The Effect Of Social Media On Students' Learning Achievement At SMA Negeri 6 Binjai

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Article Info	ABSTRACT
	This study aims to determine the effect of social media on student achievement at SMA Negeri 6 Binjai. The research method used is quantitative method. The sampling technique and population used were students of SMA Negeri 6 Binjai class XII Social Studies Department totaling 33 students from the class of 2021. By using the purposive sampling method, a sample of 33 students was determined from 811 populations. The data usage technique that the author uses is the questionnaire method (questionnaire). And the data analysis techniques used in this research are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test and simple linear regression test. The researcher used the Statistical Program for Social Science (SPSS) computer program version 21.0 to process the data. Based on the results of the study, it was obtained that t arithmetic > t table or 4,585 > 2.0395 with a significance value of 0.00 < 0.05. From the results of the t test, it was found that Ha was accepted. It can be concluded that there is a significant relationship between social media on student achievement at SMA Negeri 6 Binjai.

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1. INTRODUCTION

. Nowadays, the development of technology is very important for human life. Almost all human activities or activities depend on their use of technology. For human life, technology is no longer a secondary need but has turned into a primary need. Technology which is the development and application of tools, machines, materials and processes that can assist humans in solving these problems is what is considered by many people in using technology. One of the rapidly growing technologies today is information technology. Everyone can access information anywhere, anytime. Many products have resulted from technological developments.

Seeing the rapid needs of society in the use of technology, experts engaged in technology will continuously strive to develop the latest products developed through technology. One of the products of today's technological developments is social media. Social media is an online-based media where users can easily participate and share information through social networks and the virtual world. This social media is also referred to as online media that supports social interaction using web-based technology that is able to change communication patterns between individuals and even groups. Social media has changed a lot.

Social media is an online media that is used by each other where users can easily participate, interact, share, and create content for blogs, social networks, wikis, forums and virtual worlds without being limited by space and time. The use of social media has penetrated almost all layers and groups, both government officials, businessmen, traders, Ustas, students, students, etc. The use of social media has a very positive impact, especially in interacting socially, politically and economically. The use of social media makes it easy to communicate, both with friends and family, which is not possible through face to face because of the distance factor.

Through social media we can send the required information easily and quickly, as well as in accessing the information we need. We meet many friends or family who have not seen each other for a long time through social media facebook. Social media can be used as a means to share, exchange photos, data and other documents. However, apart from having positive impacts, there are also negative impacts. The use of social media can also have a negative impact on society, especially on students, as currently social media can discourage students from learning because it is fun to use it both in the community and at school. Social media is used as a means to spend time for students and even time out from its use which reduces student learning time and results in decreased achievement. Maybe in the future, before going too far, there needs to be control to regulate the use of social media as a means of communication so that unwanted things don't happen.

Based on the author's observations, young people (students) of Binjai City have used social media. This can be seen when the author makes observations in the city park of Binjai or the Mall as well as to the village stage in the Binjai area. Young people/students are busy using social media such as Facebook, Instagram and Twitter. accessed via smartphones, they often don't really care about their status as students, who should focus on learning at school. Not only that, the presence of various kinds of social media can also create gaps in social interaction between children and their parents, and with their fellow students at school.

The number of social media sites allows many people from different parts of the world to interact easily and at a low cost compared to using a telephone. One of the other positive impacts of the existence of social networking sites is the acceleration of information dissemination. However, from the convenience offered by the media, there are other sides that can harm users and those around them, namely the reduced direct or face-to-face interaction, the emergence of an influence that exceeds the dose, as well as ethical and legal issues because the content violates morals, privacy and regulations. . Moreover, for students who are still in school, it has an impact on learning at school, where the influence of the use of social media has an impact on decreasing student achievement.

Learning is an effort, which means an act that is carried out seriously, systematically, by utilizing all the potential possessed, both physically and mentally and learning aims to make changes within oneself, including changes in behavior that are expected to be positive and in the future using social media. or not using social media. Because of this learning will shape / determine achievement in a person, especially students.

Learning achievement is a learning outcome that is achieved after following the process of learning activities. Learning achievement can also be shown in the form of numbers or grades, to obtain the achievement of learning achievement requires a maximum effort. Moreover, in teaching and learning activities, a process is needed to regulate, organize the environment around students so that they can grow and encourage students to carry out the learning process. The role of parents and teachers in schools is expected to assist students in limiting themselves in social media. while learning achievement is one indicator of the degree of change in student behavior. The results of an interaction between teaching and learning are usually indicated by the test scores given by a teacher. Based on the description above, it can be concluded that learning outcomes are the results obtained by students after the learning process occurs which is indicated by test scores on the subject matter.

