

## **Social Media As Source Study Generation Millennials**

**Dea Aulita<sup>1</sup> , Fadila Nurazizah<sup>2</sup> Lulu Meilinda<sup>3</sup> Derry Nugraha<sup>4</sup>**

Linggabuana PGRI Sukabumi University

[daulita7@gmail.com](mailto:daulita7@gmail.com)<sup>1</sup> , [fadillanurazizah3@gmail.com](mailto:fadillanurazizah3@gmail.com)<sup>2</sup> , [ulumeilanda14@gmail.com](mailto:ulumeilanda14@gmail.com)<sup>3</sup> ,  
[derrynugraha@unlip.ac.id](mailto:derrynugraha@unlip.ac.id)<sup>4</sup>

### **Abstract**

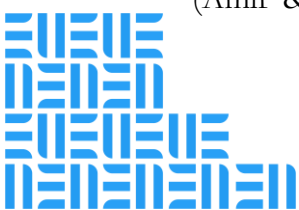
One of the lifestyles of the younger generation, better known as the Millennial Generation, in using smartphones, is searching for information and buying and selling on the Internet. This of course includes accessing social media and using it as a source of learning material, which currently supports a lot of educational content. Social media can be integrated into Millennial Generation learning where the use of social media and learning must be planned as one. This research uses a quantitative descriptive approach, using indirect data collection techniques in the form of questionnaires that describe the variables studied and examine the relationships between variables. Based on the results of this research, at the effectiveness stage, social media is used by students more to dig up information on social media accounts such as *YouTube* and *Tiktok* . *YouTube* can be used as a learning tool to have a positive impact on students by increasing learning motivation, creativity and friendship between friends, so that social media can be used effectively as a learning tool. These two accounts are the accounts most followed by students. Based on the explanation of the findings above, it can be concluded that the first and second hypotheses are accepted, namely that there is a positive relationship between the Role of Social Media (X) and Effective Learning Resources (Y) in the millennial generation, namely students and high school students in Sukabumi.

**Keywords** : Generation Millennials, Learning, Social Media

### **INTRODUCTION**

Social media can be used as a learning tool because social media is closely related to teenagers' daily lives, such as *YouTube* and *Tiktok* (Efendi et al., 2023) . *YouTube* can be used as a learning tool to have a positive impact on students by increasing learning motivation, creativity and friendship between friends, so that social media can be used effectively as a learning tool (Faesol, 2022) . Meanwhile, the social media that everyone likes in 2020 is *Tiktok* . This application can be used as an entertainment medium by creating and sharing videos with other *Tiktok application users* because the goal of Tiktok is to create and share video content with other users (Faqihatin, 2021) . This makes Tiktok a popular application that is widely used by the public (Osin & Purwaningsih, 2020) . One of the lifestyles of the younger generation, better known as the Millennial Generation, in using smartphones, is searching for information and buying and selling on the Internet (Ramdani et al., 2021) . This of course includes accessing social media and using it as a source of learning material, which currently supports a lot of educational content (Syahlan & Nugraha, 2023) . Social media can be integrated into Millennial Generation learning where the use of social media and learning must be planned as one (Nugraha, Derry, Joko, 2023) . That the use of social media using technology can be a learning tool for the Millennial Generation because both students and teachers use social media in everyday life (Nugraha, 2023b) . Social media commonly used by the Millennial Generation which can be used as learning tools are Facebook, Whatsapp, Twitter and Instagram which of course have been well prepared for learning as intended (Juliati et al., 2018) .

According to Ginanjar, the learning environment is a tool that improves teacher communication with students and student communication with the environment and can support the use of teaching methods used by teachers in the learning process as learning (Ginanjar et al., 2023) . Referring to Rusman's definition, it can be said that educational media is a learning tool that helps teachers facilitate learning and increase understanding for students (Amir & Nugraha, 2023) . Technological advances that produce different digital learning



materials will greatly influence online learning because it becomes a unifying tool that teachers use in delivering material to students. However, teachers are sometimes confused in defining and using learning media, then teachers return to using learning media monotonously (Faridah et al., 2023) . So students feel bored, are not interested in learning and do not understand the material provided during online learning (Nugraha, 2023a) .

According to Liubana et al (Liubana & Puspasari, 2021) that learning media is a teaching aid for teachers to provide learning material, increase student creativity and increase student attention in the learning process. With media, students are more motivated to learn, encourage writing, speaking and stimulate imagination. In this way, you can use educational resources to improve and perfect teaching and learning and create good relationships between teachers and students (Putri et al., 2021) . Apart from that, media can play a role in overcoming boredom in class. Therefore, teachers must motivate students by using media that is not only available in the classroom but is readily available. outside the classroom, if used then the learning objectives are achieved.

