THE ROLE OF SOCIAL MEDIA IN INCREASING STUDENT LEARNING MOTIVATION IN THE DIGITAL AGE

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ABSTRACT: The existence of social media has changed how access to networked digital technology. To deal with increasingly sophisticated developments in science and technology and increasingly intense globalization. Learning motivation is very closely related to student behavior at school so that it can arouse and direct students to learn something new and worry that the tendency to use social media can have a positive or negative influence on student learning motivation and discipline. The purpose of this study was to determine the percentage of the role of the media social media in increasing the learning motivation of high school students. The research method is a quantitative descriptive method. The results of his research, namely your spare time opening social media accounts 76%, the impact of social media on students 71%, opening social media while studying 47% chose to play social media rather than study 57%, So it can be concluded that social media factors can affect student learning motivation approved by students with a percentage of 59.1%.

Keywords: Social Media, Students, Study

Introduction

Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious strength, self-control, personality, intelligence, noble character, and the skills needed by themselves, society, nation and state.

The rapid development of the online world is starting to be glimpsed as a golden opportunity by business people. The online world is then used as a marketing tool which is considered to be very effective, because it is fast and cheap. Many of these businesses flocked to create Twitter accounts, Facebook accounts and others. Promo prizes and sweepstakes also involve these media. However, apart from the positive impacts, there are also negative impacts. Adolescent learning styles Today is very vulnerable. When learning social media is able to distract students from lessons, chat calls from friends always dominate. Not to mention the habit of writing statuses or commenting on social media accounts while studying. There were also several cases of a teenager being reported missing by his parents who apparently ran away with a friend he had just met on Facebook, which had a negative impact on the students themselves.

As well as during the learning process educators provide learning motivation to provide awareness to students, motivation is a mover from within a person's heart to do or achieve a goal. Motivation can also be said as a plan or desire to go to success and avoid life's failures. In other words motivation is a process a process to achieve a goal, someone who has motivation means he already has the strength to gain success in life. In motivation, namely encouragement or movement, as a stimulus from within, an impulse that causes someone to do something, the notion of motivation is often interpreted by the term encouragement. This encouragement or energy is the movement of 13 out of 115 souls and bodies to act. So this motive is something that humans do through motivation.

Learning is a process of change, namely changes in behavior as a result of interaction with the environment in meeting their needs. Learning outcomes are changes in behavior that are obtained by students after experiencing learning activities.

The use of social media is no stranger to society, both from elementary school children, junior high schools, high schools, to teenagers who already know what social media is. Students who often use social media will definitely see a big difference, because whether they realize it or not, social media makes users addicted, so they are always curious and see the latest news on social media. In contrast to students who rarely use social media technology, they will not feel great curiosity about the latest news on social media (social media).

Students are individuals who are easily influenced by both the environment and the people around them, even a student's obligation can also be affected by various surrounding environments. The author tries to research students' learning motivation, because without learning motivation, students will not carry out their obligations as students. For this writer is very interesting, because a motivation is very important for individuals to do something. Because without motivation an individual will not be able to do anything without encouragement or stimulation that moves the individual to do something.

Literature Review

Shoelhi (2015: 125) internet and social media users are increasingly popular everywhere and communication that occurs in online contexts promotes interactive dialogue that is able to build mutual understanding between different cultures in the international community. This communication system that connects communication actors from national and cultural backgrounds has given rise to millions of public diplomats from various countries with different social backgrounds. In social media, people have the opportunity to express and participate in a dialogue through the same virtual media. There are many reasons for people to take advantage of social media. The most important reason is that they need interaction and connection with people from different backgrounds.

Darma et al (2015: 223) social media or social networking is a process for establishing relationships in cyberspace (internet). Until now there are lots of sites that provide specifically to establish relationships in cyberspace. Among the social networking sites that are quite phenomenal and most often heard by us are Friendster, Facebook, and Multiply. Although the core goal is the same, each site has different features. There is something

specifically for making friends, making friends more interactive and sharing memories with old friends, or highlighting communication and interaction with friends through blogs.

Syahdeini (2013: 4) social media is one of the internet networks, not only written data or information that can be obtained and exchanged, but also sound and images, both still and moving images, for example movies and animations. Those who join and chat in chat rooms or chat rooms on the internet can listen to each other's voices, display or see pictures either in the form of still pictures or moving pictures.

Asnawir, 2016: 314) social media is a communication medium that provides a new way of conveying and publishing messages, relatively faster, cheaper, and more effective than conventional media.

Method

The type of research used in this research is descriptive quantitative. The research method used in this study is a survey method. The survey method according to Nana Syaodih (2015: 82), is used to collect data or information about a large population using a relatively small sample. The survey is intended to obtain a general description of the characteristics of the media. The purpose of this study was to determine the percentage of social media influence in increasing students' learning motivation in the digital era.

