMEWORK

### 2.1 Social Media

Social media is something that is supported by the internet. This is very important for the life of mankind today because it promotes the interconnectivity of different culturally diverse societies. This social media also allows the public to communicate and be involved in the flow of information that is easily accessible through the internet network. Internet users and social media are increasingly popular everywhere and communication that occurs in an online context promotes interactive dialogue that is able to build mutual understanding between different cultures in the international community (Firmansyah & Fitria, 2006).

Social media or social networking is a process for establishing relationships in cyberspace (internet). Until now there are many sites that provide specifically for establishing relationships in cyberspace. Among the social networking sites that are quite phenomenal and most often heard by us are Friendster, Facebook, and Multiply. Although the core purpose is the same, each site has different features. Some are specifically for making friends, making friends more interactively and revealing memories with old friends, or highlighting communication and interaction with friends through blogs (Emda, 2018). The rapid development of social media is now because everyone seems to be able to have their own media. If to own traditional media such as television, radio, or newspapers requires large capital and a lot of labor, then the media is different. A social media user can access using social media with an internet network even though the access is slow, without big costs, without expensive tools and done alone without employees. We as social media users can freely edit, add, modify both text, images, videos, graphics, and various other content models.

### 2.2 Learning Motivation

Implementation is the process of obtaining results that meet the goals or objectives of a policy itself. The place where the implementers carry out one or more activities (Nisrinafatin, 2020). So it can be concluded that implementation is a process of testing between concepts and concepts.

Learning motivation is a non-intellectual psychological factor. His distinctive role is in terms of passionate growth, feeling happy and eager to learn. Students who have strong motivation will have a lot of energy to carry out learning activities. It is like a person attending a lecture, but because he is not interested in the material being lectured, he will not pay attention to let alone record the contents of the lecture. A person has no motivation, except by coercion or simply ceremonial. A student who has high enough intelligence, mentally (maybe) fails because of lack of motivation. Learning outcomes will be optimal if there is the right motivation (Mulawarman & Nurfitri, 2011).

Motivation means the art of encouraging students to be encouraged to do learning activities so that learning objectives are achieved. Thus, motivation is an effort from outsiders in this case the teacher to encourage, activate and move students consciously to be actively involved in the learning process (Marisa, 2019).

The use of social media as a learning medium has supported a classical theory of social learning theory. This theory says that the social learning process focuses on how an individual learns by making other people the subject of his study (Bandura, 2001). This learning process has been supported by digital media such as how someone learns to fry eggs by watching

videos of other people frying eggs (Grant and Meadows, 2010). In addition to learning about a simple behavior regarding one's expertise, in social media it can also be found how an individual learns and begins to think about the consequences that will arise from the behavior carried out by the subject of study. Social media in its continuation not only teaches how a communication and information technology has an impact, but also teaches how a communication technology is absorbed and adopted (Akmal & Susanto, 2018). The use of social media is now happening in the process of distance education (e-learning) where the teaching and learning process is no longer limited to classrooms, distance, and time.

### **3. METHODS**

This research method uses a quantitative approach. Quantitative research is used to examine the population or sample which is usually determined at random for data to be taken, with the aim of testing the hypothesis that has been proposed. The subjects studied were 10 junior high school students in 4 Rancaekek, Indonesia. With a total of 10 questions. Analysis of the understanding of students' abilities is done by giving pre-test and post-test questions in the form of a questionnaire via Google form. This data collection was carried out to assess the percentage comparison of how much influence social media had on students' learning motivation.

### **4. RESULTS AND DISCUSSION**

#### **4.1 Demographics**

This research was conducted in junior high school 4 Rancaekek, Indonesia. With the number of respondents 10 students. With a total of 10 questions, the questions were carried out twice, namely in the pre-test and post-test. The filling out of the questionnaire is distributed online through the WhatsApp group by filling in the Google form. Which aims to analyse the extent of the influence of social media on student motivation.

The previous condition was that junior high school students had difficulty using social media, 40% of children could not use social media well, and children could only use social media only for their own pleasure without supporting the learning process at school. With the material and direction from the researchers, 80% of children become more aware of how to use social media in helping the learning process so that they have good motivation.

#### **4.2 Phenomena in the learning process**

The learning stages carried out are as follows:

- (i) In the first session, students seemed less enthusiastic about the learning process due to social media that was not used to support learning.
- (ii) In the second session, with the material and directions given, students seemed enthusiastic and students were motivated and took an active role in the learning process.
- (iii) Then, with additional directions through video calls, it can increase student learning motivation. This can be seen from student learning outcomes.
- (iv) Evaluation of the student's ability level is given after the learning process

The results showed that the use of social media in the learning process could increase students' learning motivation. Therefore, this kind of material should be improved regularly so that the student's learning process continues to improve, so that in the future there will be no more students experiencing a decline in learning due to social media that is used freely and unstructured.

### 4.3 Pre-test and Post-test results

This research activity was carried out online via WhatsApp and distributed online questionnaires via goggle forms to students to find out the extent of the influence of social media on student learning motivation. **Table 1** explains several questions, there are 2 questionnaires, namely pre-test and post-test and distributed to 8th grade students. This questionnaire contains 10 questions related to the influence of social media. After that, the researcher gave a presentation in a WhatsApp video call. After that, the researcher gave a questionnaire with the same questions to the students with the aim of providing an understanding of the importance of social media in helping the learning process. Because social media is something that is supported by the internet, it is very important for human life today because it promotes the interconnectivity of people with different cultures (Maryam, 2016). So that with the pre-test and post-test researchers can analyse how much influence social media has on the learning motivation of junior high school students.

Based on the data table shows that the influence of social media on students' learning motivation at the time of the pre-test is 66%. After students were given material about the importance of social media in the learning process, students' understanding increased to 81%. It can be seen that the presence of online lectures will improve students' listening to the material presented. So that we can get the results that in every question questionnaire given there are no students who experience a decrease in understanding of social media. Motivation is a mover from within a person's heart to do or achieve a goal, or it can be said as a plan or desire to achieve success and avoid life failure. Motivation is a mover from within a person's heart to do or achieve a goal, or it can be said as a plan or desire to achieve success and avoid life failure (Marisa, 2019).

**Table 1.** Pre-test and post-test of student result.

Number	Question	Pre-test	Post-test	Gain
1	Do you often use social media?	80%	80%	0%
2	Have you been using social media for a long time as a means to increase learning motivation?	70%	70%	0%
3	Are you still learning by using social media?	60%	80%	20%
4	Is social media very influential on your learning motivation?	60%	90%	30%
5	Are there other alternatives for you to learn besides using social media?	60%	80%	20%
6	Are you addicted to social media?	70%	70%	0%
7	Social media has a good impact on your learning motivation?	60%	90%	30%
8	Can social media make it easier for you to understand learning material?	60%	70%	10%
9	With the existence of social media I become more enthusiastic in doing the assignments given by the teacher?	70%	100%	30%
10	Does the more you use social media make you lose focus on studying?	70%	80%	10%

#### 4. CONCLUSION

After the researcher presented the data obtained through a questionnaire and then analysed it, the problem that the author formulated in the previous chapter was that there was an influence between the uses of social media on learning motivation, which was initially 66% after the post-test increased to 88%. This shows that the existence of material on the importance of using social media will increase the influence of social media on student learning motivation.

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#### 6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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