



Optimizing Instagram in Sociology Materials to Improve Digital Literacy for Junior High School Students

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ABSTRACTS

The development of science and technology currently meets all lines of human life, including the world of education. 21st century learning requires education to always keep up with the times. This study aims to determine students' understanding of social media and how to use it in learning. Then to find out to what extent students use Instagram social media well and wisely. This study uses quantitative methods. Data collection techniques in the form of pre-test and post-test. The results showed that students had knowledge and understanding of Instagram social media. Then students have the ability to operate social media for social studies learning, especially sociology material accompanied by creativity. In addition, students have begun to be wise in using social media. This can be obtained because students are enthusiastic in participating in activities. So that students can understand well. In addition, schools are already implementing online learning.

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1. INTRODUCTION

Instagram is in the third position as a social media that is often used by the people of Indonesia. Reporting from [beritasatu.com](#) compiled from the GWI Digital 2021 & 2020 report that the highest-ranking social media platform often used in Indonesia is YouTube, followed by WhatsApp and Instagram. The use of Instagram in improving digital literacy skills can be used as a learning medium to support the implementation of online learning. Instagram media was chosen because it can package learning materials in an interesting and creative way and based on social media, students can learn anywhere and anytime. So that it can help teachers and students communicate about learning materials ([Christy, 2020](#)).

Junior high school students are children who have entered their teens who are starting to recognize technological developments. The use of Instagram in the learning process and the introduction of digitalization in junior high school students can help increase understanding and introduction of digital literacy. Digital literacy can be used in the delivery of learning materials. Subjects that can be optimized in the process of delivering material are sociology. This is because in this learning school emphasizes mastery of the material as much as possible which makes the learning atmosphere stiff. So that it makes students think that learning sociology is only rote ([Karima & Ramadhani, 2018](#)).

The development of the 21st century, students have begun to be required to have the skills, knowledge and expertise that must be mastered in order to be successful in life and work ([Wijaya et al., 2016](#)). The use of Instagram is one example of the application of increasing knowledge and skills in terms of digitization. Instagram is able to have a positive impact on increasing student learning creativity ([Rubiyati et al., 2017](#)). Other research also explained that Instagram can have an effect on its users, including playing with emotions, strengthening friendships, fostering curiosity, growing a sense of pride ([Manampiring, 2015](#)).

The use of Instagram in the introduction of learning content can provide benefits for both the writer and the reader. In a study conducted was explained that the provision of learning materials using Instagram can make learning materials more real, give an impression and make students want to participate in teaching and learning activities ([Ghufronudin, 2019](#)). Learning activities using Instagram are one of digital literacy in the form of a combination of information technology skills, communication, critical thinking and collaboration skills as well as social awareness ([Harjono, 2019](#)).

However, there is no research that discusses the optimization of Instagram in learning sociology material that focuses on increasing digital literacy among junior high school students. This study aims to determine the understanding of grade VIII Junior High School students regarding social media Instagram. Then to find out how optimally the use of Instagram social media is as a learning tool in social studies lessons, especially on sociology material. This is done in an effort to improve the digital literacy of junior high school students.

2. THEORITICAL FRAMEWORK

2.1. Social media

The term social media consists of two words, namely 'media' which means a communication tool, while 'social' which means the contribution of each individual to the surrounding environment. From the meaning of the word above, it can be defined that social media is a communication tool used by its users as a social process ([Mulawarman & Nurfitri, 2017](#)). Social media can be created by anyone as long as they have internet access. Then social media functions as sending information, getting information and as a place to exchange information for its users ([Haryanto, 2016](#)).

2.2. Instagram

Instagram is an application from Smartphone which is specifically for social media which is a one of the digital media that has the function of almost the same as twitter, but the difference lies in taking photos in the form or a place to share information with its users. Instagram can also provide inspiration for its users and can also increase creativity, because Instagram has a feature that can make photos become more beautiful, more artistic and become better. In Instagram there are features including cameras, professional dashboards, IG stickers, IGTV, Feeds, and most recently, reels. These features have their respective uses and become the main attraction because of the ease and effectiveness of their use (Untari & Fajariana, 2018).

