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## *The role of social media as a source of academic information for students*

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### Abstract

**Background of the study:** Social media has a huge impact on students' lives. Social media as a means to view and obtain information. This makes social networking sites very interesting sites and allows for a place to share and also a source of information

**Purpose:** Analyze the role of social media as a means of disseminating academic information for students at the IAIN Kerinci.

**Method:** This research is a type of qualitative research with a case study approach. Data management and data analysis include analyzing and investigating data, grouping data, selecting and classifying what will be processed, searching for and finding patterns.

**Findings:** The impact of social media on users includes building social relationships, increasing interest in economic activities, providing a relaxing effect through entertainment functions, as a means of self-actualization. The role of social media is also very significant for IAIN Kerinci students, apart from being a source of academic information as well as a forum for academic support, learning and as a means of academic communication.

**Conclusion:** The use of social media has become a large source of academic information for IAIN Kerinci students, but it has not yet been utilized significantly for the development of academic quality.

**Keywords:** *Social Media, Information Sources, Internet, Academics.*

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## Introduction

Social media has a big influence on human life because with this media people can interact socially such as sharing opinions, thoughts and knowledge on a global scale without being limited by time and place. Social media is also an Internet-based channel where users can interact opportunistically and present themselves selectively, either in real-time or asynchronously, with a wide and expansive reach. a narrow audience that derives value from user-generated content and perceived interactions with others ([Carr & Hayes, 2015](#)). In his study [O'Keeffe \(2011\)](#) claim that this can make it easier for students to learn outside the classroom for the purpose of collaborating, sharing ideas and being able to access other sources of information. It refers to internet-based services such as some social networking sites, wikis, communication tools, and so on people on line that emphasizes collaboration online and share information between users. Therefore it can be said that social media has a big influence on human life.

Global internet use increased from 413 million users in 2000 to 3.4 billion users in 2016 ([Roser et al., 2015](#)). The use of search sites such as Google has carried out 12.38 billion searches, this shows the large use of the internet for searching for information ([Clement, 2021](#)). Generational groups are considered important because they are able to see and understand differences in formative experiences regarding world development with the life cycle and the process of increasing age to shape people's views of the world ([Dimock, 2019](#)). From the findings above, it can be concluded that most internet users in Indonesia are from the group or category of teenagers, especially those born in the 1990s when the internet began to develop rapidly in society.

Some previous research as follows, [Hootsuite \(2019\)](#) found that more than half of Indonesia's population actively uses social media such as Facebook, Instagram, WhatsApp, YouTube and Twitter. [Meanwhile Madden and Zickuhr \(2011\)](#) found that 83% of internet users aged between 18 and 29 years used social media to communicate with colleagues. Other researchers found that 74% of Malaysian students believe that social media encourages positive things when learning English ([Kabilan, 2010](#)). However, a new survey of 456 full-time schools in the US found that 100% of students use social media for e-learning and socializing with peers, with 98% primarily using Facebook and 84% using social media for e-learning and socializing with peers. We found that they primarily use Twitter ([Barnes & Lescault, 2011](#)). Students' use of the platform was found to correlate with the quality of their interactions with other students and their professional success ([Rutherford, 2010](#)). A study of 233 students at an American higher education institution found that more introverted students interacted more on social media, which helped them learn together and increased their self-confidence ([Voorn & Kommers, 2013](#)). There is a difference in this research from that discussed in previous research, that is in this research want to see the role of social media such as instagram, youtube, whatsapp facebook in its use as an academic source.

Based on the researcher's initial observations, students at the Ushuluddin Adab and Da'wah Faculty of IAIN Kerinci use the internet and social media as a means of accessing and communicating information, and they even prefer internet information sources compared to coming to the library. The large number of social media users in Ushuluddin Adab and Dakwah certainly creates opportunities and is an interesting study to research, namely studies between students and the Faculty of Social Media phenomenon to optimize the role of social media. social media as a medium and source of educational information accompanied by the question how is social media used as a source of information for IAIN Kerinci students?

## Method

### *Research Design*

This research uses a qualitative research design with a case study type of research. type of case study research using empirical evidence to prove that the theory about the phenomenon of social media use can be implemented as a source of information for IAIN Kerinci students. The data collection format or data source in this research is a combination of interviews, articles and literature studies ([Sugiyono, 2019](#)).

