Al-Ulum

Strategies for Utilizing Social Media in Improving Student Personality in State Senior High Schools: Islamic Education Perspective

Abdul Halik[1], St Wardah[2], Erna Rasyid Taufan[3], Muh Naim[4]
Parepare State Islamic Institute, Parepare Muhammadiyah University

Abstract

The purpose of this research is to find strategies for using social media that are effective in improving the personality of students from an Islamic education perspective. The research method used is qualitative, descriptive in nature, with a phenomenological model. The research was conducted on students at SMAN 3 Parepare. Research resultThe use of social media among students is to establish interaction with fellow friends and also with teachers, apart from that social media is sometimes used in the learning process while online learning is carried out. Furthermore, social media is also used by students to search for literature to add insight. has implications for the personality of students, both positive and negative, while the positive implications include, making students more creative in completing assignments given, students can participate in discussions conducted through social media. With this, students will become independent individuals, easily adaptable to socializing with others and able to manage friendship networks.

Keywords: strategy, mobile phone, personality, students, Islamic education

Strategi Memanfaatkan Media Sosial dalam Meningkatkan Kepribadian Siswa di SMA Perspektif Pendidikan Islam

Abstrak

Tujuan dari penelitian ini adalah untuk menemukan strategi penggunaan media sosial yang efektif dalam meningkatkan kepribadian siswa dari perspektif pendidikan Islam. Metode penelitian yang digunakan bersifat kualitatif, deskriptif, dengan model fenomenologis. Penelitian dilakukan pada siswa di SMAN 3 Parepare. Hasil penelitian penggunaan media sosial di kalangan siswa adalah untuk menjalin interaksi dengan sesama teman dan juga dengan guru, selain itu media sosial terkadang digunakan dalam proses pembelajaran sementara pembelajaran daring dilakukan. Selain itu, media sosial juga digunakan oleh mahasiswa untuk mencari literatur untuk menambah wawasan. memiliki implikasi terhadap kepribadian siswa, baik positif maupun negatif, sedangkan implikasi positifnya antara lain, membuat siswa lebih kreatif dalam menyelesaikan tugas yang diberikan, siswa dapat berpartisipasi dalam diskusi yang dilakukan melalui media sosial. Dengan ini, siswa akan menjadi individu yang mandiri, mudah beradaptasi untuk bersosialisasi dengan orang lain dan mampu mengelola jaringan pertemanan.

Kata kunci: strategi, ponsel, kepribadian, siswa, pendidikan Islam

Author correspondence
Email: abdulhaliknas@gmail.com.
Available online at http://journal.iaingorontalo.ac.id/index.php/au/index

A. Introduction

Education is an important activity in developing the quality of the nation's generation. The quality of the nation stands on a strong, complete and quality education in the current era of modernization. This means that the better the education of a country, it will be able to give birth to a quality generation, so that it will impact the progress of a nation's civilization.[1]An advanced civilization can be achieved through superior and quality human resources (HR). In forming a qualified generation this is the main task in the world of education.as stipulated in RI Law No. 20 of 2003 concerning the National Education System, namely:

> Develop capabilities and form dignified national character and civilization in the context of educating the nation's life, aiming at developing the potential of students to become human beings who believe and fear God Almighty, have noble character, are healthy, knowledgeable, capable, creative, independent, and become democratic and responsible citizens."[2]

The goals of national education as previously explained are formulations regarding the quality of human resources (HR) to be achieved in each educational unit. ThereforeEducation needs to be well organized, so that it can run effectively and efficiently in order to form superior and quality individuals. Acceleration of science and technology continues to produce new breakthroughs in order to make it easier for humans to carry out their duties. One of these breakthroughs is the birth of social media applications which are very popular with all groups which can be used for communication, seeking information according to needs, and can also be used as a platform for self-entertainment, all of which have been provided by social media applications. The reality of everyday human life cannot be separated from the use of social media, students are no exception.

The rapid development of modern technology which is marked by the connection of various kinds of business with the internet network has resulted in all human daily activities starting from waking up in the morning to sleeping at night, it seems difficult to separate from smartphones or smartphones which are sources

---

[1]Samsul Nisar, Introduction to the Fundamentals of Islamic Education Thought (Jakarta: Gaya Media Pratama, 2001), h. xi.

[2]Sinar Graphic Editor, National Education System Law, Republic of Indonesia Law No. 20 of 2003 (Jakarta: Sinar Graphic, 2003), p. 6.

of various information needed.[3]It can even be said that the internet network is already a primary need for humans, no longer a secondary need. The massive use of smartphones can be seen in the results of a survey conducted by CLSA in 2015. As many as 36 percent of Indonesian smartphone users spend 4-8 hours a day using their mobile devices, and more than 90% of smartphone users need no less than 2 hours per day to use smart phone device. In fact, 32.5 percent of smartphone users need more than 8 hours to access their cell phones.[4]

It turns out that the duration of smartphone use is mostly used to access social media. Based on data from the Ministry of Communication and Information (Depkominfo), it is known that 95 percent use the internet in Indonesia to access social networks or social media. Social media itself is an online communication medium using Web-based technology, where users can interact and exchange opinions and various information ranging from politics, economics, science, lifestyle, and so on. According to Andrea Kaplan and Michael Haenlein social media is "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and which enable the creation and exchange of user-generated content".[5]

The use of social media can no longer be avoided by students because of that social media should be used as a learning tool so that social media is not only used for mere existence but makes social media a learning space that can be maximized anytime and anywhere in order to increase insights that can ultimately shape the personality of students for the better.In today's context, where the world has experienced a shift, especially in the patterns of interaction that occur, namely from objective interactions (offline interaction) to virtual interaction patterns (online interaction).[6]So the context of asking to do good things can be done through social

---

[3]Mohamad Rafiuddin Mohd Azmi, Social Media and Young Generation According to Islam, Proceedings of the 2019 Human and Technology Science Seminar (SSTM'19) on 15th. December 2019 at DP3, N29. Faculty of Chemical and Energy Engineering, UTM. Program recommended by the Islamic Tamadun Academy, Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia.
[4]CLSA Indonesia, PT, 2016,https://databoks.katadata.co.id/datapublish/2016/11/02/33-pengguna-smartphone-access-perangkatnya-lebih-dari-8-jam-per-hari(Accessed on May 5, 2020)
[5]Kaplan. "Users Of The World, Unite! The Challenges And Opportunities Of Social Media". (Business Horizons. 2010).
[6]Sakaruddin Mandjarreki, Media Aggression and Death of Social Space (Sociological Interpretation of Social Media Hegemony), Journalism Vol 04 number 2/ November 2018, h. 226.

media as a means of indictment. If the opinion of the commentators above is related to this research, then one of the strategies that can be used so that students have an Islamic personality is to use social media as part of an effort to use technology to call for goodness in this case to shape the Islamic personality of SMA Negeri 3 Kota students. Parepare.

