



THE INFLUENCE OF SOCIAL MEDIA ON ACHIEVEMENT STUDENTS AT SCHOOL

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Abstract:

This research aims to explore the influence of social media use on student achievement at SDN Tambelang I for the 2023/2024 academic year through qualitative approach. The focus of this research is to understand in-depth experiences, perceptions, and subjective impacts of social media on student learning and academic achievement. Qualitative research methods used to collect data through in-depth interviews, observations participatory, and content analysis of student interactions on social media. Participant The research involved high class students at SDN Tambelang I, as well as educators and parents to gain a comprehensive perspective. Research result highlighting the complexity of social media's influence on student achievement, including positive aspects such as online collaboration, as well as challenges such as focus distractions and increased free time spent on social media. Content analysis too identify trends in student behavior on social media platforms and their impact towards their learning activities. This research makes a contribution better understanding of how social media impacts processes student learning at SDN Tambelang I. The implications of these findings can be help design educational strategies that focus more on utilization positive social media and mitigating its negative impact on academic achievement student.

Keywords: *Social Media, Student Achievement, SDN Tambelang I*

INTRODUCTION

Education is an important aspect in formation the character and potential of a country's human resources. In this digital era, The rapid development of information technology seems to be eliminating distance of space and time, we can connect with the world community wherever and whenever to search for and share information and ideas (Gani, 2020). Like now, especially social media, has become a part integral to everyday life, including among elementary school students. SDN Tambelang I, as an educational institution in the middle People who are increasingly exposed to social media need to understand the impact and its influence on student learning achievement.

Social media such as Facebook, Instagram, Twitter and WhatsApp have become a means of broad and fast social interaction. Students at SDN Tambelang I are also involved in using social media. Question The fundamental thing that emerges is whether social media use has an impact positive or negative on student learning achievement in this elementary school.

Several studies show that social media can provide positive impacts, such as facilitating online learning, disseminate educational information, and improve technology skills student. However, on the other hand, social media can also be a distraction, waste time studying, and cause psychosocial disorders can affect student concentration.

The role of parents and teachers is in supervising and providing direction to

students regarding the use of social media is crucial. How does SDN Tambelang I involve parents and teachers? managing the influence of social media on student learning achievement?

Therefore, this study aims to investigate in more detail The profound influence of social media on student achievement at SDN Tambelang I. With a better understanding of this relationship, it is hoped that we can found effective strategies to optimize the benefits of social media in educational context, while reducing its negative impacts. By identifying factors that influence achievement student learning amidst the use of social media, SDN Tambelang I can designing responsive and sustainable education programs, ensuring that each student remains focused on academic achievement without negatively affected by the role of social media in everyday life they.

Qualitative research methods were chosen to enable researchers absorb the complex and dynamic nuances in students' interactions with social media. This approach allows us to understand better subjective meanings, attitudes, and behavioral patterns that emerge from media use social studies in the context of basic education.

Researchers chose SDN Tambelang I as the research location with hope it can provide a richer and more contextual picture of how social media affects student achievement. Implications of these findings It is hoped that this will provide useful insights for design educational strategies that are more adaptive and effective in managing use social media, so that it can support student learning and maximize their academic achievement.

RESEARCH METHODS

This research aims to gain an understanding in depth about the influence of social media on student achievement in SDN Tambelang I through a qualitative approach. This method will make it possible researchers to explore the experiences, perceptions, and attitudes of students, people parents, as well as teachers regarding the use of social media and how it is can affect student learning achievement.

This research methodology uses a qualitative approach case study research design. The case study approach allows researchers to dig up information in depth about a particular phenomenon in a real context, namely the impact of social media on student achievement in Tambelang I Elementary School. The sample for this research will consist of students, parents and teachers at SDN Tambelang I. Sample selection was carried out purposively to ensure diversity of opinions and experiences regarding social media use and learning achievement.

