

CHAPTER II

LITERATURE REVIEWS

In this chapter discusses several research theories that underlie the study. The theories are about learning media, the use of social media as learning media, the use of YouTube as learning media, the use of Twitter as learning media, the use of TikTok as a learning media, the use of Instagram as a learning media, benefits of using social media as learning media, and disadvantages of social media as learning media.

A. Learning Media

Nowadays it is undeniable that knowledge of English is very important. Because English has become an international language used to communicate around the world. Therefore, English is taught in Indonesia as one of the subjects in the world of education in Indonesia at various levels.

Learning media is a tool used in teaching and learning activities in the classroom. As stated by (Telaumbanua, 2016) learning media is a tool that can be used by teachers and students to achieve the goals of learning. Because of this, it can be concluded that learning media plays an important role in achieving learning objectives.

The use of media in learning can attract students' interest and motivation towards learning. Using learning media as a learning medium can help students improve their understanding of the material. Especially in the learning English, because with the use of learning media the class

atmosphere will not feel boring and monotonous anymore (Masladen , 2001) . The learning media most often used by educators is social media.

After getting used to the pandemic, social media is increasingly being used as a learning medium by teachers. Therefore, in the digital era after the pandemic, many educators, especially English, use social media in their teaching and learning activities. There is a value in the effectiveness of using social media. Likewise, there are also benefits and drawbacks of social media as a medium for learning English.

B. The Use of Social Media as Learning Media

Advances in information and communication technology must be put to great use to improve education, research and people's welfare. The use of the internet as an important tool to increase student knowledge. The use of social media technology for academic activities is very important in information systems provided by educational institutions, especially because of the ease of use for the first time.

Social media is online media, its users can easily participate, share and create content such as blogs, social networks, wikis, forums and virtual worlds (Arief et al., nd) . Social media is a means of online social interaction in cyberspace. Social media users can communicate, interact, send messages to each other, share, and can build networks (Suek, 2022) . One of the current users of social media is students, because by using social media they can easily communicate near and long distances.

The main purposes of using social media applications are entertainment, outreach, informative and academic (Aprilizdihar et al., 2022) . From various social media applications such as YouTube, Instagram, and also TikTok. However, along with the development of technology as a medium of learning in the world of education, social media began to be used in learning. Education in Indonesia is currently implementing the use of social media within the scope of education.

Teenagers are currently very much following the development of social technology, and they use social media as a source of learning. Because of this, many teachers have started to use social media as a medium in delivering their material. In addition, social media can help teachers make the class atmosphere more fun and not boring. Social media can also help teachers convey information in a concise, clear and entertaining way. Social media that are often used as learning media are:

1. The Use of YouTube as Learning Media

Learning English at the junior high school level must use interesting methods and can increase students' interest in learning. One of the learning methods that is considered interesting for learning is to use audio-visual media (Sistadewi, 2019) . One of the media that is often used in learning is YouTube.

Youtube is an application that is most widely used in Indonesia. It can be said that Youtube is the most popular application today because

almost all Indonesian people can access Youtube freely. Both from children to adults, they almost access YouTube every day. Likewise for teenagers, they often use YouTube as an additional source of learning. So that during yesterday's pandemic many teachers chose to use YouTube as their teaching medium.

Videos on YouTube certainly don't automatically become ready-to-use learning materials (Yusri et al., 2018) . It takes planning, making, and editing videos so that they become interesting videos, then uploading them for users to enjoy (Rasman, 2021) . Because of this, YouTube is used by teachers. Teachers can make videos according to their needs. They can create their own learning materials by making their own videos.

According to (Wijayanti & Gunawan, 2021) YouTube video media is considered one of the most effective videos for use by teachers because it can be seen and heard thereby increasing student motivation. By using YouTube, teachers can use various learning models or commonly referred to as various approaches. Teachers can take advantage of YouTube's short video feature to deliver material briefly so it's not too boring.

2. The Use of Twitter as Learning Media

Twitter is one of the most widely used social media by Indonesian people, especially by teenagers. Twitter is a micro-blogging online

social media site which is symbolized by a blue bird (Utimadini et al., 2015) . Called a micro-blogging medium because Twitter allows its users to be able to send and read messages like blogs in general. The Twitter application is usually used to share anything through tweets in the form of written text of up to 140 characters that are displayed on the user's profile page or commonly called tweets (Anggreini, 2016) .

In its use, like other social media, Twitter can be used as a medium to communicate with new people and obtain information. Twitter is also a very popular social media for students and teachers. However, the use of Twitter itself in the world of education is not used too much. Even so, Twitter can also be used as an effective learning medium to improve skills (By RR (RIMA) RAMBITAN, 2013) . Based on the analysis, the use of Twitter as a social media is by posting new tweets, replying to tweets, following English accounts, and replaying tweets.