The importance of personality in life is to describe a person's behavior, character, or personality. The personality of a Muslim is a personality in which all aspects, be it behavior, activities of the soul or philosophy of life and beliefs, show devotion to God, surrender to Him.[7] Personality includes habits, attitudes that play an active role in determining individual behavior in relation to himself and others.

The adolescent phase is the most important age phase in the field of forming, fostering and enhancing the personality of students. If in this phase students pass well, it means that they will live with a healthy soul and ideal personality. If students do not get through this phase properly, it is feared that they will experience difficulties in forming social attitudes and behavior in the future.

On this basis, improving the Islamic personality of students is very important in the context of the sustainability of future generations of the nation's children, this improvement must be carried out through good planning, appropriate approaches and effective learning methods.[8]and still able to adapt to the latest technological developments which students often use, namely social media. Social media can enhance a good personality if used for good things and vice versa can reduce the quality of personality if used unwisely.

One of the factors that can affect the personality of students is the use of media, in this case social media, lately almost every individual, especially students, already has a social media account, not just one, but several social media application accounts such as Facebook, WhatsApp, YouTube, and others. instagram. In using social media, users are expected to use it wisely or use it for positive things. In this context, it is hoped that the use of social media by students can be used for

---

[7]Zuhairini, et al, Philosophy of Islamic Education (Jakarta: Bumi Aksara, 2004), h. 179-180.
[8]Ministry of National Education Agency for Research and Development Center for Curriculum, Training Materials: Strengthening Learning Methodologies Based on Cultural Values to Form Competitiveness and National Character. (Jakarta: Curriculum Center, 2010), h. 4

educational services so that it will further add to the insight of the students themselves.

However, in reality social media has not been widely used by students for educational purposes but is used more for entertainment, and exists on social media. This is based on the results of a preliminary study conducted by researchers finding facts in the field that students are not wise enough to use social media. social. In fact, based on information from one of the students at SMA Negeri 3 Kota Parepare, he said that he often saw his friends accessing images containing elements of pornography or violence. Of course this can cause moral and personality degradation for students.

B. Method

This type of research is research that produces qualitative data, namely descriptive data research procedures in the form of speech or actions of the observed subject, the data is described to provide an overview of the subject under study.[9]The research approach is descriptive with a phenomenological model. The place of research is State Senior High School 3 Parepare, with the target of students. Sources of research data are primary data sources (principals, teachers, and students) and secondary data sources (school documents, official documents from outside institutions, and related references). The research instrument was the researcher himself assisted by a tape recorder and video equipment. Data collection techniques were carried out by participatory observation, in-depth interviews, and document studies. The data analysis technique refers to Miles Huberman's theory of qualitative research, namelydata reduction, data display, and conclusion dropping/verification.[10] Checking the validity of qualitative research data includes

---

[9]Drafting Team, Guidelines for Writing Scientific Papers (Papers and Thesis), (Parepare: STAIN, 2013), h. 30.
[10]AM Miles, MB, & Huberman, Qualitative Data Analysis: An Expanded Sourcebook, 2nd edn (London: Sage Publication, 1994).

credibility (internal validity), transferability (external validity), trustworthiness (reliability) and verifiability (objectivity).[11][12][13]

C. Research result

1. Description of the Use of Student Social Media at SMA Negeri 3 Kota Parepare

After conducting in-depth interviews with Islamic religious education teachers and several students at SMA Negeri 3 Kota Parepare, regarding the use of social media in improving personality. The following is presented in tabular form as follows:

Table 1. The use of types of social media in learning Islamic religious education

No	Statement	Response
1.	Types of social media (whatsapp, facebook, Instagram, youtube) can be used to support the learning of Islamic religious education	Can be used
2.	Have a Facebook account and use it for learning	Almost never used
3.	Have an Instagram account and use it for learning	Rarely used
4.	Utilizing YouTube for learning	Often used
5.	Utilizing whatsapp for learning media.	Always used

Based on observations and interviews that have been conducted with Islamic religious education teachers and students at SMA Negeri 3 Kota Parepare. Regarding whether social media can be used as a learning tool by students or not. The following are the results of interviews with PAI teachers at SMA Negeri 3 Kota Parepare:

> Social media is now a necessity for every human being in establishing communication. The use of social media is really liked by everyone, including myself as an educator, as well as students, social media apart from being used as a means of communication can also be used to find and share subject matter and we have done this especially now that the teaching and learning process must be distanced. remotely or online so that the use of social media in the teaching and learning process is used at any time.[14]

---

[11]Sugiyono, Quantitative, Qualitative and Combination Research Methods (Mixed Methods). First (Bandung: Alfabeta, 2011).

[12]Dede Rosyada, Qualitative Research for Education (Jakarta: Prenada Media Group, 2022).

[13]Endang Widi. Winarni, Theory and Practice of Quantitative, Qualitative Research, PTK, R & D. (Jakarta: Bumi Aksara, 2021)

[14]Sahrir, PAI teacher at SMA Negeri 3 Parepare City. Interviewed on 10 October 2022.