2.3. Learning media

Media are all forms used for the process of distributing information. Learning media are everything both physical and technical in the learning process that can help teachers to make it easier to convey subject matter to students so as to facilitate the achievement of learning objectives that have been formulated. Learning media has an important role in supporting the quality of the learning process. Media can also make learning more interesting and fun (Tafonao, 2018).

The use of media in learning can improve the quality of education. Then provide opportunities for students to develop abilities in the way they want. Providing educational presentation wider, especially through the media the masses by taking advantage of together and more broadly related rare events (Irwandani & Juariyah, 2016).

3. METHODS

This study involved 10 students from different class classifications. From the number of students, there were 5 male students and 5 female students. This research was conducted on students of class VIII Junior High School 38 in Bandung, Indonesia. This study uses quantitative methods. Quantitative method is a method that translates data into numbers to analyse the findings. This research is descriptive which measures a variable in the population or sample. Data collection techniques in the form of pre-test, post-test distributed through Google Form. The pre-test contains 8 multiple choice questions with yes or no answers and several other multiple choices given to students prior to the activity. This is done to determine students' understanding of the material to be delivered. After filling out the pre-test and participating in the activities, students were instructed to fill out the post-test. The post-test given to students has 10 multiple choice questions and some of the questions must be filled with statements, this is done to find out what changes have occurred to students after the activity.

4. RESULTS AND DISCUSSION

4.1. Student demography

This research was conducted on students of class VIII Junior High School 38 in Bandung, Indonesia. This study involved 10 students from different class classifications. From the number of students, there were 5 male students and 5 female students. After getting the desired number of samples, we distributed the pre-test and post-test to the students which later became the benchmark for the research results. The pre-test was distributed before the activity took place. The pre-test consists of 8 multiple choice questions.

During the COVID-19 pandemic, learning is carried out online. This causes students to always use supportive learning media such as zoom, google meet, instagram and so on. From

one of the teacher's statements, especially in social studies learning, students are always instructed to upload assignments to Instagram. Students can operate social media well. Then students are creative in doing assignments with videos containing material. During the COVID-19 pandemic, students are doing online learning.

4.2. Phenomena in the learning process

The stages of the research carried out are as follows:

- (i) In the first session, students were given a pre-test which consisted of 8 multiple choice questions. Students fill out the pre-test well.
- (ii) In the second session, An activity was carried out in the form of socialization regarding the optimization of Instagram social media in learning. There were 9 out of 10 students who participated in the activity.
- (iii) In the third session, students were given a post-test.
- (iv) Processing the data that has been obtained from the pre-test and post-test.
- (v) Entering data along with sources that support the research

4.3. Discussion

Table 1 is a pre-test given to class VIII junior high school in 38 Bandung students. Of the 10 students, all of them already know about the concept of social media. Then they already know about Instagram social media as well as Instagram users. But there is 1 person who does not use Instagram.

Figures 1 and **2** in diagram 1 the length of use of Instagram by students varies. The majority of students admit to using Instagram for about 1-2 years. Diagram 2 shows that in a day, 70% of students admit to using Instagram for less than 1 hour, and 30% of students admit to using Instagram for 1 to 2 hours. After the students succeeded in filling out the pre-test, the researcher carried out an activity which was followed by 9 students, 1 student did not participate in the activity because there were matters that could not be left behind. Then the researcher distributed the post-test to the students to find out if there were any changes from the students.

