

Utilization of Facebook as a Media for Creativity and Actualization for Students at SMKN 1 Nusawungu

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Abstract

The aim of this research is to determine the extent to which the social network Facebook is used as a means to express creativity and apply it in the context of learning creative products and entrepreneurship, as well as extracurricular activities. The research method applied is a qualitative phenomenological approach, examining phenomena that emerge among Nusawungu Vocational School students regarding the use of social media as a medium for actualization and expression of creativity. The results obtained from this research found various activities carried out by students related to the use of Facebook as a creative forum and source of information among students. Such as using Facebook to share photos, videos, exchange ideas in extracurricular activities. As a promotional medium for entrepreneurial products

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui sejauh mana jejaring sosial Facebook digunakan sebagai sarana untuk mengekspresikan kreativitas dan menerapkannya dalam konteks pembelajaran produk kreatif dan kewirausahaan, serta kegiatan ekstrakurikuler. Metode penelitian yang diterapkan adalah pendekatan kualitatif fenomenologi, meneliti fenomena yang muncul pada pelajar SMKN Nusawungu terkait penggunaan media sosial sebagai medium aktualisasi dan ekspresi kreativitas. Hasil yang diperoleh dari penelitian ini yaitu ditemukan berbagai kegiatan yang dilakukan oleh pelajar terkait pemanfaatan Facebook sebagai wadah kreatif dan sumber informasi di kalangan pelajar. Seperti memanfaatkan facebook untuk berbagi foto, video, bertukar pikiran dalam kegiatan ekstrakurikuler. Sebagai media promosi bagi produk-produk kewirausahaan.

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1. INTRODUCTION

The internet and social media have brought significant changes to society, both in urban and rural areas, and created new media consumption habits. So far, people are still passive consumers and just objects of communication. They transform themselves into media producer-consumers and active subjects in the media. We can see a portrait of this prosperous era from the various activities of people who post statuses, react to events happening around them, and quickly share them via social networks. Every second we can see and read new statuses containing personal and public information uploaded by the public. This brings significant changes to community activities.

Social media is useful for communication, education, entertainment, promotion, socialization, interaction, and so on. However, on the other hand, social networks are often used by irresponsible individuals to spread negative content such as fraud, hate speech, slander, provocation, incitement, and so on. This is very dangerous, risks causing hatred, anger, and can

lead to the disintegration of the nation. With the rapid development of information technology and the increasing number of internet users, social networks have become one of the most abundant sources of information. Everyone has their own strengths and weaknesses, but humans definitely have creative ideas that come from their weaknesses and strengths.

Teenagers also take advantage of developments in technology and media to gather information, learn and entertain themselves. They use it to interact with friends, share homework, play games, and/or just spend free time. It's no surprise that social media presence is phenomenal. Facebook, YouTube, Twitter and Path are several types of social networks that are popular and loved by many people, especially teenagers. Based on a survey conducted by UNICEF in collaboration with the Ministry of Information and Communication of the Republic of Indonesia in 2014, at least 30 million children and teenagers in Indonesia use the Internet and social networks are now the preferred communication channel. They use social media to update themselves and become a creative outlet for themselves or their school, so they can influence their activities and academic results.

Social media is very necessary for students to seek knowledge, share knowledge, and interact socially with other social media users, such as using social media features. Various communication features are available in bookmarks, content sharing, wikis, Flickr and social networks. Thanks to social networks, students can actualize their personalities in finding their identity and have the desire to be recognized in their environment. With social networks, you can see the character and personality of everyone's account owner. In line with the massive use of social media in this digital era by students, students at Nusawungu Vocational School also use social media, especially Facebook, as a means of expressing creativity and actualization in learning, namely in the subjects of creativity and entrepreneurship products as a forum for promoting entrepreneurial products. also in extracurricular activities. Therefore, researchers are interested in examining more deeply the behavior of Nusawungu Vocational School students in using Facebook.

2. RESEARCH METHOD

This research uses a qualitative research model with a phenomenological approach. Research subjects can be humans, animals, plants, inanimate objects, or observed phenomena. Researchers choose phenomena that occur as research subjects. This research took place at SMKN 1 Nusawungu Cilacap which is located on Jl. Pioneers of Klumpit Nusawungu Cilacap. Even though this school is not located in an urban area, it has easy access to communication technology for all groups.

