

Literacy Studies: The Effect of Using Facebook as a Learning Media Towards Improving Learning Outcomes

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Abstract

The aim of this research is to determine the effect of using Facebook as a learning medium on improving learning outcomes. The design of this research is a Literature Review which was carried out in March 2024 with a sample size of 7 journals. Writing this article uses stages in the methodology such as: selecting a review topic, searching for literature, analyzing the literature and writing a review. The research results show that there is an influence of the use of Facebook media on learning outcomes because by using Facebook learning becomes fun. There is no effect of using Facebook media on learning outcomes because some students only use Facebook to fill their free time, not as a medium for learning.

Keywords : Facebook, Learning Results, Media

INTRODUCTION

Learning is a communication interaction between learners, teachers, and teaching materials. This interaction would not be possible without the media as a messenger. The message to be conveyed is the learning substance contained in the curriculum prepared by teachers, facilitators, or other sources, which is manifested in communication symbols, be they verbal, non-verbal, or visual.

Media has a wide scope, especially when talking about it in the context of learning, which is known as learning media. This was emphasized by Briggs that media is any physical device that is able to convey messages and encourage students to learn. (Supriana 2019).

Thus, learning media is defined as a means that aims to deliver learning messages. To communicate messages from teachers to students, teachers usually use various teaching aids, such as pictures, models, or other devices that are able to provide concrete experiences, encourage learning motivation, and increase absorption capacity, which are generally known as visual aids. In the mid-20th century, with the development of technology, teachers also began to use audio-visual aids in the learning process. This step was taken to avoid verbalism tendencies that might occur if only using visual aids.

The use of media in the learning process has a very crucial role in achieving learning objectives. This is in line with the view which states that the main factor causing low learning achievement in Indonesia is the lack of skills of teaching staff (in this case, learning media) in managing learning. (Rayandra 2021).

The presence of media in the learning process plays a very important role. It is a clear fact that teachers use learning media to convey messages from subject matter to their students. Teachers realize that without the support of learning media, lesson material, especially complicated and complex ones, will be difficult for every student to understand.

It is hoped that this media will encourage active learning, where students play a more active role by looking for their own learning resources, rather than just relying on the teacher as the only source of knowledge. Looking at the characteristics of the active learning process, it will be very effective if combined with advances in information and communication technology which are currently popular. Currently, information is presented in a variety of ways, both through print and electronic media. Learning resources are no longer limited to books, magazines, or print media, but are also available in digital formats, such as text, images, video, audio, and a combination of these formats. In fact, the newest is the concept of cyber teaching or virtual teaching, where the teaching process is carried out via the internet. Another term that is increasingly popular today is e-learning, a teaching and learning method that allows teaching material to be delivered to students via the internet, intranet, or other computer networks. (Hartley 2011).

The essence of e-learning is a form of learning that is presented in digital format via internet technology. There are various sites spread across the internet that can be used for e-learning, such as blogs, Moodle, Twitter, and the most popular currently is Facebook. Facebook is one of the most widely used social networks, including among students. Apart from its popularity, Facebook has a number of advantages compared to other social networks. For example, Facebook provides group services, chat features, the ability to upload large files, and store large amounts of photos and videos, and many other advantages.

Based on several advantages of the services available on Facebook, researchers have the idea of using these services in a learning context. Apart from the advantages of Facebook services, researchers also argue that Facebook is a social platform that can be accessed by anyone in a simple and economical way. Apart from being able to be accessed via a laptop or computer, Facebook can also be accessed easily via smartphone, thanks to advances in technology. Therefore, the popularity of Facebook can be utilized in the educational sector, especially in developing Facebook-based learning resources.

Facebook is a platform that can be used as an e-learning learning medium. Apart from having an attractive interface, Facebook also provides features that can be used as a means to share learning information. In addition, the learning intensity for users will be more frequent, because every time they log in to Facebook, they will be updated with information related to learning material. Apart from that, users can also participate more easily by giving their opinions, this is different from classroom learning which usually has a tight schedule. With the learning process as described above, it is hoped that it can improve student learning outcomes, especially at the elementary school level.