In line with what was expressed by Sahrir as a PAI teacher at SMA Negeri 3 Parepare, Ahmad Wardin Junianto as a grade 3 student at the school said that:

> Since studying from home (BDR) the learning process has to be applied online to support the learning process, so we often use social media as a learning tool.[15]

Based on information from PAI teachers at State Senior High School 3 in Parepare city, it is strengthened by information from students at the school. So it can be concluded that social media can be used as a means to support the learning process, especially in Islamic religious education subjects. The use of social media in order to support learning is a very good thing considering the purpose of a media created to facilitate human affairs in solving the challenges faced. With the help of social media, the need to find various references by students can easily find them. As in the features of social media, there is a lot of content that can be used as a reference to enrich knowledge in a particular field, including the subject of Islamic education.

Furthermore, what social media has been and can be utilized in learning Islamic religious education in relation to improving the personality of students during the corona virus pandemic, the following is the result of the researcher's interview with PAI teachers at SMA Negeri 3 Parepare:

> The types of social media that we have used in learning such as WA, google class room and also google meet and to support this sometimes instruct students to look for references on other types of social media such as youtube.[16]
>
> Pak Sahril continued to reveal that

> Not only wa, google meet and room classes that can be utilized in learning, social media such as Facebook, Instagram and YouTube can be used to support learning because social media such as Facebook, Instagram and YouTube have provided features to find references in the form of videos.[17]

Based on the presentation of the PAI teacher at SMA Negeri 3 Parepare above, it indicates that there is a strong desire to utilize every media in learning Islamic religious education, including using social media as the media that students use most often in their daily lives. The type of social media that is most frequently

---

[15]Ahmad Wardin Junianto, Student of class XII IPS 2. Interviewed on 24 October 2022.

[16]Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Kota Parepare, was interviewed on 10 October 2022.

[17]Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Kota Parepare, interviewed on 10 October 2022.

393

used based on information from students and PAI teachers at SMA Negeri 3 Parepare, is WhatsApp because it is easier to use and its use is not complicated. teachers can monitor and provide information to students. The following are excerpts from an interview with one of the students at SMA Negeri 3 Parepare: We made a study group, After entering the study schedule, assignments are immediately sent. In the form of questions. After it's finished, it's immediately put back in the whatsapp grub.[18]

Social media WhatsApp is the most dominant medium used to support the learning process due to various considerations, as follows:

> The learning process during this pandemic mostly uses the WhatsApp application because it is very easy to use and can also save students' internet data quota, in contrast to other applications that require a stable network for maximum use.[19]

The choice of media to support learning is not necessarily decided unilaterally by the teacher. There must be an agreement between the students and the teacher, considering that the situations and conditions of all students are different. This difference is influenced by the quality of the network at each student's home, also influenced by the strength of each student's cellphone data quota. Basically social media such as Facebook, Instagram and YouTube are not the main media in learning Islamic religious education at SMA Negeri 3 Parepare. Only as a supporting medium for Islamic religious education subjects because in fact these media can be used as learning media. It's just that the use of each of these social media requires more skills if you want to use the media as a learning medium.

Based on information collected from students using social media at SMA Negeri 3 Parepare in supporting the learning process, they were selected based on need. Each type of social media is used based on needs, for example WhatsApp is used to divide assignments and collect assignments, while other social media such as YouTube, Facebook and Instagram are only used as a place to find references by students in completing assignments given by their teachers.

---

[18]Akmal Abdul Rauf, Student of Class XII IPA 2. SMA Negeri 3 Parepare, interviewed on 24 October 2022

[19]Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Parepare, Interviewed on 10 November 2022

Students are one of the age groups who are very active in using social media, this is based on several research results. In fact, according to research by Cahyono A,S. Explaining that social media can become addictive among teenagers, this is because for almost 24 hours they cannot be separated from their smartphone. In addition, social media also offers many conveniences that make students happy to linger surfing in cyberspace. This is not much different from what happened to students at SMA Negeri 3 Kota Parepare. Based on the findings of the researchers, both through interviews and observations, they found that the intensity of using social media at SMA Negeri 3 Parepare was also quite high. but this high intensity is not followed by a long duration of using social media for learning purposes. based on information from students that in their daily use of social media they only briefly use it to look for things related to learning, especially Islamic religious education lessons. Based on the information of the students, there are many factors that prevent them from accessing social media related to the subject for long. The following is a statement from Akmal Abdul Rauf, one of the students at SMA Negeri 3 Parepare. based on information from students that in their daily use of social media they only briefly use it to look for things related to learning, especially Islamic religious education lessons. Based on the information of the students, there are many factors that prevent them from accessing social media related to the subject for long. The following is a statement from Akmal Abdul Rauf, one of the students at SMA Negeri 3 Parepare. based on information from students that in their daily use of social media they only briefly use it to look for things related to learning, especially Islamic religious education lessons. Based on the information of the students, there are many factors that prevent them from accessing social media related to the subject for long. The following is a statement from Akmal Abdul Rauf, one of the students at SMA Negeri 3 Parepare.

> Every day I sometimes spend 8-10 hours accessing social media, and almost every time after holding my cell phone I immediately open a social media account apart from WhatsApp, Facebook as well as Instagram and spend more time on my YouTube account..For the purposes of learning on social media, I only sometimes use it because learning on social media sometimes has a lot of

challenges, one of which is not being focused and many other things that sometimes attract more attention.[20]

Based on information from one of the students above about the intensity of using social media, it is almost the same as what was expressed by Mr. Sahril who said that:

> The intensity of use or the duration of time they spend using social media I can say is quite long because before the corona virus when at school during recess all students were engrossed in their respective smartphones and I noticed that they, on average, access social media. Especially now that this is a distance learning process so that the duration of using a smartphone is also increasing.[21]

In general, if a search is carried out on the use and intensity of social media among students, especially at SMA Negeri 3 Kota Parepare. We can conclude that all students use social media accounts, although sometimes the types of social media used differ from one another, almost all students have social media accounts such as WhatsApp, Facebook, Instagram and also students use accounts on social media.

