

The 1st Undergraduate Conference on Applied Linguistics, Linguistics, and Literature
Universitas PGRI Semarang, Faculty of Language and Arts Education,
English Education Study Program
August 7, 2021

The Impact of Social Media on Students Academic Performance

**Adam Ranang Mahesa¹, Rian Muhammad Apriandi², Ramdan Anugrah³, Ijan Furqon⁴,
Fazrie Rizky⁵, Yayan Sutisna⁶**

¹²³⁴⁵ Universitas Majalengka

adamranangm@gmail.com

Abstract

This study aims to determine the impact of social media on students' academic performance. This study specifically aimed: to determine the positive and negative effect of social media towards of students in terms of doing research work, doing assignments or projects, and studying, (2) to find out the time students spend on social media, (3) to determine if there is a significant relationship between social media and student's academic performance. A qualitative approach was employed to support this study, Survey questionnaires were used to solicit data and information from five randomly chosen respondents of the study. This study's findings revealed that most of the of students used social media in terms of doing research work, some of them in terms of doing assignments or projects, and the in terms of studying. Students' time spent on social media is 1-7 hours. This study can be a bridge for understanding the gap of lack of sufficient information on the effects of social media on high school students.

Keywords: academic performance, social media

Introduction

Many researcher believe that human beings are social creatures. We need the companionship of others to thrive in life, and the strength of our connections has a huge impact on our mental health and happiness. Being socially connected to others can ease stress, anxiety, and depression, boost self-worth, provide comfort and joy, prevent loneliness, and even add years to your life. On the flip side, lacking strong social connections can pose a serious risk to your mental and emotional health. In today's world, many of us rely on social media platforms such as Facebook, Twitter, YouTube, and Instagram to find and connect with each other. Social media also exposes students to a whole new way of learning (Prastikawati et al., 2020). Research has shown that students who are frequent users of social media are more innovative and exhibit better memory.

According to the outcome, students' academic performance is affected the more they use Facebook. Social platforms are mainly used by students for socializing activities rather than

The 1st Undergraduate Conference on Applied Linguistics, Linguistics, and Literature
Universitas PGRI Semarang, Faculty of Language and Arts Education,
English Education Study Program
August 7, 2021

academic purpose (Oye, Helou, and Abraham 201AD). People claim that the latter provide access to knowledge and help students exchange information quickly. Others think that students' use social media primarily to communicate about everything except studies and that they only distract students from the learning process. (Oshalve, 2015; Prastikawati, 2019) said "The darker side within technological evolution has resulted in dilemmas such as the setback of real values of life especially among students who form the majority of users interacting through the use of social networking sites. Online social networking sites focus on building and reflecting social associations among people who share interests and or activities (Prastikawati & Asropah, 2020). With so many social networking sites displayed on the internet, students are tempted to abandon their homework and reading times in preference for chatting online with friends. Many students are now addicted to the online rave of the moment, with Facebook, Twitter etc." This is still related to the addiction. The social networking addiction of the students was at moderate level and the male students had a higher level of addiction compared to the female students. There was a negative and significant relationship between the overall use of social networks and academic performance of students.

The aim of this study is to find out the impact of social media on academic performance of selected junior high school students. To achieve this, existing studies will be analyzed, as well as survey among respondents will be conducted.

Research Question

This paper aims to explain the positive and negative impact of social media on students' academic performance to answer the following question:

What is the impact of social media on students' academic performance?

Literature Review

To shed light on the positive and negative sides of using social media in general, as well as discover its effects on students' academic performance, existing studies were reviewed.

Studies found out that academic outcome of students who spent most of their time interacting using social media are positive because they were able to share and generate ideas and concepts related to their studies. They also use these sites for having fun as these social media sites are helpful in their academic work (Amin et al. 2016)

According to the study of (Owusu-Acheaw and Larson 2015), it was revealed that the use of social media had affected the academic performance of their respondents negatively and further confirmed that there was a strong positive relationship between the use of social media and academic performance. Their study further revealed that most of their respondents use social media sites to chat rather than for academic purpose.