From the post-test that has been distributed to students, which amounted to 10 questions, only 9 students filled it out. As many as 77.8% of students could understand the concept of social media, and 22.2% admitted that they did not understand the reason for not participating in the activity. Then for an understanding of the features and their uses, as many as 66.7% claimed to have understood and 33.3% did not understand. A total of 7 students thought that IGTV was interesting to be used as a learning media. Then followed by Reels, Live IG, camera, upload photos, Instagram stories. For social studies subjects, especially sociology, students admitted that IGTV was the most suitable for learning media. This is due to the convenience possessed by the IGTV feature, namely it is easy to send long videos so that the material presented can be conveyed properly. Then there is the Instagram live feature which can provide material directly. The last is the Instagram Stories feature.

For the effectiveness of Instagram in social studies learning, especially sociology material, as many as 77.8% of students think that Instagram is effective and 22.2% admit that Instagram is not effective. Then as many as 66.7% of students understand the use of Instagram as a social studies learning medium, especially sociology material, and 33.3% admit they do not understand.

For an understanding of digital literacy, as many as 66.7% of students have understood, and 33.3% have not understood. With this activity, all students are committed to always being wise in using social media, especially Instagram. A total of 44.4% of students said they were willing to be digital literacy agents, and 55.6% were not. In the activity entitled socialization

regarding the optimization of social media Instagram in social studies learning, especially sociology material, the students were very enthusiastic, as evidenced by the large number of participants who took part in the event. The students admitted that they got new insights about social media, especially Instagram as a learning medium.

Based on the data above, it can be analyzed that basically students already know about social media. So that it is easy for students to understand the material presented. However, some students did not participate in the event, which made him less understanding about social media. Then the majority of students have used Instagram with different usage ages, but the dominant one is still around 1-2 years with dominant usage of less than 1 hour a day. This indicates that students have not used Instagram for too long so they still have to get knowledge about social media. In terms of usage, students have started to be wise by not using social media too often which will later cause dependence.

In terms of knowledge about features and their uses, the majority of students already know and understand and are able to use them. This certainly can facilitate students in social media-based learning. Understanding the features and their uses indicates that students are technology literate. Then with the ability of students and accompanied by a good understanding of the procedures for use, then of course students will be wise in using it in a positive realm, especially in supporting learning. In terms of learning effectiveness, the majority of students consider Instagram to be effective as a learning medium. With the ease of use of Instagram features which can certainly facilitate the learning process.

The use of social media that is managed positively will certainly have a positive impact on students in using social media. This means that students become more enthusiastic in learning, create motivation, more learning resources or knowledge they get so as to create student achievement that always increases or increases (Sholekah & Wahyuni, 2019).

Table 1. Pre-test for VIII Junior High School students.

No.	Questions	Yes (%)	No (%)
1.	Do you know about the concept of social media?	100.0	0.0
2.	Do you know about Instagram social media?	100.0	0.0
3.	Are you one of the Instagram users?	90.0	10.0
4.	Do you know the Instagram features and their uses?	70.0	30.0
5.	Do you know the benefits of Instagram for learning?	90.0	10.0
6.	Do you know about digital literacy?	80.0	20.0

