

Analysis Of The Impact Of Social Media On Student Learning Outcomes In Grade 5 Of SDN 7 Sambik Bangkol In The 2024/2025 Academic Year

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Abstract

This study aims to describe the impact of social media on the learning outcomes of fifth-grade students at SDN 7 Sambik Bangkol in the 2024/2025 academic year. The research was conducted at SDN 7 Sambik Bangkol on fifth-grade students with a total of 41 students. This study focuses on the impact of social media on the academic performance of fifth-grade students. This is a qualitative study with a descriptive research design. The subjects of this study are fifth-grade students at SDN 7 Sambik Bangkol, focusing on the impact of social media on students' academic performance at school. The results of this study indicate that the impact of social media use on fifth-grade students at SDN 7 Sambik Bangkol is as follows: Social media affects students' focus on learning, social media affects students' motivation to learn, social media affects students' study time, the impact of social media on students depends on parental/teacher supervision, social media depends on the purpose of use (educational or entertainment), social media as a communication tool between students and teachers, social media addiction, and negative or age-inappropriate content (such as hoaxes, violence, etc.). From these impacts, we can conclude that students' study time is reduced due to excessive social media addiction, leading to a decline in academic performance among fifth-grade students at SDN 7 Sambik Bangkol.

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1. INTRODUCTION

In general, Indonesian society is now familiar with social media, from children to adults, as if it were a basic need that must be met. This indicates that social media use has become a habit, requiring people to access it every day, even spending almost 24 hours a day with their smartphones. According to Selamat Santoso in his book (Rahmania, 2021), social media actually has a minimum usage limit, such as 13 years for starting to use Facebook and Instagram, while...twitter limit starting use at 15 years of age.

In reality, the phenomenon that is happening now is that many children aged 10-11 years are already using social media such as *Facebook*, *TikTok*, *WhatsApp* and other social media. The impact of television, mobile phones, and the internet extends not only to urban communities but also to rural areas. This allows all levels of society to enjoy these facilities. The impact of easily accessible public information, both positive and negative, is slowly changing the mindset and lifestyle of people from all walks of life, from children to adults.

Social media is a collection of websites and web systems that enable large-scale interaction, conversation, and sharing between network users (Fatimah, 2022:188). Such as social media networks. Facebook, TikTok, WhatsApp and other social media.

Using social media in this era is very easy and can be accessed by anyone, from children to adults, anytime and anywhere (Fitri, 2017: 119). For example, now everything can be accessed using only the communication device we hold, namely...SmartphoneApplications are provided to pamper users when using the internet. Social media is a frequent means of conversation, aided by applications and tutorials.

That is, communication like in the past was used in one direction, communicating on social media is now broader and can be accessed by anyone and can participate.

The users who are busy using it are mostly students, such as children, teenagers and adults, especially students nowadays, both elementary school students and university students, and the public in social media such as Facebook, TikTok, WhatsApp (Najamudin, 2019:72).

Social media use today extends beyond elementary school children to university students. This social media use among elementary school children is an interesting phenomenon that deserves further investigation, as it's worth examining whether children's social media use, like...Facebook, Instagram, or TikTok. Based on the initial observations of the researcher at SDN 7 Sambik Bangkol, many students are already using high-level social media, as evidenced by the large number of children using Smartphone to communicate and get group information using the WhatsApp application and many people want to ask to be friends on their respective social media. For example, Facebook and WhatsApp. Thus, these are the initial findings that can be used as a basis for this research regarding the impact of social media on student learning outcomes.

From the background that has been described above, the researcher is very curious to know the existing problems, therefore the research is entitled "Analysis of the Impact of Social Media on the Learning Outcomes of Grade 5 Students of Sdn 7 Sambik Bangkol in the 2024/2025 Academic Year"

2. MATERIALS AND METHODS

The researcher used a qualitative approach, where qualitative research aims to understand the phenomena experienced by research subjects such as attitudes, behavior, perceptions, motivations, actions, and others that are directly obtained in the field. Descriptive research. The researcher then conducted interviews, observations or deeper observations so that they could obtain data on how social media influences student learning outcomes in grade 5 at the research location at SDN 7 Sambik Bangkol.

The data collection techniques used are:

a. Observation

Based on its purpose, observation is defined as a data collection technique that relies on direct or indirect sensing of the object being studied. This allows the resulting data to be descriptive, *setting* research, subjects, events and the meanings conveyed by participants. In this study, the researcher used participant observation techniques (*complete participant*) where in this study the researcher acts as an observer who is generally known by the research subjects (Sutikno P.H. Sobry, 2020)

b. Interview

An interview is a method used to gather information directly with an informant face-to-face to obtain complete and in-depth data. This means the informant is free to answer questions completely and in-depth, leaving nothing to hide. This method aims to make the interview feel like a conversation (Arsianto, 2011).

c. Documentation

Documentation is a method of collecting data for use in social research methodology in researching historical data, in the form of documentation data in the form of letters, memories and reports as well as diaries.

