
THE INFLUENCE OF SOCIAL MEDIA ON STUDENT LITERACY IN SOCIAL SCIENCE

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ABSTRACT

Abstract Journals of the influence of social media on student literacy in social science. The background to this research reveals that the use of social media in social studies learning hurts students because academics are not related to the use of social media, which means that students' academic achievement has not decreased even though students often use social media, which is not the main factor in increasing students achievement. The main aim of the research is to utilize social media knowledge in learning; the data analysis technique used in this article is a qualitative method. The results of this research show that the use of social media can have a significant effect on student learning achievement (1). It can provide benefits for students because students can access information and learning resources that are not limited by space and some time (2); apart from that, students can allow developments in science and technology, take online classes, and join learning communities.

Keywords: *Social media, student literacy, social science.*

INTRODUCTION

At this time, it has a bad impact on students because academics are not related to the use of social media, which means that students' academic achievement does not decrease even though students often use social media. After all, social media is not the main factor in increasing student achievement.

But social media can also cause stress in students, especially if they engage in cyberbullying or trolling. The effect of these two things on the victim can be very mental to mental health and reduce motivation to study.

You can also use social media to provide benefits for students because students can access information and learning resources that are not limited by space and time. Students can keep up with developments in science and technology, take online classes, join learning communities, and contact experts in specific fields.

By using learning media, students can improve their learning achievements, too. They can develop their activities in the classroom because the use of learning media can increase students' learning motivation, thereby improving learning outcomes. After all, students are enthusiastic about learning.

1. General Overview

History of the Influence of Social Media on Students' Literacy Interest in social sciences of social media has become an integral part of teenagers' lives over the past few decades. Platforms like Facebook, Twitter, Instagram, and YouTube have changed how they communicate, consume information, and learn. The impact of social media on literacy: Several studies show that social media can hurt students' literacy interests. Students on social media may become less interested in reading books, articles, and other text materials.

The potential of social media to increase literacy is that social media can be used to promote literacy. Many online platforms and resources can help students learn about social science topics. The role of teachers and parents is also important, as they need to be aware of the potential benefits and risks of social media and work with students to develop healthy literacy habits. So, the influence of social media on students' literacy interest in social studies is a complex topic that has many factors to be aware of. Although social media can hurt literacy, it can also be used to encourage learning and delay it. Teachers, parents, and students need to work together to create a positive learning environment that supports literacy and responsible use of social media.

2. Previews Studies

Preview The study of increasing students' Interest in reading shows positive results from the student's point of view on engagement and learning outcomes. Therefore, increasing student literacy must be a priority in education. The lack of student interest in literacy due to the environmental influence of social media has now spread widely, and there are many negative impacts of social media, namely distancing people who are already close, and conversely, face-to-face interactions tend to decrease, making people addicted to the internet and causing conflict. Increasing students' literacy interest in social sciences can make students expand their insight and knowledge. Someone who reads diligently will have a broader understanding, and the knowledge will be combined with someone too lazy to read. The aim of literacy is also to enrich vocabulary, insight, and learning because of nature, which can have an effect in a very wide area; literacy skills help members of poverty, reduce child mortality rates and population growth, and ensure sustainable development. In summary, the research shows that the influence of the social media environment on students' literacy interest in social sciences must be developed in this digital era.

3. Gap

Gap Integration of the Influence of the Social Media Environment on Literacy Interest in Social Sciences Increasing students' Interest in reading in the field of Social Sciences (IPS)

can be an interesting challenge. The strategy that we can take is to provide interesting reading material and it with everyday life. Day and encourage group discussions. Increasing low-income students' Interest in reading can be a challenge, but several approaches can help. For example, creating a pleasant reading environment with a variety of books and choosing reading materials that match students' interests and can help stimulate their interests. Besides that, activities such as discussions and book shows can increase their Interest. Social science students can do interesting practicums, during which they can also improve their knowledge.

4. Empirical Reasons

This article is designed because the topic is taken clearly and specifically; this title shows the focus of this article on the influence of social media on students' literacy interest in social sciences. Interest and relevant, this topic is also important and Interesting to many people, especially educators, parents, and students. For students who currently lack Interest in reading, the primary qualities of a progressive platform have become very important. The article was also written because the social media phenomenon has become a big part of teenagers' lives today. The social media environment can influence their interests in various fields of study, including social sciences, through factors such as exposure to content, social interactions, and influence from their peer groups.

Students need to develop an interest in liberatory social science because it helps them understand the social, political, and economic dynamics around them. With strong social science literacy, students can develop a deeper understanding of society, humanity, and relevant global issues. In addition, social science literacy allows students to create basic, analytical, and reflective skills that are invaluable for everyday life and future careers. Choosing the right article title is very important to attract readers' Interest and provide a brief overview of the content of this article. The title "The Influence of Social Media on Students' Literacy Interest in Social Sciences" meets these criteria well because it is clear, specific, interesting, interesting, relevant, informative, and triggers the reader's curiosity.

5. Basic Theory

According to Mansyur (2019):3), Interest in reading is an individual's awareness of reading, which begins with their kan self-motivation, which is supported by the environment.