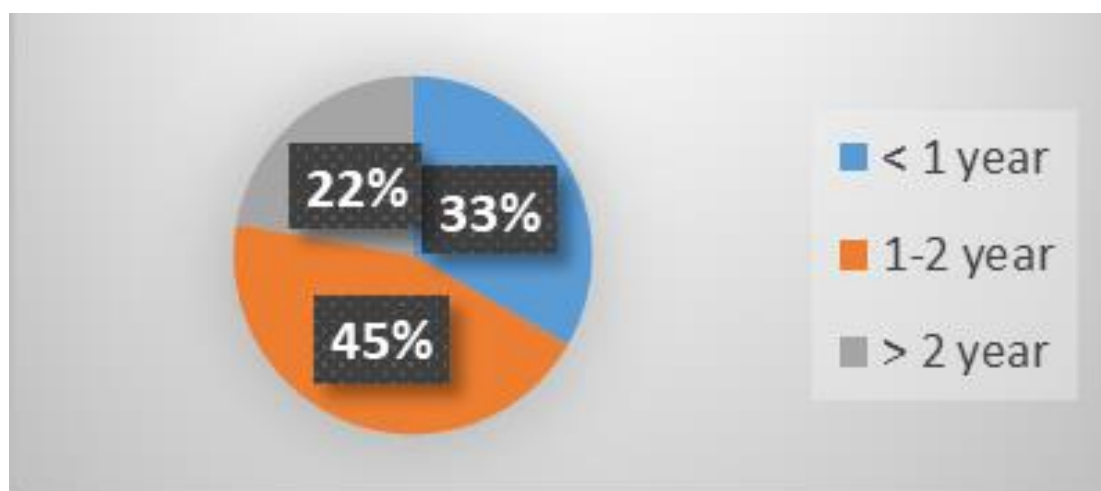


Figure 1. Old data of students using Instagram.

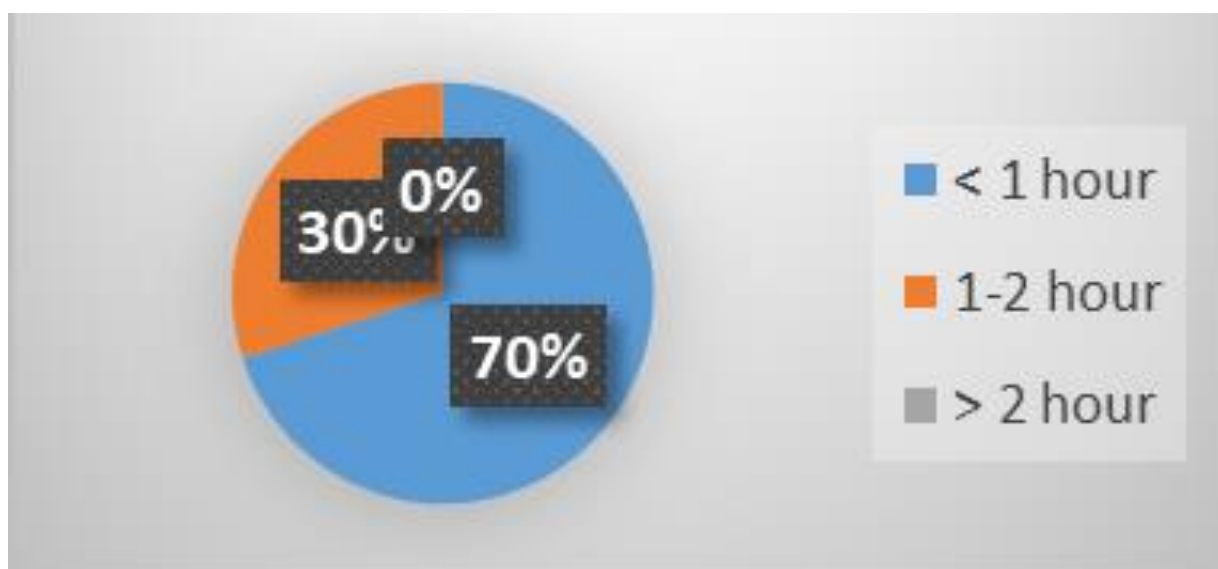


Figure 2. Length of use in a day.

5. CONCLUSION

The development of science and technology provides convenience for humans. The world of education is affected by the development of science and technology so that it is updated for the better, especially in terms of learning media. Instagram is one of the platforms that can support learning. Supported by adequate features add to the ease and effectiveness of learning. In addition, students' knowledge and understanding of social media and the procedures for using it certainly indicate that the application of social media-based learning must continue to be implemented. Students are technology literate. So that students have started wisely using social media for positive things. In the end, students can be said to be capable of digital literacy.

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7. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. The authors confirmed that the paper was free of plagiarism.

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