Response of 2020 UNS PPKn Students to the Media Social Instagram as an Eductional Learning Media Pancasila

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Abstract

This study aims to determine the response of PPKn UNS Class 2020 students to Instagram social media as a learning medium for Pancasila Education. Technological developments require educators to adapt in the use of technology. Learning media is very important in the learning process. As educators should be able to develop learning media that are interesting and in accordance with the needs of students. With advances in technology, educators are required to develop innovative learning media so students don't get bored easily. Instagram is the right medium for learning because the features are quite complete. The method used in this study is qualitative research with data collection methods in the form of interviews. Interviews were conducted with several PPKn UNS Batch 2020 students. The results obtained were that PPKn UNS Batch 2020 students already had Instagram accounts and stated that Instagram had many advantages in the education sector. In addition, PPKn Class 2020 students have watched or created learning content on Instagram. They agree that Pancasila Education teachers need to develop more interesting learning media through the Instagram application because Instagram has many features that can attract students' interest in learning. And also PPKn Class 2020 students also have their own plans regarding steps as prospective Pancasila Education teachers to develop learning through the Instagram application. So it can be concluded that PPKn UNS Class of 2020 students stated that Instagram can be used as a means of delivering Pancasila Education material and Instagram social media can be a solution for teachers who experience difficulties in developing learning media.

Keywords: Student Response, Social Media, Instagram.

Introduction

According to Law no. 20 of 2003, 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 spiritual strength, self-control, personality, intelligence, noble character, and the skills needed by themselves, society, and the nation. , and country. This is in line with the opinion of Ki Hajar Dewantara who defines education as an effort to advance children's character, mind and body, so that they can advance the perfection of life, namely living and bringing children to life in harmony with nature and society (Nurkholis, 2013). So it can be concluded that education is very important for students to develop all their potential in order to advance the perfection of their lives.

The teaching and learning process cannot be separated from learning media. Learning media as a teaching and learning tool to make learning easier and help teachers in conveying knowledge and material. As times progress, teachers are required to be more innovative in using technology as a learning medium to support learning. Learning media that suits the needs of learning activities will create effective and efficient learning activities so that the material delivered by teachers to students can be absorbed optimally (Sapriyah, 2019).

Based on previous research entitled "Hambatan Guru Terhadap Penggunaan Media Pembelajaran Berbasis Audio Visual di MTS

Yapi Pakem" by Maulidya Hazna stated that there are still many teachers who only use a few media, some are even completely unable to develop them, resulting in burnout and boredom. infecting students in the classroom (Hazna, 2020). This is in line with previous research entitled "Faktor Kegagalan Pengembangan Media Pembelajaran Guru Sosiologi di SMAN 15 Padang" which stated that at SMAN 15 Padang the teacher also had not selected media, one of which was caused by a lack of innovative attitude and ability in selecting and developing media. owned by teaching staff (Sari & Gautama, 2022). Based on these two studies, if teachers do not develop their creativity, this can have an impact on students who will experience boredom and boredom, so teachers must be able to develop innovative learning media. Teachers can use social media as a learning medium to overcome these problems.

Social media plays a very important role for everyone around the world. The We Are Social report shows that there are 167 million active social media users in Indonesia in January 2023. This figure is equivalent to 60.4% of the country's population. Based on this data, it can be said that some Indonesian people use social media in their daily lives, including teachers and students. Teachers can take advantage of this to convey knowledge and material to students so that students will be interested in learning it. One social media that teachers can use to support their learning is Instagram.

Based on data from Napoleon Cat, the number of Instagram users in Indonesia is 97.17 million as of December 2022. This number is up slightly by 0.10% compared to the previous month which was 97.07 million users. Instagram is a learning media that can be used and is easily accessible to all students because students can already use Instagram well. Instagram can also be categorized as having quite complete features to support the learning process. How to use Instagram as a learning medium can be done on Instagram feeds, IG stories and live (Ambarsari, 2020).

Based on the background above, the researcher carried out research entitled "RESPONSE OF 2020 PPKN UNS STUDENTS TOWARDS INSTAGRAM SOCIAL MEDIA AS A LEARNING MEDIA FOR PANCASILA EDUCATION". This is an effort by researchers to find out the response from UNS PPKn students Class of 2020 as agents of change in explaining the benefits of using social media in the field of education.

Method

Setting and Participant

Informants in this research with several PPKn students class of 2020 via the WhatsApp application by asking several questions regarding the Instagram application.

