The Impact of Social Media and its Influence in the World of Education

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ABSTRACT

Advances in information technology in the current era of globalization is very rapid. The progress of information technology is marked by the ease in finding and receiving information, especially in the world of education. So that technology can be used as a tool for students in the world of education by utilizing the internet. The internet is a medium that provides many facilities, one of which is social media. Social media is a means of information and communication that has many impacts and influences in the world of education, both positive and negative impacts. In line with that this research aims to find out the impact of social media and its influence in the world of education. The method used by researchers in this study is a quantitative method using a survey model using Google forms and in-depth interviews with several students. This research was conducted at Madrasah Aliyah level students in Cirebon. The results of this study indicate that social media can have positive and negative influences and impacts in the world of education. One of the negative impacts felt by students from the use of social media in the world of education is the easy distraction of students’ concentration during the learning process.

Keywords: Influence, Social Media, Education

INTRODUCTION

The Covid 19 pandemic was the beginning of the rapid development in the world of technology and communication (Mehta et al., 2020). Over time the Covid 19
pandemic continued to expand, so to deal with the pandemic that occurred the government established a policy that every community must carry out all kinds of activities from their respective homes (Xiong et al., 2020). Society must always maintain cleanliness such as washing hands after doing something (Miller-Rushing et al., 2021), keeping the distance between people from one another (Venkataram et al., 2020), and always use a mask when going out (Ackermann et al., 2020). Changes in life patterns that occur not only have an impact on hampering people’s activities in carrying out their daily activities (Bodrud-Doza et al., 2020), the pandemic that occurred also had a very large impact on the world of education (Gössling et al., 2021). The pandemic that occurred has caused all levels of society, especially people who are covered by the scope of the world of education, to be able to keep up with these technological developments, people are required to have and be able to use technology properly.

Technology is a means of infrastructure that aims to make it easier for someone to find and receive information (Cabrera et al., 2018), so that with the existence of technology one can interact and communicate with others in any hemisphere (Evans et al., 2018). Along with the development of the era of life at this time it cannot be separated from technology (Martín Mor & Ballone, 2020). Developing technology covers several aspects of life, not only related to the development of technology in the field of communication and information (Taherdoost, 2018). However, technological developments also occur in the educational aspect (Cai & Wu, 2020). The rapid advancement of technology in the era of globalization is very influential on the development of science (Clerckx et al., 2019). Science cannot be separated from the world of education, because in the world of education science is one of the important elements that make education well implemented.

One of the communication and information technologies that can be used in education is the use of social media (Ting et al., 2020). Social media is a product term used to share information and use web-based messages (Depoux et al., 2020). One of the social media that is often used is the internet (Li et al., 2018). The internet is a means of connecting between a person and the world (Manavalan & Jayakrishna, 2019). With the internet, someone can access any information they want (Katoh et al., 2019), on the internet there are many features available (Puri et al., 2020). These features can be accessed and used by someone as a learning support (Büyüközkan & Göçer, 2018). The features provided by the internet can be in the form of applications such as Zoom, Google Classroom, WhatsApp, Facebook and others (Čolaković & Hadžialić, 2018). By using various applications provided by the internet, the learning process can be carried out from home alone, with that one does not have to go to school to get knowledge (Dong et al., 2020). This causes enormous changes in the world of education, especially at this time.

Education is a process that aims to achieve, seek and develop knowledge, be it knowledge, skills, and develop the talents and interests that exist within a person (Bray et al., 2018). Education is a container or place for someone to develop something that is in him (Minister et al., 2019). Not only as a medium to improve abilities, education also aims to shape human character and morals to create civilized humans (James et al., 2019). With education, a person is expected to be able to improve the abilities that exist within him, improve the ability to think critically and be able to become an innovative person in developing education for the next future (Daniel, 2020). The world of education today can be reached globally and easily with the use and application of
social media as a tool for communication and interaction related to the learning material to be studied.

Education and technological developments are one thing that cannot be separated, especially in this day and age (Rapanta et al., 2020). Education and technological development are closely related matters (Chick et al., 2020). The link between education and technology can be seen from the many uses and uses of technology in the educational process today (Scherer et al., 2019). Technology is a supporting tool that aims to facilitate the process in education (Čolaković & Hadžialić, 2018). If education and technology are separated, many people will find it difficult to carry out the educational process, obtain information, and in the absence of technology, an educator will find it difficult to explain learning material related to general knowledge and others to students (Ibáñez & Delgado-Kloos, 2018). Therefore technology is one of the important things that make the educational process run well and smoothly.