The intensity or duration of the use of social media applications among students at SMA Negeri 3 Parepare City, which has a high intensity, should be used for more positive things among students, so social media should be used as a learning tool for students, but in reality, based on the information provided by students in interviews conducted the time used to utilize social media for learning purposes is very brief following the statement of Muhammad Iksan, a third grade student said that:

> In one day I only briefly use social media applications for study purposes, approximately not up to two hours a day to find subject references, I spend more time watching movies on YouTube or Facebook.[22]

The use of social media in the Negei 3 Senior High School school environment in Parepare itself was allowed several years ago with the aim of facilitating the learning process, however, its use remains under strict supervision from subject teachers including Islamic religious education subject teachers. Social media itself, according to Ahmad Wardin Junianto, third grade students said that:

> Social media is very helpful in the learning process because there is subject matter that is difficult to understand so we can use social media as a place to

---

[20]Akmal Abdul Rauf, Class XII Student of SMA Negeri 3 Parepare, Interview November 24, 2022.
[21]Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Parepare City. Interviewed on 10 October 2022
[22]Muhammad Ikhsan, Student of SMA Negeri 3 Parepare, Interviewed on 24 October 2022.

learn. In the past, before BDR, when we wanted to access social media, we had to ask permission from the teacher and the teacher was always watching.[23]

According to Sahrir, the Islamic State Senior High School 3 teacher in the city of Parepare revealed that:

> When the learning process is in progress, I, as an Islamic religious education teacher, control the use of social media so that it is really used for learning needs only, but the current situation requires us not to study face-to-face in school classrooms, making it difficult for teachers to control their children. children use social media, so that they access the internet as they please, meaning they are not really used for learning purposes, therefore, in the use of social media, it is very necessary to instill moral education in children from an early age, and supervision from parents at home during the online learning process This.[24]

Based on the results of interviews that have been conducted with teachers and students, we can see that almost all students at SMA Negeri 3 Parepare have social media accounts, this is based on information from PAI teachers and students. The corona virus, which is currently sweeping across the world, has forced various dimensions of life to experience disruption or shifts. education is no exception. Therefore Islamic education must always be accustomed to any changes that take place quickly and Islamic education must also be able to adapt to the latest technological developments that exist.

2. Utilization of Social Media in Improving Student Personality at SMA Negeri 3 Kota Parepare

Education in principle instills behavior that is sustainable and repeated so that it becomes a habit, when it becomes the norm, the habit becomes a custom, forms the character, the characteristics of a person become a spiritual character or character and the nature of birth forms personality. Along with the development of the era that is growing rapidly the need for the latest references is also increasingly needed. In its development, social media is present in the midst of people's lives to make it easier for humans to establish communication and find the information needed at any time. Increasingly sophisticated

---

[23]Ahmad Wardin Junianto, Student of class XII IPS 2. Interviewed on 24 October 2022.
[24]Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Parepare City. Interviewed on 10 October 2022.

technological developments have given birth to tools that can be used to establish communication and can also be used as a forum for seeking information and can be used for entertainment.

Social media as a medium that is in great demand among students must be able to be utilized and used as a learning medium so that students get more convenience in obtaining information that supports subject reference. The use of social media has become a necessity in supporting daily needs related to information needs, therefore utilizing social media in the realm of education must also be done so that learning can be maximized. The following describes the forms of using social media at SMA Negeri 3 Kota Parepare in order to improve the personality of students. To make it easier to understand the forms of using social media in supporting Islamic religious education lessons, the authors present them in tabular form:

Table 2. Forms of social media utilization in supporting

Islamic religious education learning

No	Statement	Response
1	Forms of using social media, in supporting the learning of Islamic religious education	Assignments, discussions, learning resources, quizzes, links, pdf, videos
2	Obstacles that are often encountered, by using social media in learning.	Less interaction, internet network, data quota constraints, time consuming, not familiar.
3	Student responses to the use of social media in learning Islamic religious education	Good, positive, interesting, less pleasant,

Table 2 above is an accumulation of answers that researchers found in the field based on interviews that have been conducted with Islamic Religion education teachers and students at SMA Negeri 3 Parepare City, so that it is clearer below the authors describe the results of interviews with students and Islamic Religion education teachers . The development of Information and Communication Technology in the form of social media that uses the Internet network has entered the world of education, especially at SMA Negeri 3 Parepare City. Learning Islamic Religious Education by utilizing social media has been carried out as said by one of

the students during an interview about how to use WhatsApp social media in learning with the following expression:

> In carrying out the learning process, we first made a study group, after entering the study schedule, assignments were immediately sent. In the form of questions. After it's finished, it's immediately put back in the whatsapp grub.[25]

The type of social media used to support learning at SMA Negeri 3 Kota Parepare is not only WhatsApp, but other types of social media are also used as a source of reference in supporting the learning of Islamic religious education. The following is a review from one of the students

> We don't only use WhatsApp in the learning process, but often we are directed by Islamic religious education teachers to utilize other social media such as YouTube, Instagram and even Facebook to look for references according to the teaching material being studied..[26]

Every type of social media can actually be used by humans in various aspects of their needs, not only for entertainment and a place to express themselves, social media can also be used in educational aspects. Without realizing it, the facilities provided by each social media can provide benefits to the world of education, especially in the learning process, for the benefit of the world of education, namely students can add knowledge and also information that can stimulate the creativity of each student. In addition, it is also useful to publish the creative results that have been made by students.

The purpose of using social media in learning is as a form of new breakthrough so that students are not easily bored with monotonous learning. The presence of social media actually has a big impact on increasing the interest of students because the media used in the teaching and learning process is more varied. In addition, by utilizing social media in the educational arena students are facilitated in learning and also collecting assignments that have been given. Students can obtain subject matter not only from textbooks but with social media applications can add insight to students on ongoing subject matter. Learners will have more comprehensive insights in certain subjects such as Islamic religious education.

---

[25]Akmal Abdul Rauf, Student of Class XII IPA 2. SMA Negeri 3 Parepare, interviewed on 24 October 2022

[26]Muhammad Ikhsan, Student of SMA Negeri 3 Parepare City, Interviewed on 10 October 2022.