RESEARCH METHODS

Desain penelitian ini adalah *Literature Review* atau tinjauan pustaka. Populasi dalam penelitian ini adalah seluruh jurnal yang berkaitan dengan pengaruh pemanfaatan *facebook* sebagai media pembelajaran terhadap peningkatan hasil belajar, sampel dalam penelitian ini adalah 7 jurnal. Teknik dan alat pengumpulan data yang digunakan dalam penelitian ini adalah metode dokumentasi.

RESULT AND DISCUSSION

Table 1. General Description of the Journal

Name of Journal/Author & Year of Publication	Article Title	Variable	Methodology	Sample	Results
Geography Education Research Journal, Vol. 1 / No. 1/ Ratih Ratna Sari, La Ode Amaluddin, Andrias (2023)	The Influence of Using Facebook Social Media on Student Learning Outcomes in Geography Subjects	<ul style="list-style-type: none"> ▪ Use of social media Facebook ▪ Learning outcomes 	This research uses simple regression analysis techniques	26 students	The use of social media Facebook does not have a significant influence on student learning outcomes.
Journal on Education, Vol. 05 / No. 03/ Musyirah Rahman, Ifah Nursyabilah, Peni Astuti, Muh, Irfan Syam, Sam'un Mukramin, Wa Ode Ingra Kurnawati (2023)	Utilization of Social Media as a Learning Media	Social media	This research is library research	Utilization of social media	The use of social media in a learning context can improve the quality of learning if used wisely. However, if it is not monitored properly and the information is not filtered, social media can also have negative impacts, including the potential for errors in the learning process.
Jurnal Pemikiran dan Penelitian Pendidikan, Vol. 17 / No. 1/ Najamuddin, Habibi Ratu	Social Media and Learning Achievement: Study of the Relationship between	<ul style="list-style-type: none"> ▪ Use of social media Facebook ▪ Learning outcomes 	This research is correlational research	34 students	The use of social media Facebook does not show a significant influence on

Perwira Negara, Deddy Ramdhani, (2019)	Facebook Use and Student Achievement				student learning outcomes.
JOM FTK UNIKS, Vol. 1 / No. 1/ Lutfia Marfiani, (2019)	The Influence of Social Media "Facebook" on Student Learning Outcomes in the Subject of Aqidah Morals at MA Bahrul Ulum, Air Emas Village, Singingi District, Kuantan Singingi Regency	<ul style="list-style-type: none"> ▪ Use of social media ▪ Facebook Learning outcomes 	This research uses simple regression analysis techniques	Student	The use of social media Facebook does not have a significant impact on student learning outcomes in the subject of moral beliefs.
Jurnal Silogisme: Kajian Ilmu Matematika dan Pembelajarannya, Vol. 2/No. 2/ Rohmah Indahwati, Hasan Basri (2017)	The Influence of Using Facebook as a Learning Media on Student Learning Outcomes	<ul style="list-style-type: none"> ▪ Facebook ▪ Learning outcomes 	Method Quantitative research using quasi-experiments	17 students	The use of Facebook as a learning medium has an impact on student learning outcomes.
Perspektif Ilmu Pendidikan, Vol. 27/No. 18/ Retno Widyaningrum (2013)	Facebook Assisted Learning to Improve Learning Results	Facebook media	Survey research	Student	The use of Facebook in planning, implementation and learning outcomes makes a significant contribution
Briliant: Jurnal Riset dan Konseptual, Vol 6/No. 3/ Siti Masunah, Imam Baehaki, Juhana (2021)	The Influence of Facebook and Democratic Parenting Patterns Regarding Indonesian Language Learning Results for Class V Elementary School Students in Ngantru District	<ul style="list-style-type: none"> ▪ Facebook ▪ Democratic parenting style ▪ Learning outcomes 	Data analysis uses analytical techniques descriptive normality, homogeneity and T test with SPSS help	95 students	The use of Facebook has no impact on learning outcomes.

Based on searches of related journals, there are two research results which show that the use of Facebook as a learning medium has a positive effect on improving learning outcomes.

However, there are also other studies which show that there is no effect of using Facebook as a learning medium on learning outcomes. The influence of using Facebook as a learning media on learning outcomes has been supported by several studies, which show a correlation between using Facebook as a learning media and improving learning outcomes (Widyaningrum 2013). (Indahwati and Basri Hasan 2017; Rahman et al. 2023; Ramly and Ayu 2022; Widyaningrum 2013) There is also the view that Facebook can act as an effective learning media in improving learning achievement. (Meinawati and Baron 2019).