Data Collection

The research method in this article is a qualitative research method with a descriptive approach. Qualitative research prioritizes the use of inductive logic where categorization is born from the researcher's encounters with informants in the field or the data found (Somantri, 2005). The data collection method uses interviews. Interviews are one technique that can be used to collect research data. In simple terms, it can be said that an interview is an event or process of interaction between the interviewer and the source of information or the person being interviewed (interviewe) through direct communication (Yusuf, 2014). The data obtained was analyzed using interactive analysis by Miles and Hiberman (1992: 16), namely data reduction, data presentation, and drawing conclusions.

Result and Discussion

Based on the results of research conducted on several PPKn UNS students class of 2020, important data was obtained regarding "Response of PPKn UNS Students Class of 2020 to the Instagram Application as a Learning Media for Pancasila Education". The research results are explained from students' answers to the questions that have been asked. The question is as follows:

1. Have an account on the Instagram application

Based on statements from several sources who were interviewed, all of them have accounts on the Instagram application.

2. Benefits of the Instagram application in the education sector

Based on statements from several sources who were interviewed, all of them stated that Instagram has advantages in the education sector. One of them was Illahika's statement in her interview on May 13 2023, namely:

"In my opinion, yes, there are definitely advantages, especially now that we are entering the digital era, where with the use of Instagram, the dissemination of educational information is wider, we can also gain new knowledge, exchange opinions and understand each other's material, that's how it goes." . "And now Instagram also has a lot of educational platforms, well of course it can increase learning motivation too, and it's possible to get new education that was previously unknown, thereby increasing creativity" (Interview on 13 May 2023).

This is in line with Iis Marfuah's statement in his interview stating that:

"In my opinion, Instagram has advantages in the field of education, because through Instagram we can search through hashtags related to educational content that we want to search for, we can also search for communities related to education, and finally we can see videos that can increase our knowledge" (Interview dated May 13, 2023)

Based on the interview above, it can be concluded that Instagram has advantages in the education sector.

3. Watch or create learning content on the Instagram application

Based on interviews with several sources who were interviewed, they stated that they had watched or created learning content on the Instagram application. One of them is Andreya in his interview on May 13 2023, namely:

"Yes, before the UTBK there were many accounts that uploaded videos related to material/how to answer questions related to the UTBK. "I have also made posters related to Pancasila and employment and then uploaded them on Instagram" (Interview on 13 May 2023).

Illahika as a source also stated that:

"If you've watched it, it's like there's a video explaining the material, so it's packaged into an interesting presentation so it's easy to accept. If you make it, when you were in middle school, coincidentally I was an adiwiyata in middle school, so with Instagram it can be used as a platform for disseminating environmental knowledge such as planting plants, and apart from that, when I was in college, Instagram was often used to disseminate participation, either through posters/infographics. digital, such as an invitation to fight for workers, then share good practices also from observations" (Interview on 13 May 2023).

4. Pancasila Education Teachers need to develop more interesting learning media through the Instagram application

Based on interviews with several sources who were interviewed, they stated that Pancasila Education teachers need to develop more interesting learning media through the Instagram application. One of them is Adela in her interview on May 13 2023, namely:

"Yes it is necessary. Because a teacher must be able to develop interesting learning media so that students do not feel bored, including Pancasila Education teachers. Pancasila Education Teachers must be able to keep up with current developments in social media, one of which is Instagram, which currently has many features that can attract students' interest in learning" (Interview on 13 May 2023).

This is in line with Regina's statement which stated that:

"It's necessary, in my opinion, the content can be in the form of images or material related to learning. Examples of image content can be in the form of infographics, for example about BPUPK or the video content can be about the history of the Indonesian independence struggle, for which the teacher can search for content on Google or YouTube" (Interview on 13 May 2023).

5. Steps as a prospective Pancasila Education teacher to develop learning through the Instagram application

Based on interviews with several sources who were interviewed, they stated that their steps as prospective Pancasila Education teachers were to develop learning through the Instagram application. One of them is Regina in her interview on May 13 2023, namely:

"The first step that I will take as a prospective educator in developing learning through the Instagram application is to do research regarding what interesting learning content to create and how to create it. This research can be done by looking for various references both from books and digital media such as Google or YouTube. "After doing research, I developed interesting learning to be uploaded in the Instagram application" (Interview on 13 May 2023).

Illahika also stated that the steps that would be taken were:

"First, determine the purpose of using Instagram as a learning medium (whether to make assignments, or a medium for teachers to convey material or for what purpose). Second, choose the Pancasila education material that will be used, for example here the rights and obligations of citizens. Third, determine the purpose of the material. Fourth, give orders to students, for example here the order is to make a poster, one of the obligations of citizens. Fifth, students carry out orders from the teacher. Sixth, hold reflections or conclusions from the learning using Instagram media" (Interview on 13 May 2023).