The data analysis technique used is according to BogdanIn (Sugiyono, 2020) it is said that data analysis is the process of systematically searching for and compiling data obtained from

interviews, field notes, and other materials, so that it can be easily understood, and the findings can be communicated to others.

Interactive is a model developed by Miles and Huberman (1992) and refined by Miles, Huberman, and Saldana (Miles & Saldana, 2014). Interactive refers to continuously connecting data analysis components until data saturation is reached or no further data is available. Therefore, producing good data requires several stages of analysis. There are three activities in qualitative data analysis, namely the data condensation stage, data presentation, and drawing conclusions.

3. RESULTS

The research results show that the use of social media by 5th grade students at SDN 7 Sambik Bangkol is very high and the social media with the most users is *WhatsApp* 20 students and *Facebook* 10 students and *TikTok* 5 students and who have *Youtube* 35 students.

The intensity of social media use is on average more than 2 hours per day and the media used to access social media is *smartphone*.

That there are several impacts of social media on student learning outcomes.

1. Positive impacts of social media

- a) Some students use *WhatsApp*, *Facebook* and *YouTube* to find explanations about subjects, such as science and mathematics.
- b) Learning from virtual social media content with video content makes it easier for children to understand visual or practical lessons, such as experiments.
- c) Strengthening children's digital literacy means they are starting to get used to using technology to search for information.

2. Negative impacts of social media

3. Children are often distracted because they are more interested in opening social media than doing schoolwork.

- a) Playing on social media too often causes a decrease in face-to-face interaction with peers.
- b) Children are sometimes exposed to negative content (violence, bad language) which can influence their attitudes and behavior.
- c) If not directed, social media becomes more of a means of entertainment than of learning, so that children seem eager to learn.

Based on the results of the observation, it can be seen that the use of social media has various impacts on students, making it easier to find information and helping them complete assignments or homework given at school. The social media used by fifth-grade students at SDN 7 Sambik Bangkol is widely used, such as: *WhatsApp*, *Facebook* and *TikTok*. This social media is very easy to access and use and, in the application, there are many features that can be used by users, and there are several students who are often active in the dialogue in the conversation feature on social media because with these students can communicate with distant friends.

The use of social media at SDN 7 Sambik Bangkol students has a clear impact that researchers have found, namely getting convenience in finding information and learning from teachers, students and parents through the social media applications used. In addition to the use of social media as a tool for students in doing all the tasks or homework given from school. Other impacts arise from the negative side, namely making students often use and look at headphones so they don't want to study and their level of concentration when not using headphones is less because their thoughts are imagined using headphones to watch other social media *Facebook* reels, social media and play online games and also when studying to do tasks quickly because they want to use social media in accordance with previous research conducted by Research conducted by Nasirudin et al (2022: 188) with the title "*The Impact of Social Media on Student Learning Outcomes*"

The results of this study examine the impact of social media on student learning outcomes, including both positive and negative impacts. The positive impact is that students gain a wealth of information from social media. Meanwhile, the negative impact of social media is that over-reliance on social media can disrupt students' concentration. The researchers used qualitative research with a survey method.

In accordance with the Media Richness theory – Daft & Lengel. This theory focuses on how communication through different media has different levels of information “richness”. Social media, such as videos, images, and text, can provide a richer source of information compared to other forms of communication, which can support student learning if used wisely. However, if the information is irrelevant or not well organized, the impact can be negative on learning outcomes (Sumianto, 2024: 103). Flow Theory – Mihaly Csikszentmihalyi This theory describes an optimal mental state when someone feels fully involved in the activity being carried out. In the context of social media, students can achieve a state of “flow” when they are engaged in enjoyable and flowing learning. However, social media can also cause distractions that hinder concentration and reduce student engagement in the learning process (Anurda, 2024: 1449).

Explanation of the results of student interviews. The 5th grade students of SDN 7 Sambik Bangkol use social media for various specific purposes, namely as a place to express themselves on social media, as a place to find and provide information and as a place to see current new trends and also as a place to communicate with family, friends and parents, often as a place to entertain themselves.

Furthermore, parents play a crucial role in monitoring and providing access to social media for their children. The rapid development of technology, such as social media, requires parents to monitor their children's use (Pratiwi, 2018). This supervision involves limiting children's use of social media, such as limiting usage time to 40 minutes. Interviews with parents revealed that children access social media immediately after school, often searching for food, and using it until their Wi-Fi runs out, which can last for 2 hours. They often use their smartphones for social media rather than reading books. This can lead to reduced learning time for children, resulting in lower learning outcomes.

4. CONCLUSION

Based on the results of the research and discussion, it can be concluded that the use of social media in 5th grade students of SDN 7 Sambik Bangkol has an impact on student learning outcomes, decreasing because it has several impacts and causing addiction in using social media and laziness in doing assignments and quickly completing assignments so they can use social media again. In addition, social media has positive impacts such as making it easier for students to do assignments or find the latest information and can interact in social media.

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