THE USE OF SOCIAL MEDIA AS A TOOL OF EDUCATING PEOPLE

Roso Prajoko
Universitas Sebelas Maret Surakarta
rosoprajoko@gmail.com

Abstract
Education in the broad sense concerns the whole experience, understanding others, provide an understanding that the education activities laid on teaching (instruction), while in terms of personality fostered is the cognitive aspects and habits. Therefore, in a didactic learning in cognitive and behavior (habit) for users in social media means providing education. The purpose of this study is to describe how social media can be an educational tool for the community at large. Researchers in this study used qualitative methods to analyze the data. Qualitative research seeks to lift an ideographic various phenomena and social reality. The results of research and discussion illustrate that most people access the Internet more than one or two hours per day. As they do with Accessing the internet is with an assortment, so social media is Able to provide education depends on the intended use of social media users, such as for example, the students they will always seek to fulfill the tasks in the study.

Keywords: Social Media, Education, Society

INTRODUCTION
Currently, the Internet is no stranger in the community, with the rise of internet cafes to the establishment in remote rural areas. Its user are diverse, ranging from children, adults enjoy the internet services at home or are in others in internet cafes. Internet technology allows people to connect to each other and the communication and not just a form of face-to-face, but has become a common phenomenon that the communication is established not only happen in the real world but also in the virtual world through social media.

Through social media people can share information about themselves to make a status about what they are feeling, about the activities undertaken, uploading photos, chatting, sharing the news. The more information that is shared with a friend or partner in interpersonal relationships encourage mutual understanding, mutual respect and mutually develop the most important quality of interpersonal relationships (Rachmat, 2013).

Data from Webershandwick reported by Communications and Information Technology in 2013 there were 65 million active Facebook users. A total of 33 million active users of mobile devices to access them wear for 1 month. While Twitter users based on the data in PT Bakrie Telecom released Kominfo in 2013 had 19.5 million users in Indonesia of a total of 500 million global users. The survey conducted by the Ministry of Communications and Information Technology in 2015, within two years of Internet users has increased to reach 2 million people each year in the order of 65 million Facebook users, Twitter 19.5 million, 3.4 million users Google+, Linkedin 1 million users, and Path 700 million users.

A high frequency in the use of social media on the internet on every user activity will always be represented by the social media by clicking - update photos and status is done at this time. The phenomenon of uploading photos and her update status often result in a positive and negative impacts.

The learning process is a process of delivering information, knowledge, information formally and informally often occur around us. The learning process is a condition regarding an individual's capacity to find out more widely. Through a social media, knowledge, and learning is no longer just focus on individual knowledge accumulated previously. Regardless of good or bad, using the media as the media in the learning process, it is clear that social media applications and devices have been successfully presenting a new challenge in the establishment of the concept of formal education that already exist today.
Utilization of social media as a medium for learning has been supporting a classical theory of the social learning theory. This theory says that the process of social learning focuses on how an individual learns by making another person as a subject of learning (Bandura, 2001). Proses this kind of learning is also supported by digital media such as how people learn fry eggs by looking at other people's videos fry eggs (Grant and Meadows, 2010: 53). In addition to learning about a simple behavior regarding an individual's expertise in social media can also be found how an individual learns and starts to think about the consequences of behavior by subjects of study. Social media in the sequel not only teaches how a communication and information technologies have an impact but also teaches how a communications technology capable of providing lessons for users. Furthermore, the use of media social, depending on the users whether it will be used as a good learning process or learning bad so that the necessary restrictions on the access to the social media.

Education in the mean of broad concerns the whole experience, understanding others, provide an understanding that the education activities laid on teaching (instruction), while in terms of personality fostered is the cognitive aspects and habits. Therefore, in a didactic learning in cognitive and behavior (habit) for social media users means providing education. The purpose of this study was to member the picture of how social media can be an educational tool for the community at large.

LITERATURE REVIEW

Social media

Social media is one of the things that help each individual to communicate with different parties in different parts of the world; as long as there is an internet connection, the communication around the world are well integrated. In the last decade, social media become a favorite medium for interaction for each individual, enable people to express their feelings, desires, and so forth. Social media also helps us to understand the world easily, more quickly find information and development of the world.

Social media rated by the various parties is the fruit of technology too far, the various pros and cons emerged from the conventional and the modern. The conventionally considered that social media does not make a man grow communicative with other humans. Theory medium found. when the technology has been integrated into a 'way of life', then humans may be difficult to live. It is the fact that in the public media, the individual everywhere to see you in a world that is becoming closed and virtualized (David Holmes. 2012: 282-383).

Basically, social media is the latest development of technologies new web-based internet, which allows everyone to be able to communicate, participate, share and form an online network, so that it can disseminate their own content. Post on blogs, tweet, or YouTube video can be reproduced and can be seen live by millions of people for free (Zarella, 2010: 2-3).

Social media can take many forms, including the most popular is microblogging (Twitter), Facebook, and blogs. Twitter is a website which is a service of the microblog, which is a form of a blog that limits the size of any post-its, which provides facilities for users to be able to write messages in twitter updates only contain 140 characters. Twitter is a social network that is the easiest to use, because it requires only a short time but the information submitted can be directly spread widely (Zarella, 2010: 31).

The characteristics of a microblogging or twitter, which has a status update commonly referred to amounted to 140 characters tweet shorter than other media; can comment on the tweets made by using the following reply can be written using functions RT @username; Have their own way to share photos and videos are commonly referred to TweetPic (Madcoms, 2010: 144-159).