The application and use of social media in the world of education can have a big impact and influence on its users (Ahmad & Murad, 2020). The impact and influence of social media can be either positive or negative (Robbins et al., 2020, p. 19). Positive impact can be interpreted as a desire that intends to persuade, convince, influence or give the impression to other people so that they follow or support their wishes in good things (Farooq et al., 2020). While the negative impact can be interpreted as a desire that intends to persuade, convince, influence or give the impression to other people so that they follow or support their wishes in bad things (Abbas et al., 2019). One of the positive impacts of social media in the world of education is that by using social media education will develop according to the times (Chatterjee et al., 2020). Meanwhile, the negative impact of social media on education is that it is easy for someone to get information that is not necessarily true (Wickramanayake & Muhammad Jika, 2018), so that it can cause deviations in the material obtained.

The positive and negative impacts of using social media in education are not just general (Hu et al., 2020). The use of social media also has a special impact on education (Goodyear et al., 2019)This impact can be felt by educators, students, and educational institutions (Chaturvedi et al., 2021). Broadly speaking, the impact of social media felt by educators is that it makes it easier for educators to convey and provide material to students (Gómez-Galán et al., 2020), the educational process can be carried out anywhere in the sense that the educational process is not only carried out in the classroom but the educational process can be carried out using various applications provided by social media such as the use of Zoom in learning (Dunn & Kennedy, 2019). But behind it all there are still many educators who do not know and can use it properly (Koc-Damgaci & Aydin, 2017). The impact of social media felt by students can be in the form of ease in obtaining learning material from the internet (Zhao et al., 2020). In addition, social media also has an impact on the concentration of students in the learning process (Neelakandan et al., 2020), misuse of social media where social media should be used for learning, but instead it is used to play games or watch things that are not good (Zachos et al., 2018). The impact of social media felt by educational institutions can be in the form of convenience in promoting an institution in order to increase the number of students.

Based on the description above, it can be concluded that technology cannot be separated from education. Technology and education are two closely related aspects. Technology is a supporting tool in improving and developing the quality and quality of education. In addition, technology also has a rapid impact. The use of technology such
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as social media has a very large impact and influence in the world of education. The impact and influence exerted by the use of social media in education can be positive or negative. Therefore researchers are interested in deepening research related to the impact and influence of social media in education. Therefore the researcher raised the title "The Impact of Social Media and Its Influence in the World of Education".

RESEARCH METHODOLOGY

This study used a quantitative method using a survey model using Google forms and in-depth interviews with several students. The quantitative method is a research method that is descriptive in nature and focuses on an in-depth approach and tends to use analysis (Poor et al., 2019). By using this method the process and meaning are highlighted. The theoretical basis is used as a guide in research so that it is in accordance with the facts that occur in the field (Saebi et al., 2019). This research using quantitative methods aims to describe the impact of social media and its influence in the world of education (Askuri & Kuipers, 2018). In addition to using quantitative methods, researchers also conducted in-depth interviews. In-depth interviews were conducted by providing a number of questions directly related to the impact of social media and its influence in the world of education.

This research was conducted at one of the State Aliyah Madrasas in Cirebon. In this district there is one of the State Aliyah Madrasas named Madrasah Aliyah Negeri 02 Cirebon, where the object of research for researchers is class XII IPA 3 students located on Cirebon. This research was conducted on September 23, 2022. In this study researchers needed tools that were used as instruments in the form of cellphones that were used as informants’ voice recording devices, notebooks and stationery used to record information (Dahlan et al., 2020), as well as using the Google form to get information regarding the impact of social media and its influence in the world of education (Gherghina, 2019) from students of class XII IPA 3 Madrasah Aliyah Negeri 02 Cirebon. The instrument used was through in-depth interviews, the researcher prepared several interview guide questions before the interview activity to be used as data or source material in the research.

The data sources used by researchers in this study are primary data sources and secondary data sources. Primary data is data obtained or collected directly by individuals or by an organization from the object under study and this data contains the interests of the researcher concerned with the research objective. Collection of primary data sources can be done by means of interviews, and direct observation. Secondary data is data obtained or collected by previous researchers and then combined into one data. Usually this data is called indirect data sources such as documentation data and official archives. Primary data sources in this study are school principals, homeroom teachers, subject teachers, and class XII IPA 3 public Madrasah Aliyah Negeri 02 Cirebon. Sources of secondary data for this study were several parents and guardians of class XII IPA 3 students at Madrasah Aliyah Negeri 02 Cirebon.