The existence of social media actually provides many benefits, especially in broadening my insights about religious studies, on Facebook or on Instagram and YouTube I can listen to lectures or in-depth religious studies from ustads that I like such as Ustads Abdul Somad and Ustads Adi Hidayat.[27]

From the student statements above it indicates that the use of social media by students at SMA Negeri 3 Parepare City has been carried out in various ways according to the characteristics of each social media such as the type of social media Facebook which can be used to view content in video form according to what it has to do with subject matter.Apart from being used for the benefit of enriching scientific treasures, social media is also used to establish communication between teachers and students so that with good interaction it will foster a good enthusiasm for learning from each student.

Social media applications are able to support two-way communication between students and education which is a very important part of the educational process. This two-way communication can be both individual and group so that it has the potential to serve the varied learning needs of each individual student. Besides that, the communication can also be in the form of multimedia communication, so that it will enrich the learning process so that it is hoped that the learning process will be of higher quality.

The learning process for Islamic Religious Education at SMA Negeri 3 Kota Parepare in recent months has indeed been carried out online which is the result of the corona virus which requires teaching and learning to be carried out from home. In the learning process from home, almost every learning process utilizes media applications, one of which is social media. The use of social media in the learning process is carried out by students in finding learning references. With this, students are trained to be independent in solving problems by opening social media and searching on Google about subject matter. The following is a statement from the teacher of Islamic Religious Education at SMA Negeri 3

Learning Islamic Religious Education using social media is sometimes carried out while the lesson is in progress, also sometimes only as a place to find additional references for students. As an educator, I direct students to open the YouTube site to view and listen to material on how to care for corpses in Islam that is good and right. In addition, students can also search on Google as

[27]Muhammad Sabirin, Student of SMA Negeri 3 Parepare City, interview on 24 October 2022.

a provider of up to date materials/subject materials. Then the students expressed their own opinions according to their findings on social media networks. The role of social media here is to provide very rich learning resources and also facilitate relationships with various learning resources.[28]

Utilization of social media as a source for student learning so that students are more free to explore all available material, this kind of thing can be done in class, at home, anywhere and anytime. The teacher's ability to provide a variety of learning experiences will make the learning atmosphere challenging so as to foster student learning motivation. The teacher only guides students to learn, but the learning work must be done by students themselves. Therefore, reforms in learning are absolutely necessary to build competence, requiring changes to old traditions, namely teachers acting in front of the class, students watching. So now it has been changed to active students working and studying in the classroom, the teacher watching and directing closely so that students really have a good learning experience.

> In my learning process as a teacher I act more as a facilitator, I no longer use a lot of traditional teacher-centered learning approaches, but change student-centered learning. The teacher is no longer a provider of knowledge but as a guide who helps students acquire their own knowledge by utilizing the facilities available through the internet network.[29]

Teaching and learning activities at SMA Negeri 3 Kota Parepare, especially in Islamic religious education subjects, researchers assess that educators always try to design innovative learning in order to achieve the desired goals. Based on observations and results of interviews with PAI teachers and students, the researcher assessed that the teaching and learning process was not only carried out using the classical system but had implemented and utilized various media that could be used as supports in supporting more varied learning. This kind of thing can make students learn to be independent and are expected to be able to solve their own problems from various problems encountered in learning. The following is a statement from the PAI teacher

---

[28]Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Parepare City. Interviewed on 10 October 2022.

[29]Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Parepare City. Interviewed on 10 October 2022

I always try to accustom students to become independent individuals. One of the things that I usually do is familiarize students with being independent in finding sources of information, data and solutions to problems encountered in completing assigned tasks.[30]

Further added by Pak Sahrir as a PAI teacher said that:

Furthermore, as a teacher, I then evaluate what students have obtained and add or complete deficiencies when necessary. This kind of thing can actually develop students' creative thinking and can improve good mastery and development of subject matter.[31]

The process of interaction in learning opens the door to the possibility of becoming a more mature and independent human being. Without learning all of that would not be possible. The learning that has been carried out so far is conventional learning, thick with an atmosphere of instruction and is felt to be less in line with the dynamics of the world's rapid development. In addition, the nature of education requires the integration of moral values, noble character, creativity, independence and leadership which is difficult to do through conventional approaches that are less flexible in accommodating subject matter.

The use of social media in learning Islamic religious education is an innovation so that students get more varied references so that it is hoped that students' understanding of the subject matter will be deeper with various literature obtained through the use of social media. This is done so that the learning objectives can be achieved, one of which is in order to improve the personality of students at SMA Negeri 3 Parepare.

Another way that is done by the teacher and in order to improve the personality of students is by increasing the interaction between teachers and students not only in the learning process but outside of the specified class hours they also often interact by utilizing social media applications. This is done so that students can imitate the example exemplified by the teacher so that students become noble individuals as expected. As we know that teachers and students are an integral element in education that cannot be separated, therefore interaction and

---

[30]Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Parepare City. Interviewed on 10 October 2022

[31]Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Parepare City. Interviewed on 10 October 2022

guidance from teachers absolutely must always be carried out so that the personality of students can be better.

> I, as a PAI teacher, always try to keep my relationship with my students always harmonious, because a good relationship is certainly an important point to direct students to good things, such as getting used to studying at home, being polite to parents, praying 5 times a day. . In the current situation, establishing communication is made easier by utilizing existing social media applications.[32]

In using social media as a learning tool, each student has their own way based on their enjoyment, some like to read and some prefer to learn by watching video lectures or tutorials. This difference is commonplace considering that everyone has different levels of understanding lessons, some find it easier to understand when listening and some find it easier to understand when reading. As conveyed by Muh Sabirin, class XII students said that:

> I take advantage of social media by watching video lectures such as Ustad Abdul Somad's lectures and Ustad Adi Hidayat's lectures because they are easier to understand and the way they are delivered doesn't bore us.[33]

Unlike Muh. Sabirin. Akmal Abdul Rauf said that he prefers to use social media by looking for readings by opening the available links because sometimes it is easier for me to understand by reading than listening.From the narratives of the two students above, the writer can conclude that there are several ways that students use social media as a learning tool, such as in the form of photos, text, videos, or links. This is in line with Liliweri's explanation about one of the characteristics of social media from an applicative point of view, which includes various content formats including text, video, photos, audio, PDF and Power Point, meaning that users can choose a variety of social media in the context of creating content.

