

## Analysis of Social Media's Impact on the Behavior of Islamic Education Students at IAIN Kerinci

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**Abstract.** *Today's information and communication technology continues to develop, making it easier for everyone to find information or to communicate with others. In recent years, information and communication technology (ICT) has developed very rapidly. Currently, the development of information and communication technology (ICT) is rapidly advancing and extending into various aspects of life. The Internet of Things (IoT), artificial intelligence (AI), and 5G networks are some of the innovations driving this progress. The presence of these technologies enables broader connectivity, more sophisticated automation, and increased efficiency across various sectors, such as healthcare, education, business, and transportation. The use of social media and instant messaging applications is also becoming more widespread, making communication between individuals and groups easier and faster. The internet has also presented new innovations in technology, one of which is social media. social media, proven to be able to shape opinions, attitudes and behavior of the public or society. This study aims to determine the impact of social media on the behavior of Islamic Religious Education students IAIN Kerinci. This study uses a quantitative approach to determine the impact of social media use on the moral awareness of Islamic Religious Education students IAIN Kerinci. Data collection techniques used are questionnaires and questionnaires. The object of this research is students of Islamic Religious Education IAIN Kerinci. Data analysis used in this research is descriptive statistics. In the research, it was found that social media can have a greater positive impact on the behavior of Islamic Religious Education students at IAIN Kerinci. The negative impact is around 14.6% of 48 people who agreed with the statement, "Using social media makes me forget to fulfill my religious obligations."*

**Keywords.** *Impact; Social Media; Behavior; Students*

**Abstrak.** Teknologi informasi dan komunikasi saat ini terus berkembang sehingga memudahkan setiap orang untuk mencari informasi atau untuk berkomunikasi dengan orang lain. Saat ini, perkembangan teknologi informasi dan komunikasi (TIK) semakin pesat dan merambah berbagai aspek kehidupan. Internet of Things (IoT), kecerdasan buatan (AI), dan jaringan 5G menjadi beberapa inovasi yang mendorong kemajuan ini. Kehadiran teknologi-teknologi tersebut memungkinkan konektivitas yang lebih luas, otomatisasi yang lebih canggih, serta peningkatan efisiensi di berbagai sektor, seperti kesehatan, pendidikan, bisnis, dan transportasi. Penggunaan media sosial dan aplikasi pesan instan juga semakin meluas, menjadikan komunikasi antar individu maupun kelompok semakin mudah dan cepat. Internet juga telah menghadirkan inovasi-inovasi baru dalam teknologi, salah satunya yaitu media sosial. media sosial, terbukti mampu membentuk opini, sikap dan perilaku publik atau masyarakat. Penelitian ini bertujuan untuk mengetahui dampak media sosial terhadap perilaku mahasiswa Pendidikan Agama Islam IAIN Kerinci. Penelitian ini menggunakan pendekatan kuantitatif guna untuk mengetahui dampak penggunaan media sosial terhadap kesadaran moral mahasiswa Pendidikan Agama Islam IAIN kerinci. Teknik pengumpulan data yang digunakan berupa angket. Objek dari penelitian ini adalah

mahasiswa Pendidikan Agama Islam IAIN Kerinci. Analisis data yang digunakan dalam penelitian ini adalah statistik deskriptif Mean. Didalam penelitian didapatkan dengan adanya media sosial dapat memiliki dampak yang positif yang lebih besar terhadap perilaku Mahasiswa Pendidikan Agama Islam di IAIN Kerinci. Dampak negatifnya sekitar 14,6% dari 48 orang yang memberikan pernyataan setuju terhadap pernyataan “bermain media sosial membuat saya lupa melaksanakan kewajiban agama saya.”

**Kata kunci.** Dampak; Media Sosial; Perilaku; Mahasiswa

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## A. INTRODUCTION.