RESULT AND DISCUSSION

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Technology in society is often interpreted and associated with machines or electronic devices. According to the views of scientists, the philosophy of science and technology is a science as a form of work to solve practical problems. So technology refers more to an effort to solve the problems faced by humans. At the present time
technology is very much needed, technological developments, especially educational technology, demand that all aspects of the world of education must be able to utilize, develop and use technology. In today’s learning the use of technology is one of the facilities and infrastructure that must exist in every educational institution and agency. Innovation in the use of technology in education must always develop according to the needs and developments of the times. Technology that is often used in education is the use of social media in the learning process.

Social media is one of the technologies in the form of online media. The use of social media in the world of education has a lot of impact. The impact caused by the use of social media in the world of education can be in the form of positive impacts and negative impacts. The use of social media also has an impact on the progress of education and learning, this progress can be in the form of easily finding or accessing learning materials, the learning process can be carried out anywhere not only focused in the room, learning can be done through applications available on social media such as Zoom, Google Meeting, Whatsapp, Facebook, Instagram, Twitter, Google Classroom, and so on. The use of social media is expected to meet the demands related to educational goals, from the student’s point of view the use of social media can assist students in finding additional learning material, students can search for various examples of assignments and submit assignments quickly using social media, students can interact with educators easily using social media. From the educator’s point of view the use of social media can assist educators in developing learning materials that will be taught to students, assist educators in giving assignments to students quickly, educators can convey information easily to students related to learning. From the point of view of educational institutions and educational foundations, the use of social media can help educational institutions and educational foundations record the number of students in an institution.

At this time we can see that the use of social media is very high booming in the world of education. It can be seen that all aspects of education use social media in developing their education system. This is inseparable from the demands of technological developments in the world of education such as the use of social media in the learning process. Social media is an alternative tool that helps educators and students in the learning process. Apart from being an alternative in the learning process, social media also has an impact and influence on the world of education. The impact of social media and its influence on education needs to be seen as appropriate to the environment and the availability of existing technology today. Therefore the results of research related to the impact of social media and its influence in the world of education will be described as follows:

![Figure 1. The development of social media is very influential in the world of education](image)
Based on the respondents from the diagram above, we can see how the views or opinions of respondents on the development of social media are very influential in the world of education. Which respondents chose with different answers, some chose strongly agree, agree, disagree, disagree, and mediocre. Research conducted at Madrasah Aliyah Negeri 02 Cirebon with 30 respondents can be seen that balanced students choose to strongly agree and agree regarding social media which is very influential in education. The data obtained from this question were 9 students choosing to strongly agree, 9 students choosing to agree, 6 students choosing to disagree, 3 students choosing to disagree, and 3 students choosing mediocre. From the results it was found that many students chose to strongly agree and agree because when viewed from the development of social media that is happening at this time, social media has a very big influence in the world of education. The influence given by the development of social media can be in the form of positive influence and negative influence. The positive influence given by social media in the world of education can be in the form of developing students’ skills and knowledge about using social media, facilitating students in the learning process, and making students able to keep up with the times. The negative influence that social media has on education can be in the form of breaking student concentration during the learning process. And for those who disagree, disagree, and are mediocre, it is possible that these students do not yet have social media or lack of understanding of students in using social media effectively in the learning process. The positive influence given by social media in the world of education can be in the form of developing students’ skills and knowledge about using social media, facilitating students in the learning process, and making students able to keep up with the times. The negative influence that social media has on education can be in the form of breaking student concentration during the learning process. And for those who disagree, disagree, and are mediocre, it is possible that these students do not yet have social media or lack of understanding of students in using social media effectively in the learning process. And for those who disagree, disagree, and are mediocre, it is possible that these students do not yet have social media or lack of understanding of students in using social media effectively in the learning process. And for those who disagree, disagree, and are mediocre, it is possible that these students do not yet have social media or lack of understanding of students in using social media effectively in the learning process. And for those who disagree, disagree, and are mediocre, it is possible that these students do not yet have social media or lack of understanding of students in using social media effectively in the learning process.
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Figure 2. The use of social media makes it easier for students to get information