Social Media

Social media or more often called social media can be accessed online on the internet network. The internet is the main requirement for every user (citizen, user, or netizen) to be able to enter or log in to the network. Nurudin (2017:61) Explains that the Internet and social media are an inseparable package. This is evidenced by the historical landscape, where the internet is a major milestone in the formation of the new media. or interconnected networks began in 1960 when the United States Department of Defense formed the Advanced Research Projects Agency (ARPA). This institution succeeded in finding computer technology that was able to connect several computers in an organic network known as the ARPANET. This project was an act of the United States Department to compete with the Soviet Union in the field of science and technology, because the Soviet Union had already launched the Sputnik satellite in 1957.
The mid-1960s until 1974, ARPA developed the ARPANET. In 1968 the Tymnet network was created and in 1971, the ARPANET was able to connect 23 computers. To that end, in 1972 the International Network Working Group (INWG) was formed which aims to improve computer networks. In the following years, especially in 1974, ARPANET produced Telenet, the first public data packet service. Three years later, in 1977, the ARPANET succeeded in connecting 111 computers and forming a network.

Social media is a tool for sharing and interacting between people without any limitations and specificities. Social media (software) are tools that enhance the ability to share, to co-operate with one another, and to take collective action outside the framework of traditional institutions and organizations.28 In line with that, Graham Meikleand and Sherman Young added that social media is also defined as convergence (concentration) between personal communication or persona (to be shared one-to-one) and public media to be shared with anyone (to be shared with nobody in particular).

Apart from being a device, social media is also seen as a medium that bridges social interactions between users. This is described by Albarran (2013: 2) as a technology or application that people use to develop and maintain their social networking sites. This includes multimedia posts in the form of text, images, audio, and video, location-based services (Foursquare), and games (Farmville, Mafia Wars). Meanwhile, José van Dijck, sees social media from a different perspective. According to him, social media is a media that is centered on users while facilitating them in activities and collaborating communally. Social media can be seen as an online facilitator that strengthens the relationship between users as well as a social bond.

Social media has changed a lot. The presence of social media makes interpersonal communication not only done face to face, but can also be done using social media. Social media provides an effective contribution to the effectiveness of student learning achievement, an activity

that has been carried out, created, both individually and in groups. Achievement will never be produced without an effort in the form of knowledge and skills.

Uses and Gratification Theory

As stated by Herbert Blumer and Elihu Kartz in 1974 in their book The Uses on Mass Communication: Current Perspectives on Gratification Research. The theory says that media users play an active role in choosing and using a media. Media users try to find the best media sources in an effort to meet their needs. That is, the uses and gratification theory assumes that users have alternative choices to satisfy needs (Nurudin, 2007, p. 191-192). Use and satisfaction theory explains when and how audiences as media consumers become more or less active in using media, and the consequences of using that media. In the perspective of the theory of use and audience satisfaction is seen as an active participant in the communication process, but the level of activity of each individual is not the same. The use of media is driven by the needs and goals determined by the audience themselves (Morissan, 2013, p. 508-509).

The conclusion that can be drawn from this theory is that communication is a message that is conveyed to the communicant (receiver) directly or indirectly from the communicator (source/sender) through certain media, with the intention of having an impact or effect on the communicant as desired by the communicator. It can be said that there are 5 elements, namely, who says what, on which channel, to whom and with what.

2. RESEARCH METHODE

This research is a quantitative descriptive analysis, in this study a description or explanation of the results of data collection which is then analyzed so that a clear picture of the object of research is obtained. "Quantitative analysis can be interpreted as a research method based on the philosophy of positivism, used to examine the population or certain samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing the established hypothesis (Sugiyono, 2010: 24).

The location of this research was conducted at SMA Negeri 6 Binjai on Jalan A.R. Judge no. 66 A, Nangka, North Binjai District, Binjai City, North Sumatra. And the time of the research was carried out in June 2021 to December 2021.

The internal population is students at SMA Negeri 6 Binjai, totaling 811 students, sampling in this study used purposive sampling. Sugiyono (2019:81) The sample explains part of the number and characteristics possessed by the population. The criteria for the sample are students of the 202 school year, class XII IPS totaling 33 students.

3. RESULT AND ANALYSIS

The program used to test the validity and reliability of the instrument is a computer program Statistical Program For Social Science (SPSS) version 21 and compared to manual calculations consisting of validity and reliability tests. The significance test was carried out comparing rcount with rtable. If rcount is greater than rtable and the value is positive, then the item is declared valid. In another way, it is seen from sig.(2tailed) and compares it with the significant level (α) which is set at 0.05. If the value of sig.(2tailed) 0.05 then the instrument is valid, if the value of sig.(2tailed) > 0.05 then the instrument is not valid.