Data collection is carried out by (a) Interview: Researchers will conduct interviews with students, parents, and teachers to understand their views on social media use and its impact on student achievement; (b) Observation: Observations will be made to observe patterns students' use of social media outside the school environment and how it can affect their daily lives; (c) Document Analysis: Analyze documents such as student achievement reports, lesson notes, and notes Others will be carried out to get a more complete picture about student achievement at school; (d) Data analysis was carried out via qualitative approach using thematic analysis techniques. The data obtained from interviews, observations, and document analysis will be identified, categorized, and analyzed to identify patterns, themes, and relationships which is relevant; (e) The researcher will ensure the safety and comfort of the subject research while maintaining the confidentiality of their identities. Ethics approval will be obtained before starting the research, and research subject participation is voluntary.

RESULTS AND DISCUSSION

In an interview with the Principal, he said: that social media is an inevitable phenomenon in this digital era. Social media has both positive and negative influences. Positive influence of media One of these social activities has great potential to expand student insight. The negative side of social media can be a distraction so Students can be distracted and focus their learning on social media. By Therefore, it is important for educational institutions to guide students in use social media wisely.

The principal further said that to fortify students from the negative impact of social media, the school has involved teachers and parents in providing understanding to students about wise use of social media. The role of the teacher is apart from being a teacher as well can be a motivator so that students become better and provide an example which is good for students (Faishol, 2021).

Apart from that, the school also always monitors and evaluates school policies regarding the use of technology, including social media, so that in accordance with educational goals. One form of collaboration with parents is to communicate to provide an understanding of risks and benefits of social media. The school encourages parents to be actively involved in supervising and guiding their children in using it social media wisely at home.

The principal also suggested that parents continue to be involved in their children's digital lives. Establishing open communication and monitoring children's online activities is key. Because as parents have an important role in children's education. The role of parents in children's education is in the form of religious education in the family. Religious education is the instilling of faith into a child's soul, and the maximum implementation of this can only be carried out in the household environment. Parents play a role in guiding and directing their children to deepen the meaning of faith. The role of parents in religious education is to provide a good example of the strength of faith in God in the family. The role of parents in children's education in the form of social education in the family. Social education is an effort made to educate children so that they can adapt to life together. To live together with other people in society, children must be able to adapt to the society around them. In this case, the role of parents is very necessary in educating children in the environment (Rui, 2020). For teachers, integrating technology into learning in a way that supports educational goals can help optimize the benefits of social media without sacrificing academic achievement.

Teachers see changes in the way students process information. Some students tend to be more interested in social media content than lessons in class. Therefore, a teacher must be more intelligent look for ways to integrate technology into learning so that more effective. Students themselves admit that they are often tempted to open up social media when I should be studying.

Sometimes it even does spend a lot of time just to see friends' updates on social media. This automatically reduces the expected time they use it for learning. They also realize that in a way, social media helps they get additional information. But often they feel too fixated on it and forget to focus on the lesson.

CONCLUSION

From the results of interviews with teachers, students and the principal at SDN Tambelang I regarding the influence of social media on student achievement, several relevant conclusions can be drawn. Social media does have great potential to expand students' knowledge and social interactions. However, its impact on academic performance cannot be ignored.

First, it appears that students tend to be tempted to use social media when they should be focusing on learning. This shows the potential for distractions that can affect students' time and concentration in studying.

Second, teachers see that the use of social media can have a positive impact if it is integrated well in learning. However, challenges arise when students are more interested in social media content than in class material. Therefore, joint efforts from teachers and parents are needed to guide students in using social media wisely.

Third, the Principal realizes the important role of educational institutions in equipping students with an understanding of the risks and benefits of media social. Preventive and educational steps have been taken, such as involving parents in providing understanding to students and encourage them to be actively involved in monitoring their children's online activities their child.

Thus, the conclusion is that the influence of social media on student achievement

at SDN Tambelang I is complex. In facing this digital era, it is important for educational institutions, teachers, and parents to work together in creating a learning environment which is balanced. The integration of social media in learning needs to be directed on positive use, while a preventive and educational approach must continue to be improved so that students can optimize the potential of social media without compromising their academic performance.

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