From the above respondents can It is known that most students choose to strongly agree with the statements put forward, namely the use of social media makes it easier for students to get information. From this we can get that students feel the positive impact or benefits of social media as access to obtain information related to learning provided by educators to students using social media. Even though there are some of them who feel that they do not agree or disagree with this statement, if we look at the data acquisition, there are 12 students who strongly agree with the statement above, while there are 9 students who agree, 6 students disagree, 3 disagree, and no students chose mediocre. If we analyze the results of obtaining data from respondents, we can find that most students choose to strongly agree regarding the ease of obtaining information through social media related to learning from educators. Because on social media there are various features such as a place to access material or reference recommendations for subject matter provided by educators so that these features can make it easier for students to obtain information. Whereas for those who disagree, disagree, and are normal about this statement because sometimes accessing, searching, or viewing information related to learning provided by educators is constrained by inadequate internet networks, slow loading, and sometimes errors when we want to use it for looking for related information.

Figure 3. Social Media Provides Convenience for Students in Education

Based on the results of the respondents in the diagram above, we can see that class XII IPA 3 students at the Cirebon 02 State Aliyah Madrasah provide views regarding the convenience provided by social media for students in education, with the number of students who choose strongly agree and agree with the statement. Which students chose to strongly agree as many as 9 students, who chose to agree as many as 9 students, who chose to disagree as many as 6 students, who chose not to agree as many as 3 students,
and who chose normal as many as 3 students. Based on the results of the data acquisition, we can conclude that many students strongly agree and agree regarding the use of social media which makes it easy for students in education, because by using social media students can do learning anywhere in the sense that students do not need to come to school to take part in the process. Learning, students can follow the learning process from home via cellphone or laptop by accessing social media applications such as following the learning process via zoom, google meet, google classroom, and other applications. If viewed from the side of students who choose to disagree, disagree and are casual about this statement, it is possible because it is not always practical and easy to use social media due to obstacles such as errors in access or poor network constraints. and possibly due to the lack or difficulty of students in understanding the material delivered by educators online because learning that is carried out indirectly or face-to-face makes students bored and sometimes because of network constraints the material delivered by educators is not clear so it becomes difficult to understand. Even though there are deficiencies or obstacles in its use, social media also has many advantages that we can find, and if seen from the data above, it is true that the use of social media makes it easy for students in education and many students agree on using it.

![Figure 4. The use of social media makes learning more interesting and less monotonous.](image)

Based on the diagram above, it can be seen that the percentage of respondents agrees or disagrees with the use of social media which makes learning more interesting and not monotonous. From the results above it can be seen that the students in class XII IPA 3 Madrasah Aliyah Negeri 02 Cirebon very much chose to strongly agree and agree with this statement, almost ½ of the respondents who chose to strongly agree were 9 students, who chose to agree were 9 students, those who chose to disagree were 6 students, who chose not to agree were 3 students, and those who chose normal were 3 students. Which by using social media in learning can make learning more interesting, as well as the use of social media in learning makes learning not monotonous so students don’t feel bored with the learning being done. The use of social media in learning makes learning more interesting and not monotonous because learning is not only done through one application but learning can be done using various applications available on social media such as the use of YouTube applications, Facebook and other applications in conveying presentations delivered by students and educators. And if seen from the results of the respondents above, a few students chose to disagree, disagree, and normally it is possible that the lack of ability and knowledge of students in using social media to make it more interesting in carrying out the learning process. However, this can be overcome by habituating and guiding students in using social media.
Figure 5. The use of social media divides student concentration during learning.

Regarding the respondents above, we can see students’ views regarding the use of social media which can make students’ concentration divided during the learning process, that we can see that many students of class XII IPA 3 Madrasah Aliyah Negeri 02 Cirebon have chosen to agree with this statement, which can be seen from the results of the respondents who varied, from those who strongly agreed to those who disagreed or those who were mediocre. Obtaining data from respondents related to the diagram above is that those who strongly agree are 9 students, those who agree are 12 students, those who choose to disagree are 3 students, those who choose to disagree are 3 students, and those who choose mediocre are 3 people. Students from the results of respondents related to this statement that we can see that many students agree regarding the use of social media which can divide student concentration during the learning process. Because by using social media in learning, many students instead misuse social media not to understand material or listen to material delivered by educators in the learning process, but most students instead use social media to view stories, videos that are not related to learning, not only that students are also often busy exchanging messages with their colleagues, thus making students’ concentration in the learning process divided. This results in a lack of understanding of students regarding the material explained by educators. If viewed from the side of students who choose not to agree, disagree and are casual about this statement, it is likely that these students are more focused when the learning process is carried out online through social media. or it could be that these students are more inclined to use a visual learning style where students will more easily absorb new material if the student first sees something virtually. Visual learning style is a learning style that focuses more on vision. Based on the respondents above, it can be concluded that the use of social media during the learning process makes students’ concentration divided, this is true and many students who use it agree.
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Figure 6. Use of Social Media that Makes Students Lazy in Learning