Adela stated that:

"The steps that I might take as a Pancasila Education teacher to develop learning through the Instagram application are to create video, animation or infographic content through the Instagram application. This content is of course related to the material that will be delivered to students later. This aims to ensure that students don't get bored while learning and don't just focus on textbooks or student books. It could also be a poster about obeying laws and norms in society like that" (Interview on 13 May 2023).

Based on Armstrong's 2006 theory, school is a vehicle for human development. The term "development" can be interpreted as an effort to grow, to liberate humans from various obstacles. Human development in the field of education can be pursued to facilitate the growth of students as human beings who have knowledge, social, emotional, spiritual, and others. So teachers must be able to facilitate student growth. Efforts to facilitate student growth cannot be separated from the use of learning media.

In essence, teaching and learning activities are a communication process between teachers and students or learners. The communication process is realized through the delivery and exchange of messages or information between teachers and students. These messages can be in the form of knowledge, expertise, skills, ideas, experiences, and so on. In order to avoid errors in communication, facilities are needed that help the communication process. These facilities are called "media" (Assidik, 2018). Media, as one of the components in the system, has a function as a means of non-verbal communication. As a component of the system, this means that media absolutely must be present or must be utilized in every lesson. It is said that because if one of these components is not present then the results obtained will not be optimal (Magdalena et al., 2021). This means that if the use of learning media is appropriate, the learning objectives will be achieved. However, based on research entitled "HAMBATAN GURU TERHADAP PENGGUNAAN MEDIA PEMBELAJARAN BERBASIS AUDIO VISUAL DI MTS YAPI PAKEM" there are still many teachers who are unable to develop learning media. This can hinder the growth of students so teachers must be able to overcome it.

Based on research entitled "Media Sosial Sebagai Media Pembelajaran Bagi Generasi Z" states that learning media is closely related to students' learning processes and outcomes. In this digital era, teachers can use social media as a learning medium. The use of social media can provide different values and motivation for generation Z. Learning media has a big impact on the learning process and outcomes. This is supported by the fact that social media can be used anywhere and at any time so that it is more flexible in learning. An attractive display with a combination of text, images and videos will attract students' interest. Communication is established not

only between teachers and students, but also between students and other students (Pujiono, 2021). It can be seen that this learning media is very important in the learning process and outcomes so that teachers are required to be able to develop learning media that is interesting for students.

To develop interesting learning media for students, teachers must pay attention to several important things. According to Arief S. Sadiman, the criteria that must be considered are analyzing needs and characteristics; formulate instructional objectives; formulate detailed material points that support the achievement of objectives; developing success measuring tools; writing media scripts; holding tests and revisions (Nurrita, 2018). Apart from that, teachers must determine the right media according to students' needs.

Now the role of teachers in utilizing social media must be balanced with planning, implementation and strict supervision so that the resulting quality does not deviate from the initial target. The teacher's task is to try to maximize students' active participation by making learning enjoyable and easy to accept (Astuti, 2021a).

Technological developments in the world are increasingly rapid and influence all areas of human life, one of which is education. All levels of Indonesian society are familiar with what social media is. Initially, social media was just a means of connecting people who are far away, but now social media has become a variety of functions, social media has become a lifestyle for today's people (Adiasti, 2021). Social media plays a very important role for everyone around the world. The We Are Social report shows that there are 167 million active social media users in Indonesia in January 2023. This figure is equivalent to 60.4% of the country's population. And Instagram users from the beginning of 2023 will be 89.15 million and rank fourth in the world. Based on this data, it can be said that some Indonesian people use social media in their daily lives, including teachers and students.

Instagram can be a solution for teachers who experience difficulties in developing learning media. Because Instagram has quite complete features, such as being able to upload posters or images, videos, or even going live. Social Media Instagram provides a new way

for students to learn to express opinions on social media. Instagram social media provides space to express oneself freely, widely, anytime and anywhere (Astuti, 2021b). This is a solution so that students are more enthusiastic in learning so that the material they want to convey can be conveyed well.

Based on the research "Pemanfaatan Instagram Sebagai Media Alternatif IPA Dalam Masa Pembelajaran Jarak Jauh (PJJ)" states that the use of Instagram during the Covid-19 pandemic has had a positive influence on learning. There are various features that can be used in science learning, including Instagram Story, Live Instagram, Video Call, Story Archive and Story Highlight and Instagram Feed. These features can be used optimally if teachers can use them well. It is hoped that in the future students will be able to utilize the Instagram application in the field of education, especially science. On Instagram social media, there is an Artificial Intelligence (AI) feature where images or videos that are frequently viewed often appear. When students often see things related to education and science on Instagram, pictures and videos related to science and education will often appear on their homepage. Apart from that, teachers are expected to be able to maximize the use of Instagram as an online learning medium during the pandemic (Saputa, 2021).