The data collection technique was carried out by observing the situation that occurred and using interviews with students to find out the answers regarding the use of the Facebook social network as a means of creativity and realization in the subjects of creative products and entrepreneurship as well as extracurricular activities. Documentation is also used to collect data to support this research. This data includes student data, images and other important documents. The data analysis used includes processing research data through listening, selecting data, analyzing data, verifying data and producing results.

3. RESEARCH RESULTS AND DISCUSSION

Based on research at Nusawungu Vocational School on the use of Facebook as a tool in creativity and actualization of extracurricular activities and skills and entrepreneurship product subjects. So the fact is that with the current trend of globalization, technology and information are developing very rapidly, it cannot be denied that the presence of the Internet is increasingly necessary in everyday life, both in socialization, education, business activities, and so on. The reality shows that social networks have a big influence on a person's life. Someone who was not famous at first can become famous on social networks and vice versa.

The impact of social networking on society, especially teenagers, is that they become addicted which causes users to never open social networks. Even at this stage of development,

teenagers are still trying to find their identity through interactions with their peers. It is certain that a teenager's personality will be greatly influenced by familiar things around him. One of them is through the social network Facebook which has become an inseparable part of society and teenagers today. Facebook creates many interesting and innovative social features that attract people's interest and users spend a lot of time on Facebook.

Thus, Nusawungu Vocational School students are clearly still teenagers. They also do not miss out on taking advantage of advances in technology and information, in this case the social network Facebook, to channel all forms of extracurricular school activities such as scouting activities, scientific work for teenagers, dancing and welcoming new students. These extracurricular activities stimulate Nusawungu Vocational School students to develop creativity according to their talents and interests. Facebook as an information medium besides Instagram is used by schools to convey all information on activities, both extracurricular and extracurricular.

A number of Nusawungu Vocational School teachers also use Facebook as a learning medium in the fields of creative product studies and entrepreneurship. Facebook as a medium for information, promotion and marketing for student entrepreneurial products. The field of study of creative products and entrepreneurship (PKK) is a subject that provides basic knowledge, skills, attitudes and principles of business management so that students have the ability to become entrepreneurs according to their field of expertise. Students can utilize various features on Facebook, including tagging photos or videos of activities as a means of socializing various activities carried out so that these activities become known to the wider community. So that students can develop optimally according to their potential, instill a spirit of discipline and perseverance in achieving goals, encourage and help each student realize their potential so that they are ready to continue their studies to a higher level or become entrepreneurs.

Students can also create a community, group or group on Facebook as a means of exchanging ideas, communication or discussions related to extracurricular activities such as youth scientific work. Where we can easily find various communities, groups or literacy/writing groups, even those holding competitions/events. Of course all activities related to extracurricular activities are under the guidance of a teacher. This clearly shows that Facebook as a social media is an actualization for students to develop their talents and interests. Foster hope in religious and cultural teachings so that they become a source of creativity and self-actualization. Self-actualization is defined as a person's desire to behave with the aim of expressing their existence in whatever capacity they have. Self-actualization is the highest human need and achievement. Social media is an Internet-based media that allows users to express themselves and communicate, collaborate, share, connect with other users, as well as form virtual social relationships.

Facebook can be a platform where students plan and track their personal progress. They can share their academic achievements, learning experiences, and career goals, thereby creating a positive narrative of personal growth. Through Facebook, students can connect with classmates, mentors, and experts in their fields of interest. This opens up opportunities for collaboration, exchange of ideas, and mentoring. Students can use Facebook to participate in group learning, online discussions, and joint projects. This creates a collaborative learning environment that encourages the exchange of ideas and deeper understanding.

4. CONCLUSION

There are several advantages to using social media, especially Facebook, as a learning and extracurricular resource for children. It can be concluded from this research that students use Facebook as a forum for creativity in educational environments and extracurricular. As a tool that students use to interact with study groups or classmates. For the purpose of debating, sharing ideas, and helping each other understand lesson content, collaborate in marketing entrepreneurial products. Informal learning opportunities are presented through social media. Students can read articles, view educational films, and follow pages or organizations related to their interests to expand their knowledge. Facebook as an actualization platform for tools to organize and monitor their own development. Students can build a constructive self-development narrative.

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