

The Effect of Social Media Use on Student Learning Motivation at Era Utama Pancur Batu High School

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Abstract: Social Media comes with a positive impact and negative impact, especially among students and this impact will arise when used excessively. The misuse of social media also often appears in print media in which there is a picture of ironic events and is very different from the main purpose of social media. The worst impact of Facebook's influence is the declining student learning outcomes. Social Media is a social network that is now increasingly popular and the number of member has increased sharply in a short time. The main task of students is to study and learn, because adolescence is a transitional period that wants to be observed.

Keywords: Social Media, Students, Misuse, Facebook, Learning.

INTRODUCTION

Social media has become a trend in marketing communications. Social media is an online medium where users can easily participate, share, and create content including blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are the most commonly used forms of social media by people around the world. Social media is defined as "a group of internet-based applications built on the ideology and technology of Web 2.0, which enable the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010). Some examples of social media that are currently growing in popularity include Instagram, Twitter, Line, Facebook, YouTube, and others.

Previous studies related to this study are studies entitled (1) "The Effect of Social Media Use on the Morals and Academic Achievement of Students at SMA UII Yogyakarta" by Irwansyah Suwahyu⁵⁰. This study used a combination of quantitative and qualitative research methods. The subjects of this study were students at SMA UII Yogyakarta, and the data collection techniques used were questionnaires, observation, documentation, and interviews. This study aims to determine the effect of social media use on the character and academic achievement of students at SMA UII Yogyakarta (2) "The Effect of Facebook Social Media Use on Increasing Motivation and Learning Outcomes in Islamic Religious Education in Grade VIII at SMP I Sindue" by Novi Ulfatin. The research used a quasi-experimental method, with research instruments in the form of tests and non-tests. This study aims to describe and analyze how we utilize media as a learning medium and how Facebook social media is implemented as a medium for Islamic religious education, to determine, explain, and analyze the effect of Facebook social media utilization on the motivation and learning outcomes of Islamic religious education in eighth-grade students at SMP Negeri 1 Sindue Donggala.

Based on the above description, the author is interested in conducting research with the title: "THE EFFECT OF SOCIAL MEDIA USE ON STUDENT LEARNING MOTIVATION AT ERA UTAMA PANCUR BATU PRIVATE HIGH SCHOOL."

LITERATURE REVIEW

2.1 Social Media

Social media is an online medium that allows users to interact quickly and without limits. Meilinda (2018) defines it as a communication tool used by individuals in social processes. Kaplan and Haenlein (2010) refer to social media as an internet-based application based on Web 2.0 technology, allowing users to create and exchange user-generated content. Web 2.0 itself introduces a new way of utilizing the World Wide Web in a

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participatory and collaborative manner. According to Nurriszka (2016), social media has become a means of communication and collaboration between individuals, where users can easily share and create messages. Solis (2010) adds four main components (4Cs) in the use of social media, namely: Context (message creation), Communication (sharing and responding to messages), Collaboration (cooperation for effectiveness), and Connection (maintaining relationships between users).

2.2 Type of Social Media

Some commonly used types of social media include:

- Facebook, a social network launched in 2004 by Mark Zuckerberg with features such as status updates, photo tagging, likes, and privacy controls (Ziveria, 2017).
- Instagram, a photo and video sharing application with features such as followers, captions, hashtags, likes, and comments (Miranda, 2017).
- WhatsApp, a communication application that allows users to quickly send messages, images, voice messages, and videos with features such as group chat, voice/video calls, and end-to-end encryption (Acton & Koum, 2014).

Evans in Putri (2018) categorizes social media into six categories: social news sites, social sharing, blogs, microblogging, internet forums, and social networking.

2.3 Motivation

Motivation is the drive that spurs a person to act to achieve a specific goal. Wardan (2020) refers to it as a manager's effort to foster work enthusiasm, while Mohtar (2019) emphasizes that motivation is the drive to behave in accordance with a goal. Winardi (2016) views motivation as the result of internal and external processes that generate enthusiasm, while Sinungan (2016) emphasizes it as the energy that directs human behavior. In general, motivation is the psychological force that drives a person to act towards achieving a goal.

2.4 Forms of Motivation

Siswanto (2017) mentions four main forms of motivation in organizations, namely:

1. Financial compensation as a work incentive,
2. Direction and control to ensure employees work according to objectives,
3. Effective work patterns to avoid boredom, and
4. Management policies to influence work attitudes.

2.5 Impact of Social Media

Putri et al. (2016) argue that social media has both positive and negative impacts. Positive impacts include inexpensive promotional tools, expansion of social networks, ease of communication, and access to useful information. Negative impacts include disruption to learning activities, potential for online crime and fraud, and a decline in the quality of family communication.