The obstacles that are often encountered in utilizing social media in learning as expressed by PAI teachers are as follows:

> The first obstacle that is often experienced is network problems, secondly the attention of students is very lacking, so that I think learning objectives are not achieved when using online media, because only online learning we meet face

[32]Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Kota Parepare, interviewed on 10 October 2022.
[33]Muhammad Sabirin, Student of SMA Negeri 3 Parepare City, Interviewed on 24 October 2022.

to face in one class can be controlled not necessarily understanding, especially online learning we are difficult to control all students to take learning seriously.[34]

Online learning that is being carried out at this time is the result of the impact of the corona virus so that it changes learning patterns or interaction between teachers and students where previously all practical teaching and learning processes were all carried out face-to-face in classrooms at schools. As a result, in order to anticipate the spread of the virus that is increasingly widespread, the government through the ministry of education implements the teaching and learning process online, it is indeed not easy to adjust to new conditions by implementing online learning, but this is a rare thing that is considered the most appropriate in the current situation and conditions.

The implementation of distance or online learning faces quite formidable obstacles considering that it is not only the internet network that must be ensured to be stable before starting lessons, and ensuring that the internet data package is sufficient to be able to follow the entire learning series, but the most difficult of all is ensuring students follow learning enthusiastically with the new method. These are some of the obstacles faced in the implementation of online learning today.

3. Implications of the use of social media on the personality of students at SMA Negeri 3 Parepare

Social media is needed in order to meet and support the information needs that are very fast in everyday life. It is undeniable that today social media as a medium of communication and also as a medium for seeking information can support information needs in many ways.

The use of social media substantially removes boundaries in socializing, there are no limitations on space, time and with whom social media users communicate, they can communicate wherever, whenever and with whomever they want. Therefore, it cannot be denied that social media has influence and implications in one's life.

---

[34]Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Parepare City. Interviewed on 10 October 2022

Based on the results of interviews conducted with several students at SMA Negeri 3 Parepare, such as Ahmad Wardin Junianto stated that:

> Social media is indeed a necessity for everyone as it is today, especially those of us who are still students. Of course, we really need social media, apart from the fact that conditions require us to have it because it will affect our relationships and environment, not having social media will of course be said to be less slang and so on. On the other hand, we will at certain times use it as a means of communicating, adding friends and looking for material to study, for example through Google and YouTube.[35]

Based on the description above, it can be said that social media is indeed a special need for everyone from various generations, both the advanced generation and especially the younger generation such as students. This is because social media is the dominant factor that has special implications for the owner. The positive use of social media will of course have implications for the life and environment of the owners, such as the use of Google and YouTube accounts as a means of obtaining information and learning materials that are more accessible so that at certain times and in certain matters such as doing assignments and so on they can be done effectively. and efficient.

Social media actually has many benefits, especially with regard to more constructive student personalities such as happy personalities in studying knowledge as described in the previous interview excerpts. If the use of social media is indeed used for more positive things, of course, the implications will be directly proportional to its users and vice versa. The use of social media as an intensive communication medium and a more dialectical means of exchanging ideas such as through WhatsApp, Instagram and so on groups or obtaining more up-to-date information as often found via Facebook, Instagram or YouTube timelines. If the facility is used more positively, it will have implications for a tolerant attitude that leads to the ability to accept other people's ideas and thoughts. This is in line with what was stated by one of the teachers of Islamic Religious Education Sahrir in his interview excerpt as follows:

> Nowadays, the use of social media as a means of intensive communication is indeed the main option, and it is not uncommon for this pattern of

---

[35]Ahmad Wardin Junianto, Student of class XII IPS 2. Interviewed on 24 October 2022

communication to be carried out more through the media than face-to-face and gatherings are more intense because they are no longer limited by distance. Not to mention that the means of exchanging ideas through the media is also more dominantly used, if sharing of opinions or dialogue takes place which often occurs through group or private chats it is not uncommon for students to be more open in expressing their ideas than face to face. This is possible because they are more free to express their opinions.[36]

From the description above, a consensus can be drawn that indeed the media, when used properly, will give positive output to users. As explained that the freedom to express opinions openly and without burden will open the way to easily understand the contents of other people's thoughts. So that the results of the ongoing dialogue and intense polling accompanied by conclusions towards a more constructive direction will have an impact on the ability to accept other people's ideas which are considered more adequate. This was also confirmed by one of the students on behalf of Muhammad Ikhsan in the excerpt of the interview he delivered, through the interview he stated that:

> When we carry out dialogues either through our groups or private chats, we usually think openly as if we were not burdened. Because no one dominates the conversation during the dialogue, it's easier for us to express our opinions and we don't feel afraid to convey them. After all, we convey it through the media, not face to face with each other. Also, when a friend posts a status, whether it's a status of confusion or criticism, we're not embarrassed to ask questions and start a more serious conversation, if we feel something's wrong, well, we'll straighten it out and if what's conveyed is true, then we accept and support one another.[37]

The rise of the use of social media in the era of technological advances and modernization as it is today is dominating activities in everyday life. Social media cannot be denied that it brings good things to certain sectors, but it cannot be denied that the intensity of social media use and the need for it also has a negative impact on various other sectors. It's like social media can bring those who are far away closer, but on the one hand it can distance those who are close.

This term is undeniable, bringing distant ones closer can be interpreted positively because the ability to build intensive communication across regions and countries can only be done with the skillful use of social media. Distance is no longer

---

[36]Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Parepare City. Interviewed on 10 October 2022.

[37]Muhammad Ikhsan, Student at SMA Negeri 3 Kota Parepare, Interviewed on 10 October 2022.

a determinant for silaturrahmi because social media makes it easier to communicate with one another. However, the term distance that is close is also unavoidable. As a result of being engrossed in the use of social media itself, the addict often neglects the things around him, so that he forgets his main responsibilities and duties.