METODE PENELITIAN

1. Research Design

The method used in this study is qualitative data analysis. Data analysis is a systematic process of deciphering, interpreting, and. processing data to reach valuable conclusions. According to David Williams (1995), qualitative research is a researcher's effort to collect data based on natural backgrounds. Of course, because it's done purely or naturally, the results are also scientific and can be calculated and trusted.

In research for a journal article titled THE INFLUENCE OF SOCIAL MEDIA ON STUDENT LITERACY IN SOCIAL SCIENCE, we chose our research design name, data analysis design. Researchers will focus on collecting, analyzing, and synthesizing data from relevant literature sources. The analysis is used for the identification of important meanings and findings about the concept of social studies in education. This research will be explained in the researcher's choice to use our research design of data analysis in the form of a comprehensive and systematic journal article.

2. Participant

According to Sumarto (2003), in qualitative research, a research participant is any person or individual involved or participating in research. They are actively engaged in research activities mentally, emotionally, and physically and respond to the research process. Participation in this research is all students in Indonesia. The student in question is a person who studies in Elementary, junior high, and high school educational institutions. It includes

research from several journals that we chose as references.

3. Instrument

The research used is research through data analysis. Data analysis is one type of qualitative research. Sanjaya provides an explanation of the research techniques and equipment used to collect the data. It is thought that this study will produce empirical data, which is the goal of this study.

4. Data Analysis

In qualitative research, researchers can use special software or applications to organize and process qualitative data in data in a journal article with the title "The Influence of Social Media on Students' Reading Interest. The data analysis that is suitable for use is content analysis. Content analysis is a data analysis technique used to analyze the meaning contained in written texts or documents. Content analysis allows researchers to thoroughly and systematically study the meanings contained in various literature according to their research objectives.

5. Ethic Research

Honesty and Integrity are important in research ethics. Researchers must be honest with their data and research results. Because plagiarism and data manipulation undermine the credibility and integrity of the research itself, it is critical to respect copyright and intellectual property.

RESULTS AND DISCUSSION

The nation's low Interest in reading is closely related to the world of education. Therefore, in Indonesia currently, reading interest activities have become a serious issue, especially for students at elementary and high levels, in terms of increasing levels of literacy and knowledge. Reading activities are rarely done, and as a result, students have difficulty processing knowledge.

The research aims to determine the influence of social media on Interest in reading social sciences. After analyzing the data using the method mentioned above, The author was able to find and understand them. Factors that influence the low interest rate in reading in Indonesia.

One of the main reasons why Interest in reading in Indonesia is low is :

- Limited access to books
- Lack of reading culture
- Technological sophistication

This makes it more difficult for people to obtain interesting and useful books. Another factor contributing to low Interest in reading is an abnormal reading culture. Many people do not grow up in an environment that encourages reading at home or school. In everyday life, reading is often ignored and considered unimportant.

But nowadays, without us realizing it, online media is developing rapidly and has an impact on everything from communication and work to education. As we know and feel, online media is very important and useful in people's lives, offices, and in the world of education. Online Social media allows the exchange of information quickly and easily, making it the right forum for activities related to online learning methods.

In the education world, society is thinking about introducing innovations and new ideas that influence change and the learning process. This means that students no longer listen to material and explanations. Teachers can use more diverse pedagogical approaches to

stimulate students' Interest so that they are more interested in gaining deeper knowledge through reading and other methods.

Teachers can use online media to provide learning materials and assignments to students in teaching and learning activities carried out on blogs, and students can also use online media to search for information and things related to school and education through social media word searches.

This is expected to increase students' Interest in reading and make the nation's next generation more knowledgeable. In addition, a lack of awareness of the importance of monitoring and assisting students when using social media can result in the need for ongoing supervision and guidance for students when using online media.

- Loss of Interest in activities other than playing with gadgets
- I no longer like hanging out with friends
- Dare to lie to find time to play with gadgets

Therefore, students must also be wise when using gadgets or online media for school or educational purposes. Students should not carry out deviant actions when using online media.

CONCLUSION

Low Interest in reading in Indonesia, especially among students, is an obstacle to the processing of knowledge and literacy as a whole. Factors that cause low Interest in reading include limited access to books, lack of reading culture, lack of encouragement from family, and inadequate educational conditions. Social media, although it has benefits in education, can reduce Interest in reading because it is easily accessible and tends to be entertaining. The use of social media in learning and the introduction of varied teaching methods are expected to increase students' interest in reading.

Technology and social media can be effective tools for increasing Interest in reading and the learning process of social studies. Teachers can use blogs to provide learning materials or assignments that are more interesting and easily accessible to students. Students can also use social media to search for and disseminate information related to social studies lessons, discuss with peers, and gain a deeper understanding of the subject matter. By using social media appropriately, teachers and students can access more diverse and interesting learning materials, thereby increasing students' reading interest and learning motivation in social studies subjects. Parental guidance and supervision of students' use of social media is needed to avoid misuse of information. In essence, efforts need to be made to increase students' Interest in reading in various ways, including using social media wisely in the teaching and learning process.

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