Result and Discussion

Table 4.1 Percentage of Choosing a School Based on School Location and Environment Factors

KRITERIA	NILAI	PRESENTASE
SS	10	24%
S	32	76%
N	0	0%
TS	0	0%
STS	0	0%
TOTAL	42	

Based on the table, the school selection factors based on school location and environment can be shown through the following histogram.
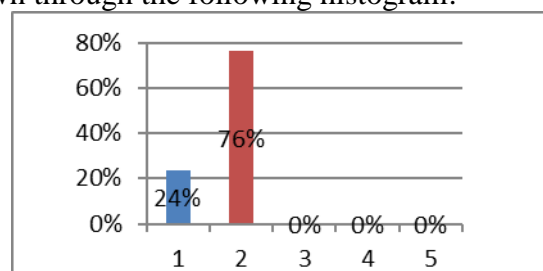

Regarding the role of social media on student learning motivation in the digital era, based on the data above, it can be concluded that the impact of social media on students

greatly influences students' enthusiasm for learning and there is encouragement for students to learn from social media.

Table 4.2 the Impact of Social Media on Students

KRITERIA	NILAI	PRESENTASE
SS	30	71%
S	12	29%
N	0	0%
TS	0	0%
STS	0	0%
TOTAL	42	

Based on the table, the impact of social media on students can be seen in the following histogram.
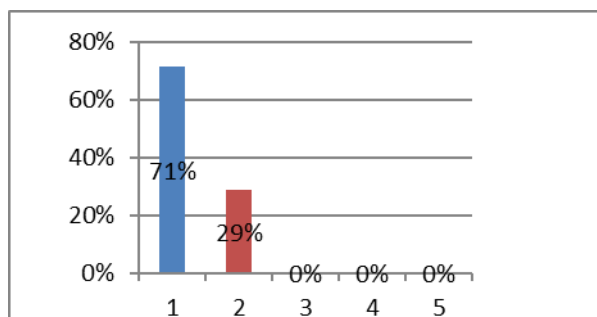

Social media has an important role in getting students' learning motivation to get to know the world of education through social media. In this digital era, student learning can not only be obtained through learning at school but can also be obtained through social media, even by using social media students can quickly get the latest information about lessons.

Table 4.2 Opening Social Media while Studying

KRITERIA	NILAI	PRESENTASE
SS	20	47%
S	20	47%
N	3	7%
TS	0	0%
STS	0	0%
TOTAL	43	

Based on the table regarding the factors of opening social media while studying, it can be seen from the following histogram.
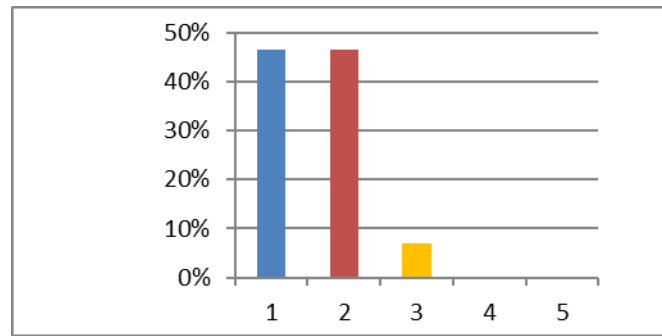
As a student who gets bored quickly when studying and has to open or open social media while studying, the student's learning motivation reappears.

Table 4.4 choosing to play social media instead of studyin

KRITERIA	NILAI	PRESENTASI
SS	15	36%
S	24	57%
N	3	7%
TS	0	0%
STS	0	0%
TOTAL	42	

Based on the table regarding choosing to play social media rather than learning, it can be seen from the following histogram.
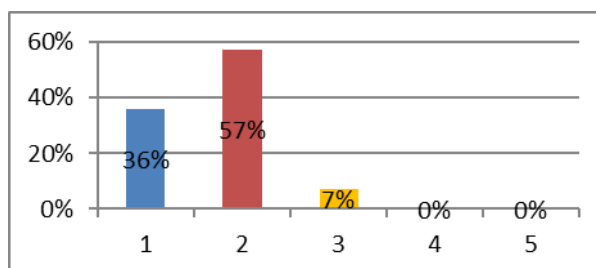
From these data it can be concluded that social media is very influential on children's willingness to learn in this digital era. Not only as a motivation for children's learning but also as a feeling of being lazy to learn because it is fun to play social media. In this digital era, social media is widely misused by students for learning. However, there are also students who use social media as a learning tool.

Conclusion

Traditional media is turning into a digital media culture. The existence of social media has changed how access to networked digital technology. To deal with the increasingly sophisticated development of science and technology and the increasingly intense flow of

globalization so that there is a lot of competition in various matters that demand an increase in the quality of Human Resources (HR), especially to create quality and accomplished HR and concerns that the tendency to use social media can have an impact positive or negative to the motivation and discipline of student learning.

The results of his research, namely your spare time opening social media accounts 76%, the impact of social media on students 71%, opening social media while studying 47% chose to play social media rather than study 57%, So it can be concluded that social media factors can affect student learning motivation approved by students with a percentage of 59.1%.

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