Facebook is a social networking site that can be used as a place for a relationship of friendship with all people in the world to be able to communicate with each other. Facebook is the social
networking sites can be used by humans to exchange information, share photos, videos and more (Madcoms, 2010: 1).

The characteristics of a Facebook account, which has pages and groups; can update the status of more than 140 characters in accordance with the requirements; can directly comment on or provide an appreciation of the status updates of people who have become friends on Facebook; have a chat facility that allows the owner of Facebook to be able to chat directly with the people who had been friends in Facebook; can share photos by means of tagging; can create photo albums that contain the name of the album, the location where the photograph was taken, and if required may contain a brief description of the photo; can make a video album maximum of 2 minutes and measuring less than 100 MB (Madcoms, 2010: 20-60).

Mass communication

Mass communication is communication through mass media (print and electronic). Therefore, the beginning of its development course, derived from the development of mass communication media of mass communication (mass communication media). What is the mass media? The mass media (or channels) generated by modern technology. However, of the many definitions can be said to form the mass media include electronic media (television, radio), print media (newspapers, magazines, tabloids), books, and movies (Nurudin, 2007: 3-4). In the development of mass communication which is very modern today, emerged the development of the mass media that the discovery of the internet. No, not to say no, the shape of the definition of mass communication media that include the internet in the mass media. In fact, if the review of the characteristics, functions, and elements, obviously the internet come in the form of mass communication. Thus, the form of mass communication can be added to the Internet (Nurudin, 2007: 5).

Mursito conveys some characteristics of mass communication, namely the delivery of messages (via media) addressed to a wide audience, heterogeneous, anonymous, scattered and knows no boundaries geographic cultural. Wide audience and heterogeneous means "everyone" exposed by the media, with no respecter of age, gender, socio-economic level, education, cultural differences, and so on.

Anonymous means that the media does not know anyone who was hit by a message. Average knows no geographic boundaries associated with the ability media technology, communication technology, which theoretically can indeed reach the infinite (Mursito, 2006: 13).

METHOD

Types of Research

In this study, researchers used qualitative methods to analyze the data. The qualitative research seeks to lift an ideographic various phenomena and social reality (Soemantri, 2005).

Research design

Research with qualitative approach organized into flexible and open design. It is conceived intention that researchers can more easily adapt to the actual conditions in the field. Researchers could not determine a prior design because field investigators face the realities that are not single, and the various issues that were previously unknown (Moleong, 2007). The presence of researchers become an instrument of research, the research to participate but did not actively participate in the activities there. As outlined by Moleong (2007) plays the role of research which can be active or passive. Active means go jump in it, passive mean just looks at the conditions and circumstances of how the field research. On this occasion, the researcher acting as an instrument or data collection record and record the data required by the study (Moleong, 2007).
Data source

Events or activities
Events or activities in this study a phenomenon of social media usage among the public.

Archives and documents
Archives and documents are such as notes, results of scientific publications such as journals or research-relevant research, as well as literature supporting.

DISCUSSIONS

The results of the data collection of responses number of respondents who used informants selected at random showed that some of them answered the frequency of their Internet access over 4-5 hours per day and in time it was mostly used to access social media and instant messaging (instant messenger). Almost every moment of social media and instant messages primarily through smart phones (smartphones), successfully met the informant who gave the answer that is almost the same. This is supported by a statement of all respondents who access the internet almost every hour per day, one information statement as follows:

"I am almost every day to access facebook or follow the information from the online media from facebook."

Social media are common in our country and popular and frequently accessed which is facebook, twitter, path, and Instagram. In addition to the application especially smartphones majority of respondents often communicate an instant message via Whatsapp (WA), and blackberry messenger (BBM). The average of their opening news website through the link on facebook. Good links through their friends in the virtual world or to follow news sites such as d ethics, viva news, as well as other online news media.

Only a few informants who deliberately opened a news site detik.com, kompas.com, vivanews.com, Legal, BBC, Daily Post. In fact, anyone reading a news story on Yahoo. Informants also like to look for know the great event of natural disasters such as volcanic eruptions. There also are interested in news of the death of famous artists, such as Paul Walker or Muhammad Ali. Nearly all respondents as informants in this study are not interested in participating the forum provided in the online media. One speaker, stating that the forum provided specialized in online media are rarely followed because they do not like it.

The results of different studies on one of the informants reported that they access the internet less than one or two hours per day. The average of the informants can be found in this study say that internet access a maximum of two hours per day but there are similarities in what is accessed. The informants were selected at random by researchers stated that they use the internet to social media and instant messaging (instant messenger).

However, not every time the informant access to social media and instant messaging via smart phones (smartphones). For these informants smartphones more views on its usefulness for other purposes, such as listening to music, watching movies on youtube and photographed himself (selfie). Here's one of the statements of informants who provide such evidence:

"I used to open facebook me checking, see or find out information from friends on facebook. I often use BBM or Whatsapp, such as I usually use the Internet. While the mobile phone is seen as the model to follow era or not, and for selfie."

CONCLUSION

Based on the results of the discussion can be concluded that the majority of people access the Internet more than one or two hours per day. As they do with accessing the internet is with an assortment purpose, so social media is able to provide education depends on the intended use of social media users, for example, the students they will always seek to fulfill the tasks in the study.
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