### *Research Location*

The selection of research locations will be carried out at IAIN Kerinci. Based on the results of initial observations, this is interesting to research with the informants selected as samples being students aged 18-34 who actively use social media. Informant in this research were IAIN Kerinci students, using a sample selection technique, namely using purposive sampling selection is based on certain criteria ([Sugiyono, 2018](#)).

### *Data collection*

Qualitative research with an interpretive approach emphasizes the perceptions of researchers and informants in responding to a problem ([Sarosa, 2012](#)). Researchers are directly involved in data collection. The case study data collection format consists of a combination of interviews, papers, and literature ([Creswell, 2014](#)). Data collection techniques in this research used interview and literature study data sources.

### *Data analysis*

Data analysis include analyzing and investigating data, grouping data, selecting and classifying what will be processed, searching for and finding patterns. Data validity (data reliability) is an important part of research ([Ibrahim, 2015](#)). Researchers take steps to achieve reliability, communicability, and reliability as a path to data validity.

## Result and Discussion

The role of social media as a source of academic information for IAIN Kerinci students:

### *The role of Instagram as a source of academic information*

According to TNS, which is a British research and analysis company, it was found that Indonesian people like to use Instagram to find inspiration, share travel experiences and the latest trends, and mobile-first communities also drive business results, which affects the size of Indonesia ([Witanti, 2017](#)). The changes in media that are being noticed by the Indonesian people, especially online media, namely social media, enable them to obtain information, including academic information, quickly through various accounts on social media. This is in line with the answer from the informant who said that Instagram is one of the more informative social media with the following answer:

*"Instagram, because I have been using it for a long time and in terms of ease of use and I think it is more informative (Informant 11)."*

According to wearesocial.com, Instagram is an application that is easy to use and allows users to use Instagram as an information medium to meet their needs. Of course, this makes Instagram a source of academic information for students, including students at IAIN Kerinci. Quoting from dailysocial.id, a data site compiled by AdParlor, Instagram is still the social media of choice for young people (40% of young people). This is in line with the findings of [Rumyeni, Lubis, and Yohana \(2015\)](#) which show that most young people access social media

via cellphones or smartphones. Another reason for using Instagram as a source of information for students at IAIN Kerinci is because of the accuracy of the information where the information they find can be complemented by the data they encounter such as images, photos, videos and so on as reinforcement.

*"Because Instagram is broader in ensuring that information is not only from words but documentation can also be seen both in pictures and videos (informant, 13).*

The advantages that Instagram has are its attraction, excitement and development in the form of photos or images that have filters and can also add music. Based on this, Instagram has a pleasant experience, and the content provided is aesthetically pleasing to the audience. According to a study, this is what makes young people on Instagram loyal to brands and companies that implement content marketing here ([Difa, 2018](#)). This can be concluded that the information they get on Instagram is packaged with the best possible aesthetic value and can convince users to utilize this information. In addition, this application can also manage accounts that cannot be personally identified without becoming followers. Communication on Instagram is represented by liking and commenting on photos and videos uploaded by other users ([Ridgway and Clayton, 2016](#)). Photos uploaded to Instagram are usually edited to attract the attention of other Instagram users. The number of "Likes" shows that the image, video or message uploaded has attracted the attention of some people ([Tyler, 2016](#)).

When using Instagram as a supporting source of academic information at IAIN Kerinci, Instagram is also used to get the latest information regarding academic activities, for example sharing semester lecture schedules, academic information such as student recruitment at IAIN Kerinci and also as a promotional forum for IAIN Kerinci by posting achievements and accomplishments. achievements that students have obtained so that students can access academic information easily. This is in line with the opinion according to [Untari \(2018\)](#) that Instagram is an important social media in business. To date, Instagram has 700 million users, shares around 60 million photos every day, and can generate 1.6 billion likes. Everyone in the community can easily use this application, bringing various benefits to business people to build and develop business brands, including universities and other institutions.

### *The role of YouTube as a source of academic information*

YouTube can also be a source of academic information. Many universities and educational institutions upload lectures, seminars and academic presentations on this platform, this is because YouTube also provides a source of educational information. This is also felt by students at IAIN Kerinci where YouTube is used to share material or lecture presentations and as a place to share educative videos for students. Among students, YouTube can be used as a source of information, personal identity, integration, social interaction, social roles, and other entertainment motives ([Samosir, 2018](#)).

