
The Influence of Using Social Media on Student Learning Achievement in Introductory Economics Subject

Desti Nur Shifa^{1*} & Supriyadi¹

¹Program Studi Pendidikan Ekonomi, Universitas Panca Sakti Bekasi, Indonesia

*Corresponding Author: Destinurshifa9@gmail.com

Article History

Received: June 17th, 2023

Revised: July 30th, 2023

Accepted: August 23th, 2023

Abstract: The use of social media is almost used by all levels of society. This study aims to reveal the effect of social media (X) on student achievement (Y). This study uses a type of quantitative research with a survey approach. The sample of this research used random sampling technique. The number of research samples was 52 students. Data collection uses valid and reliable instruments. Data analysis using simple regression. the results of the study revealed: (1) Linear Regression Linear Equation $Y = 32.940 + 0.466 X$ (2) the use of social media has a positive effect on student achievement. (3) The significance test obtained by the equation of the F hit regression line is smaller than 0.05, thus, Y or X regression is significant or the intensity of device use affects students' emotional intelligence. (4) The correlation coefficient (r_{xy}) = 0.137 and Fhit (Fchange) = 7.971, with a pvalue less than 0.05. Thus, the correlation coefficient X and Y is meaningful or significant. The coefficient of determination is 0.137, which implies that 13.7% is the variation in the learning achievement variable.

Keywords: Learning Achievement; Introductory Economics; Social Media

INTRODUCTION

In the current era of globalization, the development of increasingly sophisticated science and technology, the dissemination of information, and access to telecommunications, transportation is getting faster and easier (Morrar et al., 2017). Where this makes human civilization more advanced, so that many individuals are competing to show their existence against other individuals with the aim of not being outdone in competition.

Currently, almost every individual, from parents to children, now has a gadget or cell phone. The need for communication and information is very important for all levels of society (Heinze & Procter, 2006; Ratheeswari, 2018). Especially now that we can easily access the internet anywhere and anytime. As for the impact that arises as a result of the era of globalization in the field of communication and technology, namely social media. Here are some examples of social media that are currently developing and becoming a trend, namely Instagram, Tik-Tok, Twitter, YouTube, and others.

Social media is about being human (Greenhow et al., 2019). Ordinary people who share ideas, work together and collaborate to create creations, think, debate, find people who

can be good friends, find partners and build a community. Social media can also be interpreted as a world library, one can access it freely according to one's will and can fulfill all the necessary needs

Online media is a medium on the web that allows clients to introduce themselves and associate, participate, share, talk with different clients, and arrange virtual social securities (Akram & Kumar, 2017). Gadgets change lifestyles and how to get along with the current millennial generation. The role of parents in this generation is quite important considering how easy it is for a child to access information.

That tablet or smartphone PCs do not only contain applications for learning to recognize letters or pictures, but also entertainment applications, such as social media, videos, pictures and even video games (Sural, 2017). But in reality someone will more often use gadgets to open social media and play games than to study. Can reduce the enthusiasm of students to look for resources in the library, interest in reading books, and students will also of course be increasingly lazy to study because they are busy with their gadgets and social media. Students will of course look for easy ways to get something without having to read books and go to the library. This is what makes student achievement decrease (Supriyadi, 2018).

The following are two factors that play a role in influencing student achievement: 1) Factors from within a person (intrinsic), several factors from within, namely intelligence, motivation, attitude, interest, talent, concentration. And (2) Factors from outside a person (Extrinsic), several external factors, namely family factors, school factors, community factors.

Based on the title examined by the researcher entitled the influence of the intensity of the use of social media, the researcher found previous research studies. The literature review is as follows.

First, a thesis written by M Hilal Rizaldy in 2022 entitled *The Effect of Perceptions of Online Game Addiction and the Impact of Using Social Media on Learning Interests of Class X Students at MAN 3 MAGETAN*. In this study using quantitative methods. Based on the results of his research: (1) The perception variable of online game addiction has no effect on student learning interest (2) The impact variable of using social media has no effect on student learning interest (3) The perception variable of online game addiction and the impact variable on social media use has an influence on interest to learn. The results of the determinant coefficient R 0.469 or 46.9% with a significance value of $0.000 < 0.05$. So it can be concluded that online games and social media have a simultaneous relationship.

METHOD

The method used in this study uses a survey method (Liu & Lang, 2019). The number of research samples refers to the Isaac & Michael table with a significance of 5% as many as 52 students. The sample technique used is random sampling technique (Rahman et al., 2022). Data collection in the form of scores was taken using the instrument The average intensity of students' use of social media for one week and student achievement. Research hypothesis: It is suspected that there is an influence of the intensity of the use of social media on student achievement. Analysis of the research data was carried out by first describing it, then conducting a prerequisite test by testing the normality and homogeneity of the data, after obtaining normal and homogeneous data, it was followed by testing the hypothesis with simple regression analysis.

RESULT AND DISCUSSION

After obtaining the research data, the data is described as follows: for variable 1) The Effect of Social Media, the number of samples or respondents is 52 students with the lowest score of 79 and the highest score of 91, with an average score (mean) of 84.57, score range 12, deviation standard or standard deviation 2.94622, score that occurs frequently (mode) 83, mean value (median) 84.5; 2) Learning Achievement The number of samples or respondents is 52 students with the lowest score of 65 and the highest score of 80, with an average score (mean) of 72.38, score range of 15, standard deviation or standard deviation of 3.70562, score that occurs frequently (mode) 70, mean (median) 71.00.