Utilization of Twitter features as a learning medium can train students' writing skills. Twitter can be an interesting learning medium for learning English through tweets. One of the benefits is that it can create question and answer activities between teachers and students (Siahaan, 2021) . With Twitter, teachers and students can hold discussions and share their thoughts, ideas, and opinions. In addition, Twitter is also a medium that is very exciting and easy to access anywhere and anytime.

3. The Use of TikTok as a Learning Media

The Tiktok application was launched and developed by a Chinese origin, namely ByteDance in 2016. Tiktok is the fastest growing application and ranks seventh as the most downloaded application in the last decade (Khasanah, 2022) . Tiktok is also one of the most famous applications in the world. The tiktok application has hundreds of millions of users, ranging from children to adults.

The Tiktok application can be used as a medium for learning English. This application is very popular among students because it has various unique features such as effects, videos, music, voice changing filters, stickers, live features, beauty filters, deleting comments, and blocking users. In addition, there is also a video duration selection feature starting from 15 seconds, 60 seconds, 3 minutes to 5 minutes. With Tiktok, users can create and enjoy interesting videos, as well as interact through comments and private chats (Yovita & Purnamaningsih, 2022) .

At first Tiktok was negatively assessed by the public because it made its users addicted so that they lost track of time. However, over time Tiktok began to be used as a learning medium during the pandemic and until now after the pandemic. The Tiktok application can be a good innovation in the world of education. By delivering learning material through short videos made by the teacher and then watched by students,

it will create a more exciting and enjoyable teaching and learning atmosphere.

4. The Use of Instagram as a Learning Media

An interesting English program is certainly not the only thing that can motivate students in the teaching and learning process. But also good teaching methods also greatly affect students' ability to understand and master English. Therefore, teachers should be able to apply teaching methods that are not monotonous and boring. One of them is by using Instagram social media learning media. In order to be interesting as well as to develop the creativity of students. In addition, educators are also required to maximize learning to get better.

Instagram is a learning medium that can be utilized and easily accessible by students because many students use and have the Instagram application on their smartphones (Ambarsari, 2020) . Instagram also has features that are categorized as complete enough to support the learning process. Instagram has a feature for sending photos as well as videos using a unique and up-to-date design, making it attractive to be used as learning media (Snades et al., 2022) . Instagram features that can be used as learning media are feed, live, and instastory.

For delivery of a lot of material, the teacher can upload the material via the Instagram feed. If you want to convey material that isn't too much, the teacher can upload it via Instagram. Meanwhile, if the teacher

wants to deliver material directly or additional material to students, the teacher can use the live feature on Instagram. By using features on Instagram, learning is not only carried out at school (Saragih et al., 2023) . With Instagram teachers can also communicate with students via social media.

In addition, Instagram is also a free application and can be accessed by anyone, including students. Because of that, Instagram is very relevant for use by teachers and students because it doesn't have to cost money. Apart from being free, Instagram is also easy to access widely so students often use it (Ni Made Lisma Martarini et al., 2021) . By using Instagram features, learning is more interesting and classes don't feel boring.

C. Benefits of Using Social Media as Learning Media

In learning English, the use of media in the learning process has the aim that students can easily understand learning material and create a fun and more interesting learning class atmosphere (Mumtahabah, 2014) . According to (Daryana, 2020) the main purpose of utilization is to: 1. Motivate students by attracting more of their attention through teaching. 2. There will be more learning activities for students to do, 3. There will be more variety in teaching methods, and 4. Learning materials will have clearer meanings to be better understood.

The high intensity of using social media can be used as an opportunity for educators to optimize social media as learning media. This can be used by educators so that they can present learning in an interesting way through social media that is in accordance with the interests of students. Through the use of social media as a learning medium, students are expected to be able to have good and polite language skills followed by their ability to be wise in using social media (Aprilizdihar et al., 2022) . In addition, students are also expected to be able to develop their language skills through language skills that suit their talents and interests.

Utilization of social media or social media as teaching materials has a positive effect on the teaching-learning process inside and outside the classroom. Social media cannot be separated from everyday life for teenagers. The use of social media creates a positive view that Indonesian is not a boring lesson but, it is very fun and even forms social character and cooperation between teaching participants (I, 2 I,2 , 2022) . Therefore, social media can be a teaching medium to increase students' interest in learning English.