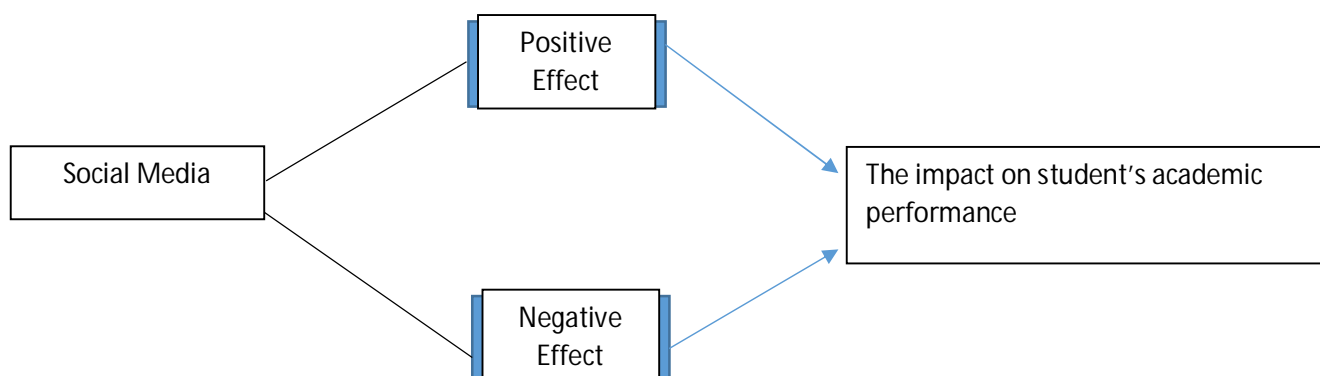
According to (Kolan and Ocloo 2018), the nature of social media as a useful servant but a dangerous master and a two-edge sword has been revealed in the findings of the study. Despite the benefits that students can harness from social media networks such as sharing of information,

The 1st Undergraduate Conference on Applied Linguistics, Linguistics, and Literature
Universitas PGRI Semarang, Faculty of Language and Arts Education,
English Education Study Program
August 7, 2021

building relationship, partaking in group discussion, there is to some extent addiction and distraction of attention caused by the use of social media which could have serious consequences on the academic life of students. One of the negative effects of social media is piracy. The primary motivator for Australians of all ages illegally downloading movies and TV shows is that it is free.

On the other hand, Based on the study of (Alim, Alwagait, and Shahzad 2014) , it was found that social media usage on weekly basis displayed a positive skew where most students do not use social media excessively. Respondents in their study felt that time management and football were factors that contributed towards negative academic performance besides excessive social media use.

Theoretical Frameworks



Method

A qualitative approach was used in this research. Based on (Creswell 1994) in his book, qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes words, reports detailed views of informants, and conducts the study in a natural setting. Survey questionnaires were used to gain the data and information from the respondents of the study. There were five students randomly chosen respondents of junior high school in the Majalengka, it was determined using the simple random sampling. To determine the effect of the usage of social Media on the educational performance of student a survey was conducted from the students who used different social networks. In survey a questionnaire was used to collect data from the students.

Result and Discussion

The usage of social media

Most of the student using YouTube, Instagram and Google. After the students asked “why are you installing social media on your phone?”, It was found out that the majority of the sample are

The 1st Undergraduate Conference on Applied Linguistics, Linguistics, and Literature
Universitas PGRI Semarang, Faculty of Language and Arts Education,
English Education Study Program
August 7, 2021

using social media to help themselves in term of finishing assignment or project, doing some research, or just for playing and wasting a time. Respondent A said that he needs social media to support his hobby and student B said that he needs to have a relaxing time by lurking in the social media to gain information while student C said that he installed social media so that he can keep up with the current world. by This is related to (Selwyn 2012) article which said that social media and mobile devices allow the students to create, edit and share the course contents in textual, video or audio forms. These technological innovations give birth to a new kind of learning cultures, learning based on the principles of collective exploration and interaction. Another researcher also explain that Social media platform in academic institutions allows students to interact with their mentors, access their course contents, customization and build students communities (Greenhow 2011). The result shows us that not only for connecting with different people, social media is also being used as a tool to gain different things for the student such as information, joyful feelings, creativity area, etc.

We ask the students “how long are you using social media in one day?” The result was quite interesting. From four respondent, three of them are giving the same answer while the other last student has a different answer. After analyzing the data that the we get from sample A, B C which said that they are using social media around 4-7 hours in a day, while student D answers that he spent over 8 hours per day to play social media, it can be simplified that most of the time in their life, they spent almost over 4 up until 5 hours per day in total inside a social media environment.

Typical student spends about half that amount of time between two until three hours on social media and streaming video. Some of them also spend less than one hour per day on other online activities. The majority of students told us they do not game online, but those who do game are predominantly male. In addition, students who do more homework and research online also tend to be women. “The impact of social media on students time consumption outside the classroom includes the average amount of time 3rd year English major students spend on the Internet per day, which is 6-8 hours per day”. (Tantarangsee, Kosarussawade, and Sukwises 2017)

The Impact of Social Media

a. Positive Effect

Based on the data that we gain, the result found out that there are some positive effect from the social media on students academic performance. From five samples, three of them have the same answer that social media enhanced their creativity. Social Media helps in enhancing creative skills in children by allowing them to learn and later execute the same by doing it themselves. Quite often a student’s hidden talent is revealed when he/she starts to take pictures and use online editing skills to make it look aesthetically appealing. Lot of youngsters are also engaged in creating videos for YouTube. A lot of students have interesting hobbies that they post online via videos and photographs which helps them to realize their potential for making it a career. The result also found out that as a student, Social media makes them easier to get instant access to reliable information. Instead of going to the library, it is possible to save time and find the necessary information using Google. Moreover, Internet resources are very helpful when the information isn’t available in the library. It is possible to find sample papers online as