The research data that has been described is then carried out by testing the prerequisites for data analysis using the SPSS version 20 program, namely by testing the normality and homogeneity of the data. Test the normality of the data by using the Kolmogorov-Smirnov Z test for 1) Variable The influence of social media obtains a probability value (p -value) = $0.082 > 0.050$ or H_0 is accepted. Thus, the data on the intensity of using the device is normally distributed; 2) The learning achievement variable has a probability value (p -value) = $0.081 > 0.050$ or H_0 is accepted. Thus, the learning achievement data is normally distributed.

To find out whether the data distribution of each variable does not deviate from the characteristics of homogeneous data, homogeneity testing is carried out on the dependent regression variant or independent variables using statistics, a homogeneity test is carried out, namely the Levene test. From the analysis results in the Test of Homogeneity of Variances table, Levene Statistics = 1.955; $df_1 = 11$; $df_2 = 36$, and p -value = $0.064 > 0.05$ or H_0 is accepted. Thus, both data groups come from homogeneous groups.

The results of hypothesis testing using SPSS 20 are as follows: 1) Linear Regression Equation. The regression equation is obtained: $Y = 32.940 + 0.466 X$. From the analysis results obtained that $t = 2.823$ and p -value = $0.007/2 = 0.0035 < 0.05$ or H_0 is rejected. Thus "The influence of Social Media has a positive effect on Learning Achievement". 2) Test the Linearity and Significance of the Regression Equation. Testing the linearity and significance of the regression equation is determined based on the

ANOVA table and ANOVAa, as follows. Statistical hypothesis: $H_0 : Y = a + Bx$ (linear regression); $H_0 : Y = a + Bx$ (non-linear regression) Test the linearity of the regression line equation obtained $F_{hit} (TC) = 0.910$, with $p\text{-value} = 0.540 > 0.05$. This means that H_0 is accepted or the regression equation Y over X is linear or in the form of a linear line. Statistical hypothesis: $H_0 : b = 0$ (significant regression); $H_1 : b \neq 0$ (regression means) Significance test of the regression line equation obtained $F_{hit} (b/a) = 7.971$, and $p\text{-value} = 0.007 < 0.05$ or H_0 is rejected. Thus, the Y or X regression is significant or the Intensity of Social Media Use has an effect on Student Achievement, this means that the research hypothesis is supported by empirical data. 3) Significance Test of X and Y Correlation Coefficients. Statistical hypothesis: $H_0 : \rho = 0$; $H_1 : \rho \neq 0$, Significance test of correlation coefficient correlation coefficient (r_{xy}) = 0.137 and $F_{hit} (F_{change}) = 7.971$ with $p\text{-value} = 0.0035 < 0.05$. This means that H_0 is rejected. Thus, the correlation coefficient X and Y is meaningful or significant. While the coefficient of determination R Square = 0.137, which implies that 13.7% of the variation in learning achievement variables can be influenced by the influence of social media variables.

To be able to understand the meaning of the research results as a whole, the results of the research data analysis above can be interpreted as follows: 1) Linear Regression Equations. The linear equation $Y = 32.940 + 0.466 X$ means that the Y score can be predicted through the linear equation above; 2) From the results of the analysis, it is obtained that the effect of social media has an effect on learning achievement, it can be seen that the $p\text{-value}$ is less than 0.05. Therefore it can be interpreted that the Intensity Use of Social Media has a positive effect on Student Achievement. 3) Test the significance of the equation of the regression line equation obtained by F_{hit} and the $p\text{-value}$ is smaller than 0.05 or H_0 is rejected. Thus, Y or X regression is significant or the effect of social media has a positive effect on learning achievement; 4) Test the significance of the correlation coefficient to obtain a correlation coefficient (r_{xy}) = 0.137 and $F_{count} (F_{change}) = 7.971$, with a $p\text{-value}$ less than 0.05. This means that H_0 is rejected. Thus, the correlation coefficient X and Y is significant or significant. While the coefficient of determination from the table above can be seen in the 2nd row, namely R Square = 0.137, which

means that 13.7% of the variation in the Learning Achievement variable can be influenced by the intensity variable of social media use.

The Effect of Social Media on Student Achievement. Thus the working hypothesis in this study is supported. Gawai is a tool that has sophisticated technology (Sumarni et al., 2019). So everyone can easily communicate. Building children's creativity (Gawai provides a variety of information that can also encourage children to be more creative). Children will find it easier to find all the information and news they need, especially in terms of learning while playing or playing while learning. At this age, children are still in an exciting time to play. But do not break away from a learning process that must also be done ".

This supports the research conducted by Azis & Hidayat (2022). In this study using quantitative methods. Based on the results of his research, it shows that social media has an effect on students' learning motivation. Where when playing social media someone will indirectly affect their learning motivation because most of the time and energy used will be spent playing rather than studying. So it can be concluded that social media can influence student achievement.

CONCLUSION

From the results of the research and discussion it can be concluded: 1) The intensity of the use of social media affects student achievement; 2) Regression Y or X is significant or the intensity of social media use has an effect on student achievement; 3) The correlation coefficient of X and Y is significant or significant. While the coefficient of determination from the table above can be seen in the 2nd row, namely R Square = 0.137, which means that 13.7% of the variation in the learning achievement variable.

ACKNOWLEDGMENT

The author would like to thank all parties who have helped carry out this research so that this paper can be completed.

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