Utilization Of New Media As A Means Of Learning During The Covid-19 Pandemic At The University Level In Students' Perspectives

Muhammad Aidil Ghunaya Said

Department of Social Science, Universitas Islam Negeri Sumatera Utara Medan

Article Info

ABSTRACT

The idea of this paper is to start from a learning problem in online classes that still looks only one way or commonly called lectures, questions and answers, and group discussions. While the development of technology at this time is very sophisticated and modern, it can accelerate the dissemination of information in just seconds. The goals and targets to be achieved are to realize a learning based on the use of new media as a means of learning models that meet the needs of students to be actively involved in learning. The research method that the researcher uses is qualitative with the selection of 4 student/I informants as key informants. Data collected through in-depth interviews using interview guidelines in order to remain in the focus of research and the data obtained were analyzed through three paths, namely data reduction (selection process, simplification, interview results), data presentation and conclusion drawing. The results of this study can be concluded that there are obstacles, shortcomings and advantages that affect the learning process through the use of New Media as a new learning medium during the Covid-19 pandemic.

Corresponding Author:

Muhammad Aidil Ghunaya Said,
Department of Social Science
Universitas Islam Negeri Sumatera Utara Medan
Email: maidilghunaya070@gmail.com

1. INTRODUCTION

The learning method is one of the external factors that affect the achievement of learning outcomes. At the University level (Lecturer and Student/i) the learning method used is usually in the form of elaboration of material and questions and answers presented by students and directly monitored by Lecturers. This is a learning activity that has always been carried out during the absence of the COVID-19 pandemic which began to enter Indonesia from the start. in 2020 and is still ongoing today. What is basically required to carry out direct face-to-face learning in a university environment, now has to switch to using social media including Instagram, YouTube and WhatsApp as new learning media.

The educational revolution only occurs when the entire education system is online-based and there are no more class meetings. However, it is not easy to happen, due to the fact that until now lecturers are still very comfortable with conventional learning. This is in line with the conclusion stated by Sobaih et al, that the increasing use of social media by digital students in higher education requires more attention. Lecturers are very aware of social media and use it regularly in life.

Social media can help and improve the academic performance of students and researchers when lecturers and supervisors integrate social media in learning methods. The findings show that social media facilitates collaborative learning and student engagement and this improves the academic performance of students and researchers.

In addition, the idea of this paper is also made based on the results/impact of learning from the author himself who responds to the problems of learning in online classes that are often seen in one direction through lectures, question and answer methods, and group discussions. The author's goals and targets to be achieved in this study are to find out good and bad responses from students. Next, to realize a learning that meets the needs of students to be actively involved in online learning activities through social media as well as face-to-face learning as was done before the Covid-19 pandemic.

Social Media has the potential to enhance student learning, facilitate educator and student interactions, skills development and levels of satisfaction with new mobile learning engagements. Josayeongu Team in Romero, the characteristics of social media involved are: Participation, Openness, conversation, community, and connectivity.

The use of social media is useful in connectivity, conversation, community and increases student life satisfaction, trust, and participation, student motivation and effective learning. Student involvement in learning enhances student learning and teaching engagement and offers specialized self-study materials for personal support, emotional support, and student self-confidence. In addition, the use of social media in higher education is very valuable for improving academic performance through collaborative learning where students and lecturers use social media that are of interest to them.

Social media as a web-based technology that facilitates multicellular interactions around expressive, user-generated content that goes beyond facts. Bryer and Zavattaro in Chen & Bryer, "Social media is a technology that facilitates social interaction, enables collaboration and enables cross-stakeholder deliberation. These technologies include blogs, wikis, media (audiao, photos, videos, text) sharing tools, networking platforms.

Social media that are currently trending in Indonesia are WhatsApp, FB and Instagram. Video-based social media is still dominated by Youtube. Youtube sharing is done on the three social media. The impact of social media can be both positive and negative. The positive impact is when it is used to share knowledge, kindness, and experience. The negative impact is if it is used for things that are contrary to morals and educational values.

Social media is one of the independent learning media because it can be accessed anywhere and done with self-awareness to develop themselves. Blaschke explains that heutagogy has the potential to become a theory of distance education, partly because of the ways in which heutagogy further extends the andragogy approach and also because of the capabilities it offers when applied to emerging technologies in distance education (such as web 2.0) such as e-learning. . Thus it is possible to apply social media in learning.

Instagram is a social network that comes from a company called Burn, Inc. Founded on October 6, 2010. The company was founded by Kevin Systrom and Mike Krieger who are

currently CEOs of IG. This application allows users to upload photos that can be edited with various filters.

The launch of Instagram is a new breakthrough in terms of photo and video-based social networks. Instagram has finally become a popular app. Until then, until 2020 the role of IG for learning has also begun to be used at the University level, whether it is used as a media for collecting assignments in the form (photos/videos) or a place to deliver learning materials through the live stream feature on the Instagram application.

WhatsApp Messenger is a messaging application for smartphones (smartphones) with a basic similar to BlackBerry Messenger. WhatsApp Messenger is a cross-platform messaging application that allows us to exchange messages without SMS fees, because WhatsApp Messenger uses the same internet data plan for email, web browsing, and others. The WhatsApp Messenger application uses a 3G, 4G or WiFi internet connection for data communication, so it's no wonder this application is used as one of the new learning media used in the world of lectures for learning activities and collecting assignments, so don't be surprised if the network is an obstacle for some students/ I have returned to their hometown.

