

UTILIZATION OF MICROBLOGGING THROUGH THE INSTAGRAM APPLICATION FOR STUDENTS

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Abstract

The Instagram application, which is part of social media, has become a part of society, Instagram users, especially students, make everyone communicate with each other and share information. This study aims to determine and obtain information on the use of microblogging on Instagram on student learning outcomes. The research subjects were students of the Faculty of Islamic Religion, University of Muhammadiyah Sumatera Utara Batch 2021. This study used an exploratory qualitative method with an inductive approach. Researchers deliberately chose 5 people as respondents consisting of 5 students. To maintain the confidentiality of the respondents, the researcher gave the names of the informants R-1, R-2, R-3, R-4, and R-5. Structured interviews were conducted with questions that were compiled and linked and developed with related literature. The results of this study. First, by using microblogging, students can easily explain course material with creativity and can be seen by others. Second, it is very necessary to create microblogging with creativity and give awards to students. Third, it is very useful so that students can explain lecture material with microblogging to others.

Keyword: Utilization, Microblogging and Instagram

We are currently still in the COVID-19 pandemic (Robie Fanreza, 2021) (Nur Rahmah Amini, 2021) and the pandemic has not ended, so we must continue to try to tighten or comply with health protocols. It has been almost two years that we have been living side by side with the COVID-19 pandemic and various ways of doing business have been carried out, including maintaining immunity, exercising, eating with adequate nutrition and injecting vaccines one and two. So great is the impact felt or caused by the COVID-19 pandemic (Robie Fanreza, 2021), for example, it has an impact on the economy, business or trade, even education is required and carried out online.

The learning process carried out on the internet network is certainly a solution in preventing the spread of the corona virus. However, when carrying out the learning process in the internet network, several problems arise including a weak internet network even in remote areas that do not even have an internet network, non-standard media devices in the learning process in the network such as mobile phones or laptops, not to mention package problems. expensive data or internet so that the middle and lower economic circles have difficulty buying it, and so on.

The above are a few of the problems faced in implementing learning through the internet network. Then not a few for educators or teachers even lecturers do not master about information and communication technology. So it takes a long time to master it and makes learning less attractive to students. It was also found that some educators were not optimal in using social media as a learning medium (Azhar, 2011) to students. Even though there are many features on social media that can be utilized and are very effective in carrying out the learning process online.

Among them there is a popular social media used by the community, namely Instagram. Instagram (*Instagram*, n.d.) abbreviated as IG or Insta is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them

to various social networking services, including Instagram's own. One unique feature on Instagram is cropping photos into square shapes, so they look like the results of the Kodak Instamatic and Polaroid cameras. This is different from the 4: 3 or 16 : 9 aspect ratio that is commonly used by cameras on mobile devices. Instagram can be used as a learning medium for educators and students. Among them by using microblogging, namely the creation of content that contains brief information about a topic, which contains writings such as blogs in short form (Prime, n.d.).

Method

The exploratory qualitative method (J. W. Creswell, 2017) (Moleong, 2001) (Sugiono, 2005) aims to deepen knowledge, also seeks to find new ideas about a certain phenomenon or phenomena, describes social phenomena, then explains how the process of the occurrence of a social phenomenon to immediately formulate problems in more detail or developing hypotheses instead of testing hypotheses. This study uses an exploratory qualitative method with an inductive approach.

Researchers deliberately set and selected 5 respondents consisting of 5 students who were at the Faculty of Islamic Religion, the faculty of teaching science and engineering at the Muhammadiyah University of North Sumatra in the fourth semester. Then the researcher made a question sheet to the students. Then students will be given several questions related to social media, Instagram, microblogging and making microblogging in completing the tasks given in Al-Islam and Kemuhammadiyah courses with background material on the establishment of Muhammadiyah.

Researchers in maintaining student confidentiality as respondents then give the names of students who are informants as follows R-1, R-2, R-3, R-4, and R-5. Questions that are done in a structured manner via google forms are sent to the WhatsApp and Japri groups or private networks. Then they will make questions that are compiled and connected with al-islam and kemuhammadiyah material and developed with related literature.

Findings and Discussion

The purpose of this study was to obtain information about the benefits of using microblogging through the social media application Instagram for students. The results of this study are in the form of statements made by the respondents through a list of questions. This statement is the field evidence felt by the respondents related to the research. Here are some excerpts of the results of statements made by researchers via google form with respondents, as follows :

What are your preferred social media ?

Answer R 1: "the social media that I always use are facebook, twiter, Instagram, telegram, youtube, twiter". **Answer R 2:** "As for the social media that I use everyday are WhatsApp, Facebook, Instagram, YouTube, etc." **Answer R 3:** "If I have a mobile phone, I have WhatsApp, YouTube, Instagram, Telegram, Facebook, Twitter, etc. **Answer R 4:** "if I often use WhatsApp, telegram, twiter, facebook, youtube, tiktok, snack video, etc." **Answer R 5:** "have used youtube, twiter, facebook, Instagram, etc".

What do you think about Instagram?

Answer R 1: "Not a few people claim that they get the latest news information from social media Instagram. Besides being able to be used for fun, active Instagram users also often share the latest information. This is basically done in order to get a good response for every image posted, either in the form of likes or comments".

Answer R 2: "By using social media Instagram, we can do photo editing on the images that will be posted. The reason is, there are various filter features on Instagram that are able to

optimize images for hashtags so that they can be grouped based on the theme used. The existence of these features makes this social media very popular by practitioners and photography connoisseurs.”

Answer R 3: “This social media based on images and short videos is very effective in attracting the attention of its users by using unique images and videos. Unique and interesting pictures uploaded on Instagram can spoil the eyes of Instagram users so that they can linger looking at various pictures and