Learning via Facebook media involves structured activities at each meeting, which helps students organize study time in class, with the hope of optimizing available resources. Thus, students' active participation in building their knowledge is expected to increase retention and understanding of lesson material. The use of web platforms is now very easy and can be accessed quickly by anyone, anywhere, and at any time, without being bound by physical boundaries (Ananda 2017).

The use of teaching aids gives teachers the opportunity to teach more creatively, helping in explaining processes or material to students. In line with these findings and opinions, the importance of using learning media, such as Facebook as an internet learning platform in ICT subjects, becomes apparent. By utilizing Facebook as a learning medium in ICT subjects, the learning process can be more optimal, influence students' learning abilities, and contribute positively to improving student learning outcomes, especially in the ICT context which requires an approach that is in line with current developments (Djamarah 2021). It is important for teachers not to only assess student learning success based on test scores alone (Azwar 2020).

Apart from improving student learning outcomes, Facebook media also shows its effectiveness through several indicators in the learning process. For example, increased student participation in asking questions and presenting their assignments. Apart from that, the variety and creativity of students' assignments also increases because they have access to a wider variety of learning resources compared to students in conventional classes. Another advantage for students who use Facebook media is their ability to interact with the internet and mastery of technology, such as uploading assignments and utilizing learning links to increase creativity in completing assignments.

The use of Facebook-based e-learning media can also increase students' learning motivation because they do not feel bored or fed up during the learning process. This is in line with Fina Aryani's statement which states that "the benefits of Facebook in the educational context include: building social ties, forming study groups, increasing engagement between students or students-teachers or teachers, providing a platform for expressing ideas through writing, and developing a diverse learning process" (Asyad 2023). Thus, the use of Facebook as a learning medium encourages students to be more enthusiastic in the learning process because they can experience a new and interesting learning atmosphere.

Effective use of Facebook by paying attention to the principles of integrating digital technology in learning can have a positive impact on students (Putrawangsa and Hasanah 2018). For example, (Meinawati and Baron 2019) succeeded in integrating the social network Facebook well to improve students' ability to write English texts. Another similar study was conducted by (Khusniyah and Hakim 2019), which showed that online learning can improve student learning achievement.

Studies which state that the use of Facebook has no influence on learning outcomes are also supported by research results from (Masunah et al. 2021), and (Najamuddin et al. 2019). They found that the use of Facebook was only limited as a means of communication, entertainment and free time, without having a significant impact on learning achievement. This can have a negative impact on students' academic achievement. Therefore, teachers and parents need to provide appropriate examples and guidance to regulate and supervise students' use of

social media. It is hoped that this can help students limit their time using social media so that they can allocate time for studying and worshipping well.

A high level of Facebook use does not guarantee an increase in student learning achievement, and can even be potentially detrimental if it is not used effectively and does not pay attention to the principles of integrating digital technology in education (Putrawangsa and Hasanah 2018). Excessive use of the internet, including Facebook, can reduce a person's performance (Ardana 2019). Therefore, in the future, research that focuses on developing learning methods that integrate digital technology, such as Facebook, to improve student learning achievement will be a challenge for educational researchers.

CONCLUSIONS

Based on the results of related research, the use of Facebook as a learning medium has shown a positive impact on improving student learning outcomes. The use of Facebook can increase student participation in building their knowledge, increase retention and understanding of lesson material, and improve students' ability to interact with the internet and mastery of technology. Apart from that, the use of Facebook can also increase students' learning motivation by providing a new and interesting learning atmosphere.

However, there is research that shows that the use of Facebook has no influence on learning outcomes. The use of Facebook is only limited as a means of communication, entertainment and free time, without having a significant impact on learning achievement. This can have a negative impact on students' academic achievement.

In integrating digital technology in the world of education such as Facebook, teachers and parents need to provide appropriate examples and guidance to regulate and supervise students' use of social media. Effective use of Facebook by paying attention to the principles of integrating digital technology in learning can have a positive impact on students. Therefore, it is important for teachers and parents to understand and develop effective learning strategies in using digital technology, one of which is the social media Facebook as a learning tool to improve student learning achievement.

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