The 1st Undergraduate Conference on Applied Linguistics, Linguistics, and Literature
Universitas PGRI Semarang, Faculty of Language and Arts Education,
English Education Study Program
August 7, 2021

well as useful guidelines on how to do complete assignments the right way. Another positive result also shown us that social media can improve student's communication with their teacher. This is related to (Bal and Bicen 2017) article which said that The social media improves the cooperative learning of the students and their communication with the teachers become easier which means, in terms of student centered education the use of social media is very essential.

b. Negative Effect

The negative effect of social media is really easy to spot. Based on the data that we gain, the result was quite interesting. It looks like social media caused distraction of students focus while learning. It is also reduces learning and research capability. With the extensive use of social media, students these days are varying more on such platforms to gain information and knowledge instead of looking out for the same in books, journals, or notes. Because it is straightforward to obtain data online, students' reading habits and their learning and research skills are diminishing. It also impact their health. Adoption of social media sites with slight carelessness can have mental and also physical effects on one's health. Students do not take their meals on time, do not take proper rest, and continuously being on a phone or laptop can also have adverse effects on their eyes. Such actions make students slow and unambitious to study or even go out and meet people. It is advisable for parents and also schools to keep an eye on what their children are doing when using the internet. Too much use of social media can have adverse effects on students' minds, and they may also be exposed to bad posture, eye strain, and physical and mental stress.

Based on the data that I gain, two of the sample said that social media caused addictive effect towards the student. Not only that, it also caused distraction when they doing their task. This is related with what (Fummey 2018) "Learner are constantly checking Facebook, Twitter and other social media sites. This addiction apparently negatively affected other valued activities such as concentrating on studies". Student C is giving different answer. He said that with social media, student can become lazier than before. It also can make us easy to be manipulated, judgmental, and super thirsty of validation.

Conclusion

Based on the data that we gain, it shows us networking technologies also allow one to share a thought with another. It helps a man toward one side of the world to interface and trade thoughts with a man at the other side (Mahmodi 2008). It's affected student's performance since there's a positive and negative effect from it. Social media can help the students to develop their ideas. Not only that, with social media, students can improve their communication with their teacher. But in the other hands, it brings negative effect as well, such as addictive feelings, or as a distraction matters that always drag out students from their homework.

The 1st Undergraduate Conference on Applied Linguistics, Linguistics, and Literature
Universitas PGRI Semarang, Faculty of Language and Arts Education,
English Education Study Program
August 7, 2021

References

- Alim, Sophia, EsamAlwagait, and Basit Shahzad. 2014. "Impact of social media usage on students academic performance in Saudi Arabia."
- Amin, Zahid, Ahmad Mansoor, Syed Husain, and Faisal Hasmat. 2016. "Impact of social media of student's academic performance." 5(4):22–29.
- Bal, Erkan, and HuseyinBicen. 2017. "The purpose of students' social media use and determining their perspectives on education."
- Creswell, Jhon. 1994. *Research Design: Qualitative and Quantitative Approaches*.
- Fummey, Samuel. 2018. "The negative effects of social media on tertiary students in GHANA."
- Greenhow, Christine. 2011. "Online social networking and learning: What are the interesting research questions?"
- Kolan, Bernard, and Patience Ocloo. 2018. "Effect of social media on academic performance of students in Ghanaian Universities: A Case Study of University of Ghana, Legon."
- Mahmodi, Sidi. 2008. "Detection of abnormal motions in Multimedia."
- Owusu-Acheaw, M., and Agatha Larson. 2015. "Use of social media and its impact on academic performance of Tertiary Institution Students: A Study of students of Koforidua Polytechnic, Ghana." 6.
- Oye, Nathaniel, Adam Helou, and ZorAbraham. 201AD. "Students' perceptions on social networking sites influence on academic performance."
- Prastikawati, E. F. (2019). Dyned Programme as Computer Assisted Language Learning (CALL) for University Students: A Perception and Its Impact. *International Journal of Emerging Technologies in Learning*, 14(13).
- Prastikawati, E. F., & Asropah, A. (2020). Students' perception toward spada upgris as digital platform in learning process. *Refleksi Edukatika: Jurnal Ilmiah Kependidikan*, 11(1), 49-58.
- Prastikawati, E. F., Wiyaka, W., & Adi, A. P. K. (2020). Online backchannel as a formative assessment in improving writing skills. *Journal on English as a Foreign Language*, 10(2), 359-384.
- Selwyn, Neil. 2012. "Making sense of young people, education and digital technology: The role of sociological theory."

The 1st Undergraduate Conference on Applied Linguistics, Linguistics, and Literature
Universitas PGRI Semarang, Faculty of Language and Arts Education,
English Education Study Program
August 7, 2021

Tantarangsee, Chaiwat, NithiwadeKosarussawade, and AungkanaSukwises. 2017. "The impact of social media on students" time consumption outside the classroom."