There are several reasons for using YouTube as a source of academic information for students, as follows: the main reason is because it is a learning platform that is very practical and easy to access and is being widely used by young people today because it is user friendly among various age groups. This is supported by the opinion of [Sianipar \(2013\)](#) who states that YouTube as a learning medium has surveillance (information motive) for example to search for an event (news), or a situation in the surrounding environment or even abroad. YouTube contains several elements, namely images and sound (video) so you can experience it directly.

Youtube is used by students at IAIN Kerinci as follows: a) A very easy and interesting means of increasing insight and knowledge to use as a place to search for information about lectures. Students open YouTube for useful things that suit their academic information needs;

b) One of the learning media is lectures. Based on the results of the interview above, YouTube is very helpful for students in carrying out lecture assignments, including share lecture material can be easily accessed again. Not only that, they use YouTube to give each other feedback when their friends share information or group assignments during lectures; c) Can find out the latest information and news developments. Students say that youtube provide information about the latest developments in news that they do not yet know; d) Can be a tool for searching for accurate information. YouTube really helps students find out information related to the subjects they are studying in addition to explanations of material from lecturers. Several students at IAIN Kerinci also answered that they use YouTube not only as a source of academic information but also to review and validate the information they encounter. Review activities aim to provide information, ideas or a clearer picture of something.

Students use YouTube to review the information they find by answering several questions as follows:

Table 1. YouTube's role as a source of academic information

No.	FAKSYAR	TARBIYAH	FUAD
1	YouTube Google	YouTube, with the aim of seeing results from YouTube and finally looking for information from Google (ftik 11)	Usually I watch reviews on YouTube because they are clearer (MD6)
2	YouTube and Google	YouTube can be used to see information clearly	Read it first, analyze it so you are not easily fooled by hoax information
3	YouTube and Google	Look for accurate information from YouTube, Google and books both online/offline	Via Google Because it is simpler and faster, when we get the journal from Google, we can immediately make the data into a reference, namely by using the Mendeley application.

Please remember that not all information on social media can be considered accurate and verified. Always be sure to evaluate the sources of information you encounter and verify their veracity before relying on the information for academic purposes.

#### *The role of Facebook as a source of academic information*

Facebook was founded by Mark Zuckerberg, a Harvard student. Then it expanded to several universities in an area, eventually not only several universities but also high schools and children aged 13 and over until finally we ourselves were one of the users of this site.

The characteristics of a Facebook account are that it has pages and groups, can update status in more than 140 characters according to needs, can directly comment or give appreciation for status updates of people who have become friends on Facebook, has a chat facility that allows Facebook owners can chat directly, share photos by tagging, can create photo and video albums along with their descriptions, and Facebook can also support the teaching and learning process.

Facebook is one of the networking media on the internet. Millions of users with educational backgrounds, professions, occupations, castes and many others can be found on Facebook. We can meet everyone from ordinary people to top businessmen, bureaucrats to even the elite. There are many features on Facebook so that we don't get bored. We can send



various messages through this service. Apart from that, we can also use it as educational media, political media, etc.

*"It makes it easier to communicate with other people and get information about what's going on."*

*"The benefits of social media allow me to communicate with anyone without distance barriers. If you want to chat with family who are far away, you can as long as I have their social media contacts."*

Based on the research results, it can be concluded that for IAIN Kerinci students, Facebook has become a medium, not only a place to find information, but also to find and create a community that has sensitivity and concern. Facebook can also strengthen ties of friendship with one person and another, even if they never meet their eyes.

#### *Role whatsapp as a source of academic information*

Social media is a medium where users can search for information, communicate with each other and make friends online. As is known, there are various types of social media, namely: facebook, twitter, line, fuel, whatsapp, instagram, path, linkedin, snapchat and some other social media ([Trisnani, 2017](#)). Usagewhatsapp as a medium online In the world of education, this is increasing every year along with the increasing need for lecturers and students to interact with someone or a group of people who are physically distant. Use whatsapp who are connected to an internet connection, students can easily communicate nonstop which makes it possible to send text messages, pictures and videos to each other. Even though it is an instant messaging application, there is something unique about it whatsapp namely, the contact recognition system, verification and sending messages are still carried out via mobile phone numbers that have been previously registered.