Social media has become an inseparable part of everyday life, especially for the younger generation. Its interactive and easy-to-access platform makes social media a very popular means of communication, entertainment and information sharing. However, social media is not only limited to this function, but also has the potential to be an effective and interesting learning source for pupils and students. The characteristics of social media which are rich in multimedia content, interactive, and connected to a wide network enable a more dynamic and contextual learning process. Students can access the latest information from a variety of sources, participate in discussions, and collaborate with their peers online. Apart from that, social media also provides space for students to express themselves, be creative and develop digital skills which are very important in this modern era.

Several previous studies have explored the use of social media in the world of education. A study conducted by Deakin University, Australia, in 2020 found that the use of social media in learning can increase student engagement and motivation. The research revealed that students felt more interested and encouraged to learn when material was presented via social media platforms that were familiar to them. Meanwhile, another study conducted by the Indonesian University of Education in 2021 explored the role of social media in improving students' digital literacy skills. The research results show that by using social media wisely, students can learn to analyze, evaluate, and criticize the information they find in cyberspace, as well as improve their ability to create and disseminate quality digital content. On the other hand, a study conducted by Gadjah Mada University in 2022 highlighted the challenges in integrating social media into learning, such as privacy and data security issues, as well as the potential for misuse of social media which could disrupt the learning process. This research emphasizes the importance of strict guidelines and supervision from schools and parents in the use of social media for educational purposes. Even though there are pros and cons, it cannot be denied that social media has great potential in the world of education. By adopting the right approach and considering factors such as security, privacy, and ethical use, social media can be an effective tool for enhancing the learning process, building 21st century skills, and preparing students to face the challenges of the digital era.

## **RESEARCH METHODS**

This research uses a quantitative descriptive approach, using indirect data collection techniques in the form of questionnaires that describe the variables studied and examine the relationships between variables (Amelia et al., 2023) . The population in this study were students and university students in Sukabumi. The sample in this study was 90 students in Sukabumi who were randomly selected. The presentation of descriptive analysis in this



research includes 2 variables, namely: (Y) effective learning source variables and (X) social media role variables. Each variable is presented with a frequency distribution and histogram, a measure of data centrality, and a measure of dispersion (Muslimin et al., 2024) . Regression analysis is used to estimate the value of variable y based on the value of variable x and the estimated change in y for each unit change in variable x. Hypothesis testing in this research was carried out by carrying out a calculated t test by finding the size of the calculated t which will be compared with the t table. Coefficient. determination to state the size of the contribution of the independent variable to the dependent variable.

**RESEARCH RESULTS AND DISCUSSION**

**Table 1.1**

Variables Entered/ Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Social Media <sup>b</sup>		. Enter

a. Dependent Variable: Source Study

b. All requested variables entered.

In terms of This entered variables is variable Role of Social Media as Independent and Source variables Study as Dependents and methods used is the Enter Method.

**Table 1.2**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,065	3,017		3,336	,001
	The Role of Social Media	1,425	,154	,703	9,267	,000

The results of the first hypothesis test show that the influence of

**Table 1.3**

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1438,016	1	1438,016	85,876	,000b
	Residual	1473,584	88	16,745		
	Total	2911,600	89			

a. Dependent Variable: Learning Resources

b. Predictors: (Constant), Role of Social Media

The results of the second hypothesis test with a simple regression test show that the calculated F value = 85.876 with a significance level of  $0.000 < 0.05$ , so the regression model can be used to predict the Learning Resources variable or in other words the influence of the Social Media Role (X) variable on Effective Learning Resources Variable (Y).

**Table 1.4**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,703a	,494	,488	4,092

a. Predictors: (Constant), Role of Social Media



The correlation/relationship value (R) is 0.703. From this output, a coefficient of determination (R Square) of 0.494 is obtained, which means that the influence of the independent variable (Role of Social Media) on the dependent variable (Learning Resources) is 49.4% . From the results of the first and second hypotheses above, it shows that the role of social media as an effective learning source for the millennial generation of students and equivalent students in Sukabumi has an influence of 49.4%.

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## CONCLUSION

Based on the explanation of the findings above, it is concluded that the first and second hypotheses are accepted, namely that there is a positive relationship between the Role of Social Media (X) and Effective Learning Resources (Y) in the millennial generation, namely students and students in Sukabumi. The progress of science in the millennium era, especially the development of digital technology, not only provides many positive benefits, but also opens up great opportunities for negative impacts on students and the younger generation in general. Learning Islamic religious education courses must always be updated, namely using social media that is easy to use and familiar to students, so that students feel happy and comfortable in learning. Hopefully Islamic religious education can be achieved.

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