2.6 Definition of Learning

Learning is the process of changing a person's behavior and abilities through experience (Djamrah, 2006). In constructivist theory, learners play an active role in constructing their knowledge through interaction and learning activities. This activity is not only physical but also mental, because true learning is characterized by changes in an individual's knowledge and attitudes.

METHOD

2.1 Research Stages

In this research, the author uses a qualitative research approach. Qualitative research is used to study natural conditions, where the researcher is the key instrument. Data collection techniques include interviews, questionnaires, observation, and documentation. Data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. This qualitative method was used for several reasons. First, the qualitative method is more adaptable and easier to use when dealing with multiple realities. This method presents the essence of the relationship between the researcher and the informant directly and is more sensitive. Second, the qualitative approach was used considering the possibility that the data obtained in the field would be in the form of facts that required in-depth analysis. Therefore, the qualitative approach will encourage the achievement of more in-depth data, especially with the involvement of the researcher himself in the field. This type of research is a case study, which is research that focuses on and pays close attention to a case intensively and in detail, with in-depth information gathering and analysis. The approach in this research is a case study, where the researcher carefully investigates a program, event, activity, process, or group of individuals (Creswell, 2012: 20). In this research, the researcher investigated students at Era Utama Pancur Batu High School regarding social media use activities that affect student motivation and discipline at Era Utama Pancur

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Batu High School. The stages are as follows:

1. Interview

An interview is a data collection technique that involves asking and answering questions, either directly or indirectly. Here, the author conducted interviews with several teachers and staff at the school.

2. Observation

Observation is a way to obtain information about an event by observing it directly. The author conducted observations by researching and observing firsthand how teachers deliver teaching materials, both in person and online.

3. Evaluation is a systematic process of collecting, analyzing, and interpreting relevant information to assess data or evaluate a program.

4. Questionnaire

A questionnaire is a data collection technique in which the researcher provides a list of written questions or statements to be answered by respondents. The author conducted a questionnaire by asking several questions to students regarding their personal data.

RESULT

3.1 Results

Based on the findings of the research in the form of interviews and documentation, which were then analyzed, the research findings will be discussed in accordance with theory and logic. For greater detail and clarity, this discussion will be presented in accordance with the issues at hand.

3.1.1 Respondent Identity

The characteristics of the respondents in this study are students in grades X, XI, and XII at Era Utama Pancur Batu High School, consisting of male and female students, as detailed in the following table

Table V. 1 Respondent Identity

Jenis Kelamin	Frekuensi	Persen (%)
Laki-Laki	48	52%
Perempuan	43	48%
Total	91	100%

Source: Data from the Era Utama Pancur Batu High School Education Database

From the 91 respondents studied, it can be seen that 48 respondents were male (52%) and 43 were female (48%).

3.1 Data Analysis Results

a. Validity and Reliability Test.

The validity and reliability tests are contained in one SPSS program menu, with a significance level of 5% and 91 respondents, yielding a table r value of 0.1317. Item validity is determined by correlating the scores on the item in question with the total score. The decision criterion for determining validity is if the calculated r value is equal to or greater than the r table value at a significance level of 5%. If the calculated r value is smaller than the r table value at a significance level of 5%, then the instrument item in question is not valid. The validity test results were based on calculations using SPSS for Windows 17.0 on 91 respondents.

b. Reliability Test

Uji reliabilitas dilakukan dengan internal consistency. Hasil uji ini akan mencerminkan dapat atau tidaknya dipercaya suatu instrumen penelitian, berdasarkan pada tingkat ketepatan dan kemantapan suatu alat ukur. Adapun tingkat reliabilitas dengan Alpha Cronbach diukur dari skala 0 sampai 1, sebagaimana tercantum pada tabel berikut ini:

Reliability testing is conducted using internal consistency. The results of this test will reflect whether or not a research instrument can be trusted, based on the level of accuracy and stability of a measuring tool. The level of reliability using Cronbach's Alpha is measured on a scale of 0 to 1, as shown in the following table:

Tabel V. 4 Tingkat Reliabilitas Alpha

<i>Alpha</i>	<i>Tingkat Reliabilitas</i>
0,00 s.d 0,20	<i>Kurang Reliabel</i>
> 0,20 s.d 0,40	<i>Agak Reliabel</i>
> 0,40 s.d 0,60	<i>Cukup Reliabel</i>
> 0,60 s.d 0,80	<i>Reliabel</i>
> 0,80 s.d 1,00	<i>Sangat reliable</i>

1. Social Media Reliability Test x

Tabel V. 5 Tingkat Reabilitas Variabel Media Sosial (x)

Reliability Statistics

Cronbach's Alpha	N of Items
,890	15

Based on the Alpha value in the Cronbach's Alpha column above, where the reliability is 0.890, it is considered highly reliable because it is between 0.80 and 1.00.