By using WhatsApp, we can chat online, share files, exchange photos and more. Initially, WhatsApp was made for iPhone users, then along with its development, the WhatsApp application is also available for BlackBerry, Android, Windows Phone, and Symbian versions. Until November 2010, WhatsApp was ranked 3rd, the best-selling application downloaded through the Nokia Ovi Store, after Swype and NHL game center premium.

YouTube is a video sharing site that is widely used to share videos. Founded by Steve Chen, Chad Hurley and Jawed Karim in February 2005. This site then switched to being owned by Google at the end of 2006 until now. Most of the content on this site is uploaded by individuals. YouTube itself has a lot of positive content that can be uploaded and viewed by all people in the world, ranging from tourism, culinary, automotive, religious, and education. So it's not surprising that many educators have made YouTube a new mecca after books to seek knowledge or information needed.

During the COVID-19 pandemic, many learning activities used this application, ranging from searching for material, information, presentation sites to collecting assignments. This application is very useful as a new media for new learning facilities at the university level.

2. RESEARCH METHODE

The research method that the researcher uses in this research is descriptive qualitative method, to be able to find out phenomena about psychological aspects, behavior, attitudes, responses, opinions, feelings, desires and wills of a person or group. (Rosady Ruslan, 2010:72) From the beginning of data collection, researchers should be able to understand what the various things that will be encountered are by starting to record question patterns, configurations, causal paths and various propositions. This will be verified with further data findings and finally arrive at the final conclusion.

3. RESULT AND ANALYSIS

The results of the study were obtained from four informants who were Communication Studies students, each of which consisted of (2 Journalism students and 2 Public Relations students), namely: Tasya Putri Namira & M. Arif (Humas) and Alfi Syahrin & Aulia. R (Journalistic). The communication that was raised as a topic of discussion included learning in online lectures, experiences, and matters related to this research.

The use of New Media as a Learning Facility is a new step due to the spread of COVID-19 in Indonesia, especially for Communication Studies students at the State Islamic University of North Sumatra (UINSU).

The pattern that can work in online learning through social media is going well, and is starting to be effective because it has been running for approximately one year and six months and we don't know how long this kind of learning will continue. This is supported by the results of interviews with four pre-determined informants.

- Tasya Putri Namira
  "In this online learning, especially the use of new media, one of which is Instagram, my friends and I concentrate on public relations very often using some places for collecting assignments in the form of pictures, posters and designs for the past few months"

- M. Arif
  "Speaking of New Media, we as communication children must have often been in contact with this media, especially in this online learning activity, I very often use Instagram as a media for collecting assignments, and I am used to this so there are not too many problems, maybe occasionally network problems"

- Alfi Syahrin
  "Alhamdulillah, even though we currently carry out learning only via online, the knowledge gained can also be obtained, although sometimes it is not as conducive as if we study face to face directly, we usually learn to use new media through social media whatsapp for conveying material, information and collecting assignments. sometimes there too"

- Aulia Rahman
  "In the use of new media, I have experienced three current media, namely Instagram, WhatsApp, and YouTube. Usually I use whatsapp to coordinate with a group of friends or lecturers, then look for material from youtube and then collect assignments through posting pictures on instagram, everything has no problems except the network "

The obstacle that most often occurs during online learning is definitely a technical problem, namely the network being the main problem in this research. Whether it's a network that is not good, an inadequate place / village / minimal network, devices (HP / Laptop) that are less sophisticated or the cost of buying an expensive internet package per month.

In addition to technical problems, from the results of the research there is also a lack of satisfaction with online learning which is sometimes not conducive and no doubt the knowledge gained is not as much as if you study in class, not only knowledge but also get lessons in etiquette if you directly learn face to face with lecturers.

Learning through new media also does not all have obstacles and shortcomings, through this learning as a communication child the dissemination of information through the media is also very fast growing, the tasks given are also easy to complete with the many sources of reading resources provided whether it's from google, youtube and then collected through Whatsapp documents or pictures/videos via Instagram

4. CONCLUSION

It was concluded that learning through the use of new media as a means of new learning media went well based on the mutual concern of fellow students in order to gain knowledge that was equivalent to face-to-face learning. In addition, there are also obstacles that affect the passage of learning activities through the use of this new media, namely natural, time and technical problems (networks) that are inadequate.

Utilization of new media as a means of learning media can run well and is conducive if they support each other and help/increase the awareness of fellow students/I to create a high enthusiasm for learning in order to improve learning activities through the use of new media.

References

[1] Bahri Djamarah,Syaiful and Aswan Zain, *Strategi Belajar Mengajar* (Jakarta: Rineka Cipta,2010).

[2] Hamidi. 2007. *Metode Penelitian dan Teori Komunikasi.* Malang: UMM Press.

[3] Nasrullah, Rulli. 2014. Teori dan Riset Media Siber (Cybermedia). Jakarta : RemadjaRosdakarya.

[4] Prisgunanto, Ilham. 2014. Komunikasi Pemasaran Era Digital. Jakarta: Prisani Cendikia.

[5] Prenadamedia Group. Nasrullah, Rulli. 2015. Media Sosial; Persfektif Komunikasi, Budaya,dan Sosioteknologi. Bandung : Simbiosa Rekatama Media.

[6] Sugiyono, *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, R&D,* (Bandung:Alfabeta, 2011)

[7] Sudijino,Anas, *Pengantar Statistika Pendidikan,* (Jakarta: Raaja Grafindo, 2008).