Although whatsapp is an instant messaging application, there are other advantages of whatsapp. So, the contact recognition, verification and message sending system is still carried out via mobile phone numbers that have been previously registered. [Hartono \(2012: 100\)](#) also stated whatsapp is a cross-platform messaging application that allows users to exchange messages without SMS fees, because whatsapp use the same internet data package for email, web browsing, etc.

[Jumiatmoko \(2016\)](#) said, WhatsApp is an internet-based application that allows each user to share various kinds of content with each other according to its supporting features. WhatsApp also has various features that can be used to communicate with the help of internet services. In agreement with Jumiatmoko, according to Pranajaya and Hendra Wicaksono, WhatsApp is the most popular social media that can be used as a communication medium. Generally, WA users say the reason for choosing this application is because of the various conveniences available in it besides not having to pay any fees or being free ([Pranajaya & Wicaksono, 2017](#)). The features contained in Whatsapp are: Gallery to add a photo, Contact to insert a contact, Camera to take pictures, Audio to send voice messages, Maps to send various map coordinates, even Document to insert a file in the form of a document. All these files can be sent in an instant via this free application. This is also supported by the results of interviews conducted where, because of these features, students do not get bored easily when using WhatsApp to get academic information. The results of the interview regarding this matter are as follows:

*"Because when we open social media we can get information and it doesn't make us bored when we read the information (Informant 12)."*

These various features certainly add to the ease and comfort of communicating via

mediaonline ([Jumiatmoko, 2016](#)). Number of userswhatsApp in May 2018 there were 1.5 billion and had sent as many as 65 billion messages via the WhatsApp application orwhatsApp website per day. A year after being acquired by Facebook, message traffic generated by WhatsApp users in a day reached 30 billion messages.

Apart from obtaining academic informationwhatsApp IAIN Kerinci students also use it as a means of academic communication. This communication consists of communication between students and discussions using groupswhatsApp, communication with lecturers and communication with family. EvenwhatsApp It is also used as a means of online lectures. The results of the interview are as follows:

*“It makes it easier to communicate with other people and get information about what's going on.”*

*“WA, because it helps me contact other people in a short time.”*

Therefore, students use social mediawhatsApp as a means of communication through the use of applicationswhatsApp It is hoped that students will be able to follow the lecture material and carry out assignments seriously. Application utilizationwhatsApp It is hoped that this will be able to control student learning activities, as stated by [Suryani \(2017: 15\)](#) who says that utilization is the activity of using processes and resources for learning. The utilization function is very important because it discusses the relationship between students and the learning system.

So from the research results it can be concluded that the applicationwhatsApp IAIN Kerinci students have many advantages because of the features contained in itwhatsApp It can make communication easier and support learning activities.

## Conclusion

Social media among IAIN Kerinci students is generally used more as a means of communication, information gathering and promotional media. The use of social media has become a large source of academic information, namely to search for information and obtain information easily and quickly. Communication between students is more focused on platforms that are efficient and easy to use, namely messaging applications, class discussion groups, file senders and can be used for video calls which are features of WhatsApp. Meanwhile, information is obtained through Instagram with the content of interest in the form of videos. Youtube is also one of the social media used to verify information received by IAIN Kerinci students. The Google search engine remains the main tool in collecting coursework materials which are then shared via social media. This research is only limited to aspects of academic use of the internet which does not represent all faculties at IAIN Kerinci and it is hoped that in future research it can examine the use of social media as an academic resource by digital natives from various scientific fields and make comparisons such as exact and non-exact science. Among students at IAIN Kerinci it has not been used significantly for developing academic quality. The role of social media is as follows: (1) as a supporting source of academic information; (2) obtain the latest information regarding academic activities; (3) a very practical and easy to access learning platform; (3) creating a society that has sensitivity and concern; (4) and as a means of academic communication.

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### Authors' Contributions

All authors have contributed to the final manuscript. The contribution of all authors: conceptualization, methodology, formal analysis, writing original draft preparation, writing review and editing. All authors have read and agreed to the published version of the manuscript.

### Conflict of Interest

All authors have no conflict of interest related to this study.

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