Excessive use of social media will indeed have an impact on things that tend to be negative. The negative thing is of course the impact of our dissolving in cyberspace which eventually forgets the real world. The intensity of the use of social media can even be fatal, especially for today's young generation, such as the main students. As a result of the widespread use of media, they often forget their duties to study, serve their families and care for each other, even worse, it has an impact on the moral degradation of students. This assumption is not without reason, isn't it undeniable that not all users of social media and express themselves through the media are often subject to general norms such as manners, There are also those who use social media as a medium for fraud and crime. It's even worse if it has an impact on decreasing interest in learning and the morals of students. The following are excerpts from an interview with one of the students on behalf of Muhammad Sabirin regarding the negative impact of social media, in his interview excerpt he stated:

> It is true that the use of social media also has a negative impact on us, usually when we use social media and are busy chatting or communicating with friends or so on, it is not uncommon for us to forget to study. Forget about studying, even eating, we usually forget because we are having fun and are absorbed in using social media and we cannot deny that.[38]

The interview excerpt above provides an explanation that, indeed excessive use of social media will have a negative impact on its users, this is because more time is spent using social media than taking care of other things around it. As a result, he is inattentive and indifferent to the events that are currently taking place in his real life.

The negative impact of social media does not end there, even more fundamental things are often ignored, such as the obligation to carry out worship and even build communication within the family. As a result, the use and focus is only divided on social media so that it is bad for users. Obligations that should have

---

[38]Muhammad Sabirin, Student of SMA Negeri 3 Parepare City, Interviewed on 24 October 2022.

taken precedence have been neglected, communication in the surrounding environment has become hampered, relationships that were initially harmonious have faded. Perhaps these events could be described if the use of social media could be limited as proportionally as possible. The following is an excerpt of an interview script with a teacher on behalf of Ahmad Wardin Junianto about the negative impact of using social media for students, in his interview he stated that:

> Excessive use of social media can indeed disrupt the focus of students, we often encounter it when learning takes place, students are still busy using their cellphones and are engrossed in accessing their social media. In these conditions it can be said that the use of social media interferes with students' learning activities. Not to mention that when breaks and prayer times arrive, it is not uncommon for students to choose to operate their social media instead of participating in congregational worship. If this continues, it is possible that their focus will only be on social media and forget their responsibilities.[39]

This description further confirms that excessive use of social media can have a negative impact on the condition of students both physically and psychologically. The physical impact, for example, due to disproportionate use of social media can result in conditions of forgetting to take care of one's health, disordered eating habits and so on, which can lead to a drop in conditions and even falling ill. On the psychic aspect, it can be in the form of excessive obsession, it can even go beyond the limits of normal human conditions.

D. Discussion

Based on the results of research that examines the strategies for using social media for students and their implications for personality formation, shows that:

1. All students at SMA Negeri 3 Parepare have and use social media accounts. This is a common thing considering that social media is loved not only by teenagers but all people are very dependent on the use of social media. In the use of social media students at SMA Negeri 3 Kota Parepare are not only used to exist in the virtual world but also used on matters related to the realm of education. Like sharing links related to subject matter and also discussing lessons via the Whatsapp application as well as Facebook and Instagram.

---

[39]Ahmad Wardin Junianto, Student of class XII IPS 2. Interviewed on 24 October 2022

The intensity of the use of social media by students at SMA Negeri 3 Kota Parepare is also quite high or in the category of social media users who are very active in their daily lives.

2. Utilization of social media accounts of the type WhatsApp, Facebook, Instagram and also YouTube in Islamic religious education subjects at SMA Negeri 3 Kota Parepare. This can be done in various ways, according to the function of each type of social media. Whatsapp is used by teachers to distribute assignments and also a place to collect assignments again when students have done the assignments given by the teacher. Facebook, Instagram and YouTube as a means of finding references for students to complete assignments given by Islamic religious education teachers. Teachers often provide direct links that can be accessed by students so they can be studied, but sometimes teachers also train students to be independent in searching for literature related to the material being the subject of discussion.

3. Social media has implications for the personality of students, both positive and negative. This is based on the researcher's analysis that when social media is used continuously without awareness and control of its use, it will have an influence on the personality of students. Based on the findings in the field that students use social media for a long duration so that it makes students lazy, negligent in carrying out their main tasks as students. However, if social media is used with good awareness it will make students creative and become independent, broad-minded and easy to get along with others.

Based on the results of the research above, it can be understood and concluded that an action taken that leads to efforts to improve aspects of education will affect the learning outcomes of students in general and also affect the personality of students in particular. Therefore the school or all stakeholders in each education unit are required to continue to make efforts and seek various learning innovations in order to improve and enhance the self-quality of students. Both those concerning improvements in academic aspects as well as non-academic ones in this case are related to aspects of the personality of students. So as to create a generation that is superior and literate towards the development of science and science and makes religious knowledge the basis of every step that will be taken now and also

in the future. So that the sacred goal of education itself is realized as stated in the mandate of the 1945 Constitution, namely to educate the life of the nation.

Social media can be used as an effective learning resource for millennials. Educators can innovate with Islamic teaching methods that suit the needs of millennials as natives of technology.[40] The existence of social media such as YouTube, Instagram, Google, WhatsApp as a medium for Islamic Religious Education because it can be used easily anytime and anywhere. The use of social media as a medium for Islamic Religious Education is the right step to be used as a learning medium for the millennial generation whose attention is very familiar with social media.[41]Pthe use of social media which has recently been misused by students. Social media has a positive effect on socialization among its users but can also have a bad effect in real life. This then causes changes in the child's ability to learn and understand Islamic religious education teaching materials, both in the form of academic abilities or personality.[42]

Various social media that are often used as a medium for learning Islam are Facebook, Instagram, WhatsApp groups, and You Tube. The social media that is in great demand is YouTube, so we need PAI learning content that educates effectively and efficiently. The videos that are uploaded are one minute long and the way they are delivered using soft and easy-to-understand language is also seen as effective and interesting by society or young people today.[43]However, social media tends to make students lose a lot of time to study because of the high attractiveness of the media. Thus, students as a millennial generation should not be taken over by social media whose frequency is more than the learning of morality and morality itself.[44]

---

[40]Indah Komsiyah, "Optimizing the Use of Social Media in Learning Islamic Religious Education in Millennials". Proceedings of The Annual Conference on Islamic Religious Education, Vol. (2), No. (1), (2022), p. 505-515.