2. Learning Achievement Variables

Tabel V. 6 Cronbach' Alpha Variabel Prestasi Belajar

Reliability Statistics

Cronbach's Alpha	N of Items
,915	15

Based on the Alpha value in the Cronbach's Alpha column above, where the reliability is 0.915, it is considered highly reliable because it is between 0.80 and 1.00.

c. Linearity Test

The purpose of the linearity test is to determine whether the independent variable has a linear effect on the dependent variable. The linearity test uses the F test. The independent variable has a linear effect if the significance (p) in Deviation from linearity is greater than the significance level of 0.05. If the calculated F is greater than the table F, then the independent variable has a linear effect on the dependent variable. The results of the linearity test are presented in the following table:

Tabel V. 7 Uji Linearitas ANOVA

ANOVA ^b						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	2.709	1	2.709	10.563	.001 ^a
	Residual	55.919	218	.257		
	Total	58.629	219			

a. Predictors: (Constant), media sosial
 b. Dependent Variable: prestasi akademik

From the table above, it can be seen that the value is 10.56 with a significance level of 0.001. Because the significance value is 0.001<0.05, it can be stated that the distribution of the data studied

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follows a linear form (rejected, accepted). In other words, the regression model can be used to predict the effect of social media on student learning achievement.

d. Hypothesis Testing

To test the hypothesis, a statistical test was used in the form of Pearson Product Moment analysis. The hypothesis proposed in this study was the effect of social media on the learning motivation of high school students in the Pancur Batu era. This hypothesis testing was conducted to determine whether there is an effect of the social media variable (X) on the academic achievement of students (Y). To determine this relationship, Pearson Product Moment correlation statistical analysis was used.

DISCUSSIONS

The results of the research on data description and clarification of respondent data in each variable obtained show that the influence of social media on the learning motivation of students in the Pancur Batu Main Era category is 4.5%. Meanwhile, 95.5% came from other factors studied in this research. This is because the significance value (p) is smaller than the significance level of 5% ($0.001 < 0.05$). Social media is a means of conversation that occurs on the internet and is supported by tools in the form of applications or software. Unlike internet communication in the past, which tended to be one-way, communication today is interactive, open, and allows everyone to participate in it. Interaction on social media can be two-way or collaborative, because on social media, users can share, write statuses, and then receive comments from many friends who are members of that social media platform.

The existence of social media for students at Era Utama Pancur Batu High School as a medium to facilitate communication more efficiently means that students still prioritize direct communication even though social media exists. Social media is used as a technology that facilitates communication, but not everything is communicated through social media, so the quality of students' interpersonal communication is not related to the intensity of their social media use. The higher the level of media presence in social life, the higher the level of social interaction. In communication, there are two types of responses, namely verbal and nonverbal responses, both of which play a very important role in achieving effective communication. Meanwhile, communication through media does not clearly describe nonverbal responses. This can cause a person to be insensitive to their conversation partner, the atmosphere, and the environment, which can lead to misunderstandings and inconsistencies when communicating. However, when communication is conducted face-to-face, people can observe, respond, listen, and react to all kinds of verbal and nonverbal responses clearly and easily. Researchers also found that students use social media accounts only to show their existence and express themselves to many people, especially their friends, or simply to follow trends in their environment. This can also have a negative impact on their learning outcomes if they often spend their time accessing social media. This is also in line with Lange. So, it can be concluded that excessive use of social media certainly has a negative impact on its users. Based on the background description above, the researcher was interested in finding out the impact of social media use on student learning outcomes. When students frequently access social media, especially Facebook, it can cause them to neglect their studies and religious activities. Social networking has more negative aspects for a person, to the extent that it can cause a person to behave outside the bounds of normalcy, such as showing off travel destinations, showing off speedometer speeds, photographing food, and even causing the "dehumanization" of a person who is more concerned with the virtual world of the internet than the real environment around them, in the case of someone who is negatively affected.

Through knowledge related to the use of social media on the academic performance of students at Era Utama Pancur Batu High School, teachers and parents can set an example and educate in an appropriate manner so that they can limit and guide students in using social media and maintain good academic performance. This can be done by providing guidance to students so that they can limit their use of social media and manage their time for studying and worship as it should be.

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CONCLUSION

After presenting the data obtained through questionnaires and analyzing it, the author answered the question posed in the previous chapter: is there an influence between the two variables? Based on the data above, it can be concluded that social media has an influence on students at Era Utama Pancur Batu High School. In other words, the more often students use social media, the more it will affect their academic performance.

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