Social media learning on Indonesian university students

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A B S T R A C T

This study aims to compare social media as appropriate learning media for University students at Universitas Negeri Malang in the era of the covid-19 pandemic. The method used in this study is EUCS (End-user computing satisfaction) with a sample of 100 people. This study indicates that the google-classroom media is more in demand as a learning medium in terms of satisfaction by UM students. All the variable values are superior to the other two social media, namely Facebook and Schoology.

1. Introduction

COVID-19 certainly has a significant impact on various areas of life [1]. This disease is to prevent transmission, such as social distancing and stay at home [2], is the implementation of a policy to keep a distance not to create a crowd of people. Maintaining this distance aims to minimize the spread of COVID-19 in the community [3]. Universities, of course, have provided an alternative during the Covid19 pandemic period by implementing online learning. The internet network can utilize the utilization of online distance learning innovations. Online media can make it easier for students and lecturers to carry out lectures in different locations [4]. Universities, of course, have provided an alternative during the Covid19 pandemic period by implementing online learning. The utilization of online distance learning innovations is using the internet network. Online media can make it easier for students and lecturers to carry out lectures in different locations [5]. One of the potential online media is social media.

Social media is a web-based tool that individuals can build social systems or social relationships with others who share an individual interface or real-life career, activity, background, or association [6]. In addition, Kaplan explained that social media could be a collection of web-based applications built on a system with innovations that allow creating and exchanging user-generated substances [7]. Based on records, in January 2019 of 7.7 billion people in the world. There are 3.39 billion actives on social media [8]. Social media is famous for product advertising in America and Japan, and research is in second place [9]. In addition, in the field of education.

Social media has been widely used for learning. Some universities in India use social media in their learning methods [10]. Furthermore, there are several favorite social media in its use at the University of Houston in Texas. The top three most popular social media are Facebook, wiki, and youtube [11]. Thus, Facebook is the most widely used social media in the field of learning so with this of course each social media has its characteristics in its use.

The characteristics of each social media can undoubtedly affect the use of social media. One way to determine the size of the characteristics on social media is to use the EUCS method. This method

can indicate user satisfaction with the technology perspective based on the dimensions of content, accuracy, format, ease of use of the system, and timeliness [12]. In addition, Yasoa supports the EUCS Doll and Torkzadeh models, including two new factors, namely satisfaction with system speed and system reliability, where the overall results support all hypotheses related to factors contributing to EUCS. [13]. Rino explained in his research that the EUCS method is considered successful in knowing the factors that affect users' satisfaction of the Dukcapil Application (Dukcapil in Handheld) in Surakarta Regency [14]. The EUCS method can be used to determine the characteristics of the media through a measure of user satisfaction in its use. Based on the description of the problem and previous research above, it encourages the author to research the analysis of satisfaction with the use of social media for learning in students in the Covid-19 pandemic era by using the EUCS method in determining the size of student satisfaction.

2. Method

This study aims to compare the use of social media in learning among UM students in the era of the Covid pandemic. This study uses the EUCS method to determine the results of the problems that illustrates through research model in Fig. 1. End-User Computing Satisfaction (EUCS) is a method to measure the level of user satisfaction of an application system by comparing the expectations and reality of an information system. Understanding End-User Computing Satisfaction of an information system is an overall evaluation of users of information systems based on their experience in using the system [15].
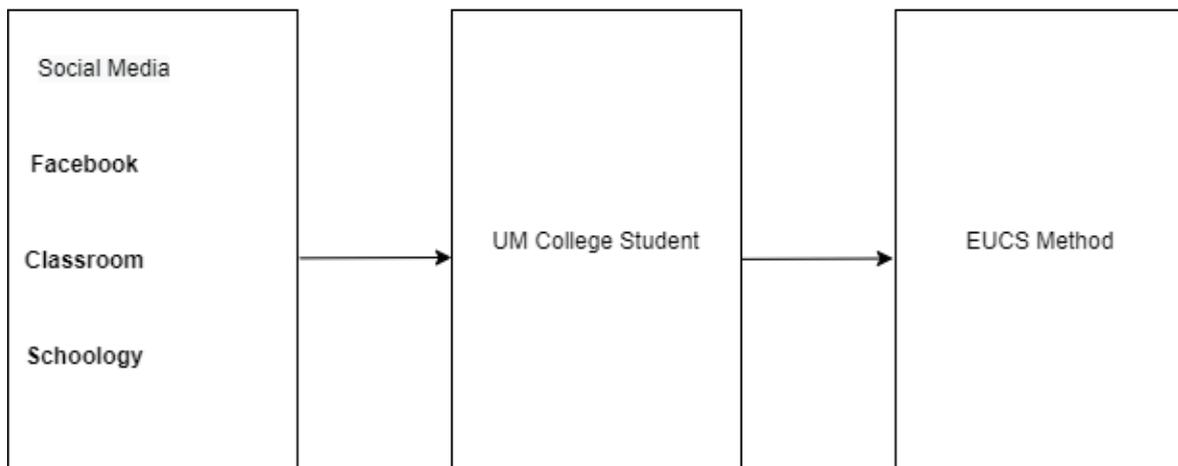

Fig. 1. Research Model

The population in this study is the object of research that can relate to the object to be studied [16]. The sample is determined using the slovin equation, which allows an analyst to sample the population with the desired level of precision [17]. So that from 33,700 populations, 100 samples were obtained with an error rate of 10%. This study also uses a Likert scale to get answers to the value of a sample. The Likert scale has five alternative answer values: strongly disagree, disagree, neutral, agree, and strongly agree.