[41] Sulaiman Mubarok, Hendra Kurniawan, Dea Putri Wulandari, Yayat Suharya. "Social Media as Media for Islamic Education". Telangke Journal of Communication Studies. Vol. 4, No. 2, July 2022, p. 11-17.

[42]Meilisa Sajdah, Halen Dwistia, Nisa Elfina, Octa Awaliah. "Utilization of Social Media as a Learning Media for Islamic Religious Education". Ar Rushd: Journal of Islamic Religious Education. Vol. 1, No. 2, 2022, p. 81–99

[43]Cut Sri Wahyuni, "Utilization of Social Media in Islamic Views as a Media for Da'wah".*Citizenship Journal,*Vol. 6 No. 3 October 2022, p. 4522-4528.

[44]Faqihatin. "The Role of Social Media in Supporting Learning in Islamic Religious Education Courses and Student Character Development". Educative: Journal of Education, Volume 3 Number 6 of 2021, h. 4254 - 4262

E. Conclusions

1. The use of social media among students at SMA Negeri 3 Parepare City is used to establish interaction with fellow friends and also with teachers, besides that social media is sometimes used in the learning process while online learning is carried out afterwards social media is also used by students to search for literature to add outlook. The intensity of students' use of social media at SMA Negeri 3 Kota Parepare is also quite high.

2. The use of social media in learning and as a learning tool for students, especially in Islamic religious education subjects at SMA Negeri 3 Kota Parepare has been carried out. It's just that its utilization is not optimal. Limited knowledge and considered unfamiliar to be one of the obstacles faced. Whatsapp and YouTube are social media platforms that are most often used as learning tools by teachers and students alike. The forms of using social media are giving assignments, discussions, learning resources, and playing videos on YouTube.

3. Social media has implications for the personality of students, both positive and negative, while the positive implications include making students more creative in completing tasks given, students can participate in discussions conducted through social media. With this, students will become independent individuals, easily adaptable to socializing with others and able to manage friendship networks. The negative implications of social media make students less disciplined, forget about time and when they are engrossed in playing social media it creates a feeling of laziness

Bibliography

Ahmad Wardin Junianto, Student of class XII IPS 2. Interviewed on 24 October 2022

Akmal Abdul Rauf, Class XII Student of SMA Negeri 3 Parepare, Interview November 24, 2022.

Azmi, Mohamad Rafiuddin Mohd. Social Media and the Young Generation According to Islam, Proceedings of the 2019 Technology and Human Science Seminar (SSTM'19) on 15hb. December 2019 at DP3, N29. Faculty of Chemical and Energy Engineering, UTM. Program recommended by the Islamic Tamadun Academy, Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia.

CLSA Indonesia, PT, 2016,https://databoks.katadata.co.id/datapublish/2016/11/02/33-pengguna-smartphone-access-perangkatnya-lebih-dari-8-jam-per-hari(Accessed on May 5, 2022)

Endang Widi. Winarni, Theory and Practice of Quantitative, Qualitative Research, PTK, R & D. (Jakarta: Bumi Aksara, 2021)

Faqihatin. "The Role of Social Media in Supporting Learning in Islamic Religious Education Courses and Student Character Development". Educative: Journal of Education, Volume 3 Number 6 of 2021, h. 4254 - 4262

Kaplan. "Users Of The World, Unite! The Challenges And Opportunities Of Social Media". (Business Horizons. 2010).

Ministry of National Education Agency for Research and Development Center for Curriculum, Training Materials: Strengthening Learning Methodologies Based on Cultural Values to Form Competitiveness and National Character. Jakarta: Curriculum Center, 2010.

Commission, Beautiful. "Optimizing the Utilization of Social Media in Learning Islamic Religious Education in Millennials". Proceedings of The Annual Conference on Islamic Religious Education, Vol. (2), No. (1), (2022), p. 505-515.

Mandjarreki, Sakaruddin. "Media Aggression and Death of Social Space (Sociological Interpretation of Social Media Hegemony)", Journalist. Vol 04 number 2/ November 2018,

Miles, AM & Huberman, MB, Qualitative Data Analysis: An Expanded Sourcebook, 2nd edn. London: Sage Publication, 1994.

Mubarok, Sulaiman., Hendra Kurniawan, Dea Putri Wulandari, Yayat Suharya. "Social Media as Media for Islamic Education". Telangke Journal of Communication Studies. Vol. 4, No. 2, July 2022, p. 11-17.

Muhammad Ikhsan, Student of SMA Negeri 3 Parepare, Interviewed on 24 October 2022.

Muhammad Sabirin, Student of SMA Negeri 3 Parepare City, Interviewed on 24 October 2022.

Nisar, Samuel. Introduction to the Fundamentals of Islamic Education Thought. Jakarta: Primary Media Style, 2001.

Sinar Graphic Editor, National Education System Law, Republic of Indonesia Law No. 20 of 2003. Jakarta: Sinar Graphic, 2003.

Rosyada, Dede. Qualitative Research for Education (Jakarta: Prenada Media Group, 2022.

Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Parepare City. Interviewed on 10 October 2022

Sahrir, Islamic Religious Education Teacher at SMA Negeri 3 Parepare City. Interviewed on 10 October 2022

Sajdah, Meilisa., Halen Dwistia, Nisa Elfina, Octa Awaliah. "Utilization of Social Media as a Learning Media for Islamic Religious Education". Ar Rushd: Journal of Islamic Religious Education. Vol. 1, No. 2, 2022, p. 81–99

Sugiyono, Quantitative, Qualitative, and Combination Research Methods (Mixed Methods)., First (Bandung: Alfabeta, 2011.

Drafting Team, Guidelines for Writing Scientific Papers (Paper and Thesis). Parepare: STAIN, 2013.

Wahyuni, Cut Sri. "Utilization of Social Media in the Islamic View as a Media of Da'wah".*Citizenship Journal,*Vol. 6 No. 3 October 2022, p. 4522-4528.

Zuhairini, et al. Philosophy of Islamic Education. Jakarta: Earth Script, 2004.