Based on the results of the respondents in the diagram above, we can see that class XII IPA 3 students at the Cirebon 02 State Aliyah Madrasah provide views regarding the use of social media which makes students lazy in learning. From the results of the diagram above, it can be seen that students in class XII IPA 3 Madrasah Aliyah Negeri 02 Cirebon are balanced in choosing between strongly agreeing and disagreeing regarding the use of social media which makes students lazy in learning, students who choose strongly agree as many as 9 students, students who chose to agree were 6 students, students who chose to disagree were 9 students, students who chose not to agree were 3 students, and students who chose normal were 3 students. Based on the results of the statement above, we can see that most students agree that the use of social media makes students lazy in learning. This is because the use of social media too often causes students to rarely or lazy to write and read books. The use of social media in learning makes students lazy in looking for references or reading material in the library, this causes students to become dependent on social media, because they are used to it, making students prefer instant ways of learning. When viewed from the side of students who disagree, disagree, and are mediocre regarding the use of social media which makes students lazy in learning, it is likely that students who choose do not agree, disagree, and it’s normal to be more active in learning by using social media, students are able to make good use of social media so that it makes it easier for them in the learning process. Students who choose not to agree, disagree, and are mediocre regarding the use of social media which can make students lazy in learning are students who tend not to like studying in crowded situations in a room.

Figure 7. The use of social media makes learning more effective
From the respondents above it can be seen that most students class XII IPA 3 Madrasah Aliyah Negeri 02 Cirebon chose to agree with the statement put forward, namely the use of social media makes learning more effective. From this we can see that most students feel the positive impact of using social media, namely by using social media learning becomes more effective, what is meant by effective learning is a learning process which allows students to be able to learn easily, fun, and it is hoped that it can be achieved. Learning objectives in accordance with expectations. Which students who chose to strongly agree were 6 students, who chose to agree were 12 students, who chose to disagree were 3 students, who chose not to agree were 3 students, and who chose normal were 3 students. Based on the results of the statement above, it can be seen that most students agree that the use of social media can make learning more effective.

This is because the learning process that is carried out using social media has many variations that can make learning easier because students don’t have to bother going to school to ask assignments to educators, learning is also more fun, and using social media in learning will make it easier educators provide explanations to students where these explanations can be repeated by students when they still do not understand the material related to the material provided by the educator, in this way it is hoped that the learning objectives can be achieved properly. If viewed from the side of students who choose to disagree, disagree, and are mediocre regarding the use of social media which can make learning more effective, this is possible because it is difficult for students to understand the learning material provided or explained by educators, students tend to prefer learning is done face to face which makes it easier for them to understand the material explained by the educator. So it can be seen from the results of the respondents above that the use of social media makes learning more effective, it is true and many students agree with it. and normally related to the use of social media which can make learning more effective this is possible because it is difficult for students to understand the learning material provided or explained by educators, students tend to prefer face-to-face learning which makes it easier for them to understand the material explained by the teacher. So it can be seen from the results of the respondents above that the use of social media makes learning more effective, it is true and many students agree with it.
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Based on the diagram above, it can be seen that the percentage of respondents agrees or disagrees with the use of social media which makes it easier for students to find new material related to the material conveyed by educators in the learning process. From the results above it can be seen that the students in class XII IPA 3 Madrasah Aliyah Negeri 02 Cirebon very much chose to strongly agree with this statement, almost 2/5 of the respondents who chose to strongly agree were 12 students, who chose to agree were 6 students, those who chose to disagree were 6 students, who chose not to agree were 3 students, and those who chose normal were 3 students. Based on the results of the data acquisition, we can conclude that many students strongly agree regarding the use of social media which makes it easier for students to find material, this is because at this time there are many subject matter on social media, This material can be accessed using the internet, not only that books and articles are now widely available on the internet, students don’t have to bother looking for learning materials anymore. When viewed from the side of students who choose not to agree, disagree, and are mediocre regarding the use of social media, it makes it easier for students to find learning material. students who choose to disagree, disagree, and mediocre are students who have difficulty reading or understanding material through Android or laptops. These students are more likely to like reading and understanding learning material through books.