Of the 30 lists of statements (Questionnaires) that were answered and returned by the respondents. The author inputs the values for the test materials as shown in the following table:

Validity Test

Validity is the degree to which a scale or set of measures accurately represents the concept. So, this research is intended to see whether the research instrument (questionnaire) in this study is valid and reliable.

a. Social Media Variable (X)

Table 1

Social Media Variable (X)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pertanyaan1	55,2424	21,502	,420	,889
Pertanyaan2	54,9394	21,246	,548	,884
Pertanyaan3	54,8788	21,172	,504	,886
Pertanyaan4	55,2424	21,064	,583	,882
Pertanyaan5	55,2424	21,502	,420	,889
Pertanyaan6	55,2727	20,955	,587	,882
Pertanyaan7	54,9394	20,996	,606	,881
Pertanyaan8	55,0000	20,812	,644	,880
Pertanyaan9	54,8788	21,047	,531	,884
Pertanyaan10	54,9697	21,530	,520	,885
Pertanyaan11	55,2121	20,985	,544	,884
Pertanyaan12	55,0000	20,500	,718	,877
Pertanyaan13	54,9394	20,434	,649	,879
Pertanyaan14	55,0000	21,250	,542	,884
Pertanyaan15	55,2424	21,064	,583	,882

The rtable value for the two-tailed test at the 95% confidence level or 5% significance (p = 0.05) can be searched based on the number of respondents or N. Because N = 33, the degree of freedom (df) is N – 2 (33 – 2 = 31). In statistics books, the r value of one-sided table at df = 31 and p = 0.05 is 0.196. Question items are declared valid if the value of rcount > rtable. From the output above, there are fifteen questions with rcount > 0.196.

b. Learning Achievement Variable (Y)

Table 2

Test the Validity of Learning Achievement Variables

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pertanyaan16	56,6667	22,479	,423	,915
Pertanyaan17	56,8182	21,403	,637	,909
Pertanyaan18	56,8788	21,797	,628	,909

Pertanyaan19	57,0606	20,871	,596	,911
Pertanyaan20	56,7576	20,564	,763	,904
Pertanyaan21	56,8182	20,966	,743	,905
Pertanyaan22	57,0000	21,000	,626	,909
Pertanyaan23	57,0303	22,093	,434	,916
Pertanyaan24	56,7576	20,564	,763	,904
Pertanyaan25	56,8788	21,110	,689	,907
Pertanyaan26	56,9697	22,030	,513	,913
Pertanyaan27	56,7273	20,767	,791	,903
Pertanyaan28	57,1212	22,860	,396	,916
Pertanyaan29	56,7576	21,252	,707	,906
Pertanyaan30	56,9091	22,273	,556	,911

The rtable value for the two-sided test at the 95% confidence level or 5% significance (p = 0.05) can be searched based on the number of respondents or N. Because N = 33, the degree of freedom (df) is N – 2 (32 – 2 = 31). In statistics books, the r value of one-sided tables at df = 31 and p = 0.05 is 0.196. Question items are declared valid if the value of rcount > rtable. From the output results above, there are fifteen questions with rcount > rtable or rcount > 0.196. The conclusion is that all the questions on the learning achievement variable are valid.

The value of the coefficient of social media is 0.982, meaning that if the influence of social media activities has increased, learning achievement has increased by 0.982 with a positive value, meaning that there is a positive relationship between the influence of social media, meaning that the increase in the influence of social media will increase learning achievement. This becomes a gap because the influence of social media can be categorized as a bad behavior. With a correlation coefficient value of 0.404, it is positive, meaning that the variable influence of social media on learning achievement in schools at SMA Negeri 6 Binjai is not too strong or 40.5% of the dependent variable can be attributed to the independent variable, while 50.5% is caused by other variables. which were not researched. The increasing influence of social media will increase learning achievement. This becomes a gap because the influence of social media can be categorized as a bad behavior.

Based on the partial test, it is obtained t arithmetic > t table or 4.585 > 2.0395 with a significance value of 0.00 < d0.05. From the results of the t test, it was found that Ha was accepted. This means that the variable has a significant influence on learning achievement, which means that there is a possibility that it will be obtained where the influence of social media can indicate a decrease in learning achievement or vice versa increase learning achievement. It is assumed that when the influence of social media decreases, learning achievement increases and when the influence of social media increases, learning achievement decreases.

It can be explained that social media can have a positive value if its use is in accordance with its capacity, and a negative value if it is overused. A positive value on this variable indicates that the use of social media has a direct relationship with student learning outcomes, namely the better the use of social media, the higher the student learning outcomes. Learning outcomes are an acquired behavior to help skills, habits, attitudes, rewards in individual learning. So, learning outcomes are students' ability to master the theory or material shown from the average daily assessment. From the description above, it is known that the use of social media has a low impact on student learning outcomes.

4. CONCLUSION

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