As a teacher, you must be able to apply learning media in the teaching and learning process. With the existence of learning media it will not feel monotonous. Especially using social media as a medium for their learning. Because social media is very close to both teachers and students. Even social media is an application that is used every day by teachers and

students. In the world of education there are several benefits of social media (Mathematics, 2016) , namely:

a. Create Class

Currently teachers are challenged to be able to adapt to learning systems that utilize technology. Especially in learning English, the use of learning media is something that must be applied by the teacher in the learning process. Social media can help focus class activities to make learning and communication more efficient. For example:

- Sharing learning materials through social media
- Communicate and ask questions via social media
- Create and collect assignments via social media.

b. As a learning resource

Social media can help to keep all information organized and easily accessible. Teachers can use social media as a learning resource. On social media teachers can create learning materials which can then be posted and shared with students. Apart from making learning materials, social media can also be used to create and distribute questions to students.

c. Support Learning Materials

Social media can help identify additional content to strengthen or expand student learning. For example, YouTube helps provide audio-visual videos for students when needed to clarify learning material.

Social media allows students to send various documents such as videos, reminders, voice notes, images, data and others.

D. Disadvantages of Using Social Media as Learning Media

The use of social media as a learning medium certainly cannot be separated from various weaknesses, one of which is if students are unable to use social media wisely (Aderibigbe, 2018) . Therefore, with technology literate educators, educators will be able to anticipate by providing self-protection so that students are always wise in using social media. Educators must be able to provide examples, views, and principles as student characters so they don't fall into negative content (Barni, 2019) .

In this way, the role of the teacher as an educator cannot be replaced by technological sophistication. It is said so because if it is not monitored and prepared properly, social media can have a negative influence on its use. Therefore, educators must also be able to emphasize students to always be smart in social media. Thus, students are not easily swept away by negative technological developments (Ulfah, 2020) .

The biggest disadvantage of using social media in class is that it can distract students from studying (Husain et al., 2020) . Social media has several negative impacts on education which include identity theft, cyber bullying, and social isolation . Negative Effects of Social Media Social media makes students a distracted generation (Arifin et al., 2017) . They jeopardize the learner's ability to focus. More time spent on social media

can lead to cyberbullying, social anxiety, depression and exposure to age-appropriate content. Social Media is addicting. Fear of Missing. Self-image problem.

More time spent on social media can lead to cyberbullying, social anxiety, depression and exposure to age-appropriate content (Mahayati & Oktaviani, 2022) . Social Media can be addicting. Fear of missing out. Problems with self-image. Too much use of social media can have an adverse effect on students' minds, and they can also be exposed to poor posture, eye strain, and physical and mental stress.

E. Previous Study

This researcher needs to review previous studies of the similar topic so that they can find out the similarities and differences between the previous and this study. There are three previous studies used by researchers.

The first was conducted by (Rahmadiyah, 2023). The title of the study is English Teachers' Perceptions on Using Social Media in Teaching English. This study used a qualitative approach with thematic analysis. This research analyzes the data collections by interviewing the perceptions of three English teachers from different schools in the Batang Kuis District. This study found that implementing the use of social media in English learning makes the learning process more effective, especially as social media acts as a learning tool. Social media has supported teaching and

learning activities, both during the delivery of material, discussions related to the material that has been presented, and for students to practice questions. This study also found that students become more creative and innovative when using social media in learning.

The second research was conducted by (Handayani et al, 2021). Entitled The Perception on the Use of Social Media in Learning English. This research used qualitative descriptive research. The subjects of this study were 50 fourth semester students of the English Department of Muria Kudus University. To collect the data the researcher used a questionnaire. In his study it was found that social media contains various resources that can be used to share quotes, photo captions, etc. With social media, students can read captions, tweets, and find videos about English from various sources or accounts. In this study, he also found that learning English felt more exciting and enjoyable. Social media also contains many platforms that can help students learn English. Social media also contains various positive impacts. And finally, the use of social media makes students more active and attractive and also easy to practice not only during the learning process but also in daily activities.

The last previous study was conducted by (Mahmud et al, 2021). The entitled Teaching English Through Social Media: Teachers' Perceptions. This study employed a descriptive qualitative research design. The subject of the research was 50 English lecturers from the English Department of the chosen by Universities Makassar. To collect the data, this

study used a questionnaire by using Google Form. The finding showed that English teachers in Makassar gave a positive perception of the use of social media in learning English. Students can learn through posts on social media. Teachers can present material in a concise and more interesting form and then share it in the form of posts with students. In fact, each social media can be used to train and improve each English language skill.

Based on the results of the three previous studies, the researcher states that three of those previous studies have the same research method, technique of the data collection, and the results finding and discussion about teachers' perceptions through the used social media as a learning media as this research. This research will be different from the three previous studies mentioned previously. The difference between those previous studies is the type of social media and the subject of the study. In this research subject of the study are English teachers at MTsN 5 Nganjuk.