3. Results and Discussion

At this stage, a comparison of the use of social media in learning for UM students is discussed. Several variables include content, accuracy, format, ease of use, content, and timeliness. User satisfaction is usually a critical figure to win benefits. In this case, user satisfaction is a person's perceived acknowledgment of the benefits provided by social media [18]. User satisfaction is one of the crucial indicators in the End User Computing Satisfaction (EUCS) model because it relates to the goals of academic processes and global activities, up to date and accurate to users, especially students [19]. This stage will display the results that have been obtained and processed. This study compares three social media, namely Facebook, Classroom, and Schoology, using the EUCS method.

Table.1 Result of Facebook

Variable	Content		Accuracy		Format		Ease to use		Timeliness	
Question	1	2	1	2	1	2	1	2	1	2
The Result	64.4%	68.2%	62.5%	61.2%	62.4%	55.6	66.8%	72.6%	58.2%	61.2%
The Final Result	66.3%		61.85%		59%		69.7%		59.7%	

The results found that the variable that has the highest value on Facebook is the ease to use a variable, which is 69.7%, and the lowest value is the format variable, which is 59%, while the content variable has a value of 66.3%, accuracy has a value of 61.85% and timeliness 59.7. %, This shows that based on the data obtained above, it is known that Facebook as a learning medium is still considered less than optimal by UM students. In contrast, 81.9% of students at Griffith University consider Facebook a perfect learning medium [20]. On the other hand, Facebook also has its interest in its use in learning media and research conducted by Mauro, which states that Facebook in Brazil seems to have privileges, preoccupations, and motivates intentions for other social needs [21].

Table.2 Result of classroom

Variable	Content		Accuracy		Format		Ease to use		Timeliness	
Question	1	2	1	2	1	2	1	2	1	2
The Result	64.4%	68.2%	62.5%	61.2%	62.4%	55.6	66.8%	72.6%	58.2%	61.2%
The Final Result	66.3%		61.85%		59%		69.7%		59.7%	

The Classroom research obtained 76.3% for the content variable, 71% accuracy variable, 75% format variable, 79% from ease to use a variable, and 78.7% from timeliness variable. In addition, the ease to use variable obtained the highest value, which was 84.9%. In this case, it means that the class has good content in the learning process, is in line with research that says that students find innovative and creative activities in Google Classroom that the teacher adequately instructs, and also they can participate in more interactive activities in classrooms than usual. Similarly, in studying content, students strongly agree that they can easily understand concepts and turn in assignments on time, unlike in the general class [22]. In addition, the quality of the Learning Management System (LMS) media is represented by usefulness and informativeness, and the quality of lecture materials is represented by learning content [23].

Table.3 Result of schoology

Variable	Content		Accuracy		Format		Ease to use		Timeliness	
Question	1	2	1	2	1	2	1	2	1	2
The Result	72.3%	82.3%	70.1%	68.9%	71.1%	73.5%	82.9%	71.9%	75.7%	72.8%
The Final Result	69.5%		77.3%		72.3%		77.4%		74.25%	

The Schoology research obtained a value of 69.5% for the content variable, 77.3% accuracy variable, 72.3% format variable, 77.4% from ease to use a variable, and 74.25% from timeliness variable. Schoology has the highest value on the ease of using a variable. As a learning medium, Schoology makes learning more accessible, personalized and provides students with a richer educational experience. At the same time, the potential of Schoology itself includes ease of use, security for student safety, and efficient tools and resources for teachers. Schoology can help teachers find out the progress of students' learning in writing skills [24]. In addition, beautiful in his research stated that the use of Schoology had a positive impact on student learning at Lakidende University and gave a positive response to Schoology. Positive responses can also be identified from the interaction between lecturers and students in the Schoology class. The students feel more excited and enthusiastic. [25].

The classroom media ranks first between Facebook and Schoology based on the satisfaction of the five variables filled in by UM students. The Schoology platform occupies the second-order, and

Facebook occupies the third. Google classroom outperforms both social media as a learning medium during this pandemic. However, it is different from what was revealed by Tyler in his research that Southern Alberta Institute of Technology (SAIT) students use Facebook more, followed by YouTube in the second position [26]. However, in his research, Nurul revealed something similar to the research conducted by Tyler, that Facebook supports the learning process and improves student achievement [27]. Based on the results and several explanations related to previous research, it can be seen that the use of social media as a learning medium is different in each region. In addition, the use of media is also based on the needs of an educational environment. In line with this, Sheldon mentions that culture influences everything from attitudes to motivations to needs and responses to social media [28]. The use of the EUCS involves many measurements so that the method can be used as a decision-maker [29].

4. Conclusion

Based on the results and discussions obtained previously, it was found that Google Classroom was in the first position, Schoology was in the second position, and Facebook was in the third position based on data from student satisfaction as measured by the EUCS method. The UM students gave the highest rating on Google Classroom as a learning media platform during this pandemic since it is easy to use, has a good format, appropriate accuracy, and content suitable for learning to effectively timeliness. In addition, based on several previous studies, it is also known that the culture in each region also affects the use of learning media on social media.

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