Figure 9. Use of Social Media Requires Huge Costs

Based on the respondents from the diagram above, we can see how the views or opinions of respondents towards the use of social media which requires a very large cost. Which respondents chose with different answers, some chose strongly agree, agree, disagree, disagree, and mediocre. Research conducted at Madrasah Aliyah Negeri 02 Cirebon with 30 respondents can be seen that students strongly agree with the use of
social media which requires a very large fee. The data obtained from this question were 12 students choosing to strongly agree, 6 students choosing to agree, 3 students choosing to disagree, 3 students choosing to disagree, and 6 students choosing mediocre. From the results it was found that many students chose to strongly agree because the use of social media in the education process does require a very large fee. This can be seen in the use of social media students are required to have portable data that connects to the internet network connection. The purchase or price of portable data at this time is very expensive where not all students can afford to buy portable data when the data runs out, whereas using social media really requires this data to be connected to the internet network, if not connected to the internet network students will not be able to use social media this results in disruption of the student learning process, students will miss learning material, and students will miss information related to learning such as missing information related to material, assignments, and more. If viewed from the side of students who choose not to agree, disagree, and are mediocre about the use of social media which requires a very large fee, it is possible that students can use school facilities such as WI-FI provided by the school, this can help reduce costs. In addition, these students are given financial advantages by their parents so that they can afford to buy portable data when it runs out, and mediocre use of social media which requires a very large fee is possible because students can use school facilities such as WI-FI provided by the school, this can help reduce costs. In addition, these students are given financial advantages by their parents so that they can afford to buy portable data when it runs out, and mediocre use of social media which requires a very large fee is possible because students can use school facilities such as WI-FI provided by the school, this can help reduce costs. In addition, these students are given financial advantages by their parents so that they can afford to buy portable data when it runs out.

Figure 10. Social Media is a Determinant of Education in Today’s Age

Based on the respondents from the diagram above, we can see how the respondents’ views or opinions on social media are determinants of education today. Which respondents chose with different answers, some chose strongly agree, agree, disagree, disagree, and mediocre. Research conducted at Madrasah Aliyah Negeri 02 Cirebon with 30 respondents can be seen that students strongly agree that social media is a determinant of education today. The data obtained from this question were 9 students choosing to strongly agree, 3 students choosing to agree, 9 students choosing to disagree, 3 students choosing to disagree, and 6 students choosing mediocre. From the results it was found that students were more likely to choose to strongly agree and disagree with this, students who chose to agree regarding social media were determinants of education today due to the widespread use of social media in education.
Students argue that social media is a tool that makes learning today more developed and with social media it makes it easy for students to get information about developments that occur in the world of education. When viewed from the side of students who choose not to agree, disagree, and are mediocre regarding social media, this is a determinant of education today, this is because students think that social media is not a determinant of education today. Education can still run and develop even though it does not use social media. From the results of the statement above, it can be concluded that social media is not a determinate of education today, this can be seen from the results of student respondents who choose not to agree with this statement.

Based on the results of several surveys conducted by researchers related to the impact of social media and its influence on education by using Google forms to 30 students of class XII IPA 3 Madrasah Aliyah Negeri 02 Cirebon, there were 10 questions given by researchers to students and it gets a very good response from students. From the statements given by researchers, it can be seen that social media has a large impact and influence on the world of education. Some of these impacts and influences are positive and some are negative. The positive impacts and influences that social media has on the world of education based on the survey above, namely by using social media make it easier for students to find and get information related to learning, the use of social media makes learning more interesting and not monotonous, the use of social media makes it easy for students in the world of education, the use of social media makes learning more effective.

CONCLUSION
Rapidly developing information technology brings a change in society. Social birth provides various pros and cons in society. From various groups and ages, almost all people have and use social media as a very useful tool, one of which is in the world of education. Social media is online media that has various impacts and influences on the world of education. Social media is a tool that is widely used by people in their daily lives. Social media has a big impact and influence on the world of education. Some of these impacts and influences are positive and some are negative. Based on the survey above, the positive impact and influence that social media has on education is that using social media makes it easier for students to find and obtain information related to learning, the use of social media makes learning more interesting and not monotonous, the use of social media makes it easy for students in the world of education, the use of social media makes learning more effective. Meanwhile, the negative impacts and influences of the use of social media in the world of education are that it makes students’ concentration divided when learning takes place, students become lazy to study, economic deficiencies because the costs required are very large, the use of social media also makes students rarely interact and communicate with each other so that the lack of friendly relations between students in the class.

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