Today's information and communication technology continues to develop, making it easier for everyone to find information or to communicate with others. In recent years, information and communication technology (ICT) has developed very rapidly. The rapid development of ICT has made the internet the main communication tool that is in great demand by the public. This is the background of the change in communication technology from conventional to modern and the internet is the main means of communication that is very popular among the public (Siregar, 2022). The existence of the Internet has brought many changes in people's lives, especially in the development of digital technology (Safriana & Samatan, 2022). The development of the use of online media as a means of communication and information delivery accelerated after the internet began to be used with cell phones, and only then was the term smartphone born. provided for communication ranging from chatting, email, text messages, multimedia messages, web browsing and social media (Rafiq, 2015).

The internet has also brought new innovations in technology, one of which is social media. According to Laughey, 2003; McQuail, 2003, in (Mulawarman & Nurfitri, 2017) the term social media consists of the words "media" and "social" which means communication. Meanwhile, the word "social" is defined as the social reality that every individual performs actions that contribute to society (Bowo et al., 2023). This statement emphasizes that in reality, media and all software are "social" or in the sense that they are products of social processes. From the meaning of each of these words, it can be concluded that social media is a communication tool used by users in social processes. (Mulawarman & Nurfitri, 2017).

Social media is a medium that is increasingly used in everyday life. Social media is a medium that has many users and is a means to communicate with each other. Social media is also used as a means of supporting the need to access information for the public, especially students today, the use of social media is often a consumption material to meet the need for information and entertainment through the use of the internet or social media accounts, so The use of applications on android and technological devices can be directed to positive things (Maysa Latifa, 2024) such as Google, Youtube, Instagram, Facebook, Twitter, and others. This has resulted in social media becoming one of the needs of society (Bowo et al., 2023). Not infrequently, social media is also used as a lifestyle or lifestyle which is used as a means of showing self-identity (Moh. Nawafil & Junaidi, 2020).

The use of the internet is indeed very easy for us to access various sites according to the needs of users of modern electronic device services, various sites according to business, hobbies, education, friendship, and even transactions can be through the internet. The importance of the existence of the internet encourages some people to connect to the internet network. A progress does have a positive and negative impact. We will not mind the

positive impact that we must be aware of and avoid is the negative impact of excessive use of social media that can affect its users (Agustiah et al., 2020).

Ardianto in the book *Communication 2.0* revealed in (Watie, 2016), that online social media, called online social networks, is not online mass media because social media has social power that greatly influences public opinion that develops in society. Raising support or mass movements can be formed due to the power of online media because what is in social media is proven to be able to shape opinions, attitudes and behavior of the public or society.

Social media that should help us to easily access information and to make it easier for us to communicate remotely and others have a negative impact on our lives. The negative impact of social media that we can find today is found in the detik.com daily news on Thursday, December 28, 2023, it is said that in Aceh, groups of students in alma mater suits expelled Rohingya muhajirin from the shelter building, students demonstrated in front of the Aceh Parliament to force Rohingya refugees to move the refugee camp, Balai Mauseraya Aceh (BMA) to the Regional Office of the Ministry of Law and Human Rights. It was written that SUAKA assessed that the expulsion of Rohingya refugees could not be separated from the negative campaign on social media containing content that demonized Rohingya refugees. From the news, it can be concluded that social media can influence a person's behavior and can shape their personality (Nurdiyanto, 2023)

This research aims to understand the impact of social media on the behavior of Islamic Religious Education students at IAIN Kerinci. These students should be able to use social media for positive or good behavior, but it cannot be denied that negative actions may occur if it is not used properly. This research is important to provide an overview of the behavior of Islamic Religious Education students at IAIN Kerinci. It is crucial that the massive development of technology and social media does not lead to worse behavior among these students due to its use for negative purposes.