Based on the research title "Pemanfaatan Instagram Sebagai Media Pembelajaran IPA Di Sekolah Dasar Pada Abad 21" Instagram is one of the social media that has quite complete features to support learning. When learning science in elementary schools about the Solar System, Instagram is used as a presentation medium by uploading videos to the Instagram account you already have. Before sending the video, you must provide the specified hashtag, namely #sistemtatasuryasddengoksemanu and tag the account of the teacher who gave the assignment so that the teacher can see it so that the uploaded video can be assessed by the teacher. Based on the presentation video posted, students gave a good response, this is because the video was interesting so it got likes and comments from those who saw it. This can raise students' motivation for maximum performance in terms of material, media used, fluency and clarity in presenting. Therefore, the use of Instagram as a science learning medium in elementary schools in the

21st century is very appropriate (Sunardiyah et al., 2022).

Based on this research, learning media via Instagram can raise student motivation so that for Pancasila Education a change can be made in the use of learning media, namely using Instagram. With quite complete features, Pancasila Education teachers can take advantage of it, such as using posters to explain how the BPUPK session takes place.

This is in line with the research title "Memanfaatkan Teknologi Media Sosial Instagram pada Kegiatan Pembelajaran dengan Menggunakan Metode Poster in Instagram (Postingan Terbaik)" that the learning process uses the poster in Instagram learning method (best post), teachers and students celebrate Indonesia's national holidays through Instagram social media, even though it is still a few days away, enthusiasm can already be felt to inform and prepare Instagram social media accounts and also invite readers to celebrate and participate in the Independence Day of the Republic of Indonesia. Routine activities carried out by Indonesian people such as installing red and white sangsaka flags in the front yard of the house, preparing for events that will be held on August 17, and working together to clean the environment or repainting fences or gates or other things can be shared widely to other communities so that they can remind each other and at the same time invite other communities to provide motivation in participating in celebrating the Independence Day. The theme raised in PPKn learning activities is Pancasila values. Teachers can adapt to the right opportunities. The theme chosen is approaching Indonesia's 75th Independence Day. Students are invited to share things related to the theme using their social media accounts in the form of photos, images or short videos and provide sentences about the spirit of independence so that readers feel invited, motivated and can highlight the information conveyed (Hidayat et al., 2021).

UNS PPKn students Class of 2020 are future teacher candidates so they must have the provisions to prepare themselves to become teachers and be able to develop learning media via Instagram. As for the opinions of several 2020 UNS PPKn students regarding the social media Instagram as a learning medium for Pancasila Education, they stated that they have an account on Instagram.

They also explained that Instagram has many advantages in the field of education, such as gaining new knowledge, exchanging opinions, increasing motivation to learn, and also being able to search for communities related to education. This proves that Instagram is a social media that provides benefits in the field of education. So that teachers in Indonesia can take advantage of it, especially those who already have an Instagram account.

UNS PPKn students Class of 2020 have also watched or created content on Instagram so this can be a point as prospective educators to develop learning media via Instagram. Apart from that, it also states that Pancasila Education teachers need to develop more interesting learning media through the Instagram application. Because on Instagram there are many features that can attract students' interest in learning, such as creating infographics about BPUPK or creating video content about the history of Indonesia's struggle for independence.

UNS PPKn students Class of 2020 also have their own plans regarding steps as prospective Pancasila Education teachers to develop learning through the Instagram application. This is a positive point for students so that later they can apply the steps well and precisely so that students don't get bored while learning and don't just stick to textbooks or student books.

Conclusion

Based on the results and discussion, it can be concluded that the Class of 2020 UNS PPKn students already have Instagram accounts and state that Instagram has many advantages in the field of education. Apart from that, PPKn students from the Class of 2020 have watched or created learning content on Instagram. They agree that Pancasila Education teachers need to develop more interesting learning media through the Instagram application because Instagram has many features that can attract students' interest in learning. And also the Class of 2020 PPKn students also have their own plans regarding steps as prospective Pancasila Education teachers to develop learning through the Instagram application. So it can be concluded that the 2020 UNS PPKn students stated that Instagram can be used as a means of delivering

Pancasila education material and that Instagram social media can be a solution for teachers who experience difficulties in developing learning media.

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