## **B. RESEARCH METHODS**

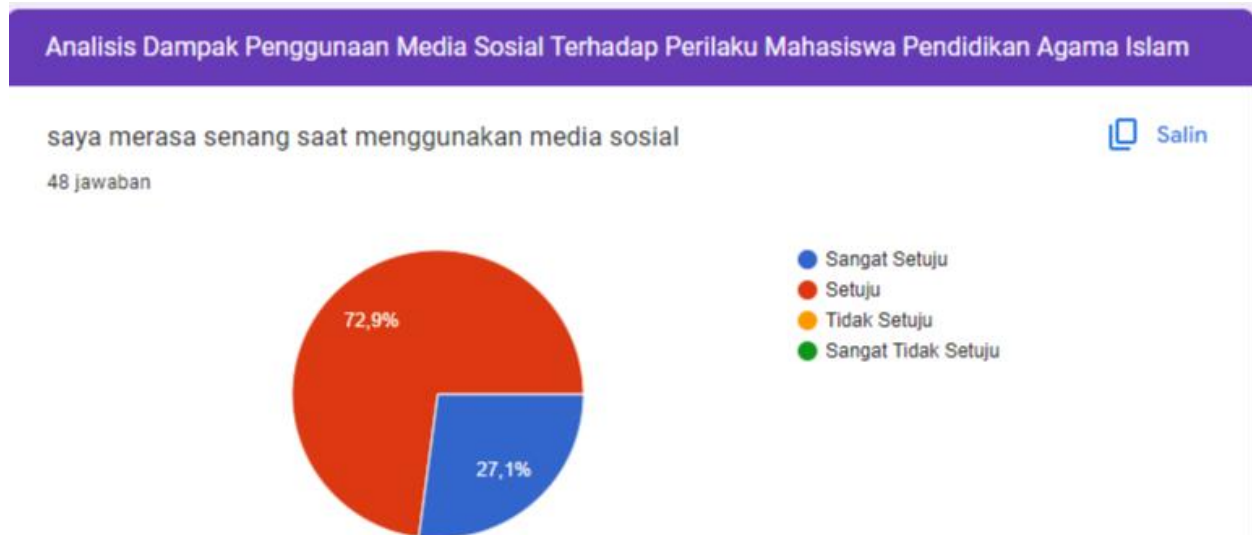
This research uses a quantitative type of research with a survey approach ((Ega Nasrudin, 2023), to determine the impact of the use of social media on the moral awareness of Islamic Education students at IAIN Kerinci. The data collection techniques used are questionnaires and questionnaires. According to (Herlina, 2019) Questionnaires or often also called questionnaires are data collection techniques by giving or referring several questions or statements to respondents. the data that has been obtained from the questionnaires distributed will be analyzed and conclusions can be drawn to determine the impact of social media on the behavior of Islamic Religious Education students supported by references obtained through scientific papers and so on that have been tested and proven to be the accuracy of the data (Sapty Rahayu et al., 2019).

The population in this research consists of 318 students majoring in Islamic Religious Education in semesters 2, 4, and 6. The sampling technique used is random sampling. Due to time and resource constraints given the large population, the researcher decided to determine the sample size by taking 15% of the population, which amounts to 48 people.

The data analysis used in this research is descriptive statistics Mean. Descriptive statistics is a field of statistics that studies ways of collecting, compiling, and presenting research data (Widodo, 2018). In other words, descriptive statistics are statistics that have the task of organizing and analyzing data, numbers, in order to provide an organized, concise, and clear description of a symptom, event or situation, so that certain understanding or meaning can be drawn (Sholikhah, 2016). The average count is also commonly referred to as the average or mean symbolized by  $\mu$  for population data and for sample data (Martias, 2021). According to (Sudaryono, Saefullah, and Rahardja, 2012) in (Martias, 2021) Mean can be obtained by dividing the sum of data values by the number of individuals (data count).

### C. RESULTS AND DISCUSSION

Religious Education at IAIN Kerinci, discussing the impact of social media use on their behavior. The data shows that social media has a significant impact on the behavior of Islamic Religious Education students at IAIN Kerinci. The research data indicates that social media has both positive and negative effects on student behavior, as illustrated in the following diagram :



Judging from the diagram above, based on the results of a questionnaire or questionnaire that has been given to Islamic Religious Education students, it is found that 72.9% answered agree and 27.1% answered strongly agree, this means that all respondents answered agree to the statement saying that when using social media it can give them a sense of pleasure.

From the research it was also found that social media has positive and negative impacts on the behavior of Islamic religious education students. This can be seen from the following diagram:

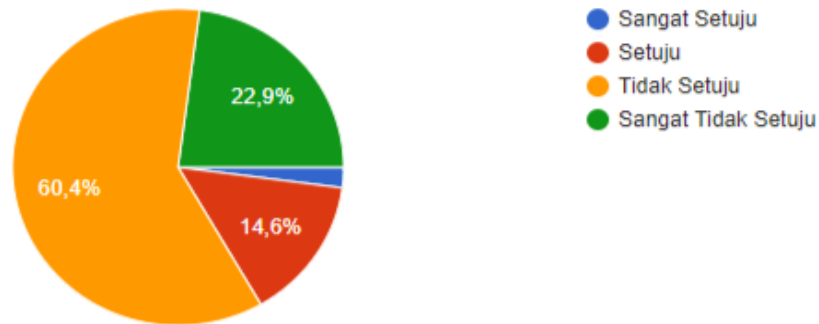


The diagram above shows that the existence of social media can have a greater positive impact on the behavior of Islamic Religious Education Students at IAIN Kerinci. this is because social media also discusses a lot about how we should behave or things related to karma and manners. In addition to having a positive impact social media also has a negative

impact on the behavior of Islamic Education Students at IAIN Kerinci. it is illustrated in the diagram below:

Bermain media sosial membuat saya lupa melaksanakan kewajiban agama saya

48 jawaban



The diagram above shows that social media also has a negative impact on the behavior of Islamic Religious Education Students at IAIN Kerinci. which can be seen that about 14.6% of the 48 people who gave statements agreed with the statements that had been given. This proves that social media not only has a positive impact on one's behavior but can also have a negative impact on one's behavior. Behavior is an action taken by someone.

## DISCUSSION

Nowadays, social media is essential for both students and the general public, as it serves as a means of communication and a source of necessary information. However, social media can also influence a person's behavior. There are many positive and negative impacts resulting from the use of social media today. Research data shows that 60.4% of Islamic Religious Education students at IAIN Kerinci stated that using social media can make them forget to perform religious duties or obligations, which is very concerning. Social media should provide positive benefits for communication, but it can lead Islamic Religious Education students to engage in undesirable behaviors. Therefore, it is important to clearly explain the intentions and impacts of social media use today. The details are as follows :

### A. Definition of Social media

Social media is an online medium where users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. Another opinion says that social media is online media that supports social interaction and social media uses web-based technology that turns communication into an interactive dialog (Liedfray et al., 2022).

Social networking is a site where everyone can create a personal web page, then connect with friends to share information and communicate (Istiani & Islamy, 2020). Some of the popular social media sites today include: Whatsapp, BBM, Facebook, Youtube, Twitter, Wikipedia, Blog, etc (Doni, 1386). Social media is also a medium that allows users to represent themselves as well as interact, cooperate, share, communicate with other users, and form virtual social ties (Agustiah et al., 2020).

Social media has experienced a very significant development from year to year, if in 2002 Friendster dominated social media because only Friendster dominated social media in that era, now there have been many social media with their own uniqueness and characteristics (Clara Sari, 2018).

### B. Social Media Impact

There are several positive and negative impacts of social media that have been revealed by (Istiani & Islamy, 2020).

a. Positive Impact

- 1) Makes it easy for us to interact with many people.
- 2) Maintain friendship with family or relatives who are far away and have not met for a long time, then through social media it can be done (Fronika, 2019).
- 3) Social media allows us to have many connections and a wide network.
- 4) Long-distance relationships are no longer a big obstacle because we can still interact with other people at any time even though we are separated by a considerable distance.
- 5) Social media provides a new means for humans to express themselves.
- 6) With social media, anyone can spread new information at any time, so that other people can also get information spread on social media at any time.
- 7) When compared to other media, social media costs less because we only need to pay internet fees to access social media (Istiani & Islamy, 2020).

b. Negative Impact

- 1) Distancing people who are close and vice versa. People who are caught up in social media have a big disadvantage in that they risk neglecting the people in their daily lives.
- 2) Because of the ease of interacting through social media, people will become increasingly lazy to meet people in person.
- 3) With the practicality and ease of using social media, people will become increasingly dependent on social media, and will eventually become addicted to the internet.
- 4) If we do not select the people in our social circle, we will be more vulnerable to bad influences.
- 5) With social media, anything we post can be easily seen by others. This of course can leak our personal problems.
- 6) With social media, anyone is free to express opinions, opinions, ideas and others, but excessive freedom without any control often leads to potential conflicts which ultimately lead to a division (Istiani & Islamy, 2020).

**C. Social Media Functions**

According to Doni (1386), social media has several functions as follows:

- a. Social media is media designed to expand human social interaction using the internet and web technology.
- b. Social media has successfully transformed the unidirectional communication practices of broadcast media from one media institution to many audiences ("one to many") into dialogic communication practices between many audiences ("many to many").
- c. Social media supports the democratization of knowledge and information. Transforming people from users of message content to creators of the message itself (Doni, 1386).

**D. Types of Social Media**

Here are some types of social media expressed in (Siregar, 2022).

- a. Social networking media, social networking media is the most popular medium. This media is a tool that users can use to conduct social relationships, including the consequences or effects of these social relationships in the virtual world. Examples of widely used social networks are Facebook and LinkedIn.
- b. Online journal (blog), Blog is a social media that allows users to upload daily activities, comment on each other and share, both other web links, information and

so on. This type of social media can be divided into two, namely the personal homepage category, which is the owner using his own domain name such as .com or.net and the second by using free weblog page provider facilities, such as wordpress or blogspot.

- c. Simple online journal or microblog (micro-blogging), No different from an online journal (blog), microblogging is a type of social media that facilitates users to write and publish their activities and or opinions. The most widely used example of microblogging is Twitter.
- d. Media sharing, Media sharing sites are a type of social media that facilitates users to share media, ranging from documents (files), video, audio, images, and so on. Examples of this media are: Youtube, Flickr, Photo-bucket, or snapfish.
- e. Social bookmarking, Social bookmarking is a social media that works to organize, store, manage, and search for certain information or news online.
- f. Shared content media or wikis. This social media is a site whose content is the result of collaboration from its users. Similar to a dictionary or encyclopaedia, a wiki presents users with the meaning, history and even book references or links about a word.

### **E. Social media usage behavior**

In the Big Indonesian Dictionary (KBBI), behavior means individual responses or reactions to stimuli or the environment. Behavior is a set of actions or actions of a person in responding to something and then making it a habit because of the values believed. Human behavior is essentially the action or activity of humans both observed and unobservable by human interaction with their environment which is manifested in the form of knowledge, attitudes, and actions (Arthini, 2019).

Chaplin (1999) in (Fajariyah, 2008) provides an understanding of behavior in two meanings. First, behavior in a broad sense is defined as everything that a person experiences. In the second sense, behavior is defined in a narrow sense, namely everything that includes observable reactions (Putri et al., 2016).

The definition of behavior can be limited as a state of mind to argue, think, behave, and so on which is a reflection of various aspects, both physical and non-physical. Behavior is also defined as a person's psychological reaction to his environment, the intended reaction is classified into two, namely: 1. passive form (without real or concrete action), 2. in active form (with concrete action) (Tampubolon & Sibuea, 2022).

Behavior is an action taken by someone. In the context of using information technology, behavior is the actual use of technology (Doni, 1386).

### **D. CONCLUSION**

Excessive use of social media has indeed been proven to impact the behavior of Islamic Religious Education students at IAIN Kerinci. Based on the questionnaires distributed to these students, it was found that social media has both positive and negative effects on them. In this study, 72.9% agreed and 27.1% strongly agreed that using social media is enjoyable. This means all respondents in the study agreed with the statement that using social media brings them joy.

The research found that social media can have a greater positive impact on the behavior of Islamic Religious Education students at IAIN Kerinci. The negative impact is around 14.6% of the 48 respondents who agreed with the statement, "Using social media makes me forget to fulfill my religious obligations." This should be a concern for everyone, as students are very fond of using social media, and without proper guidance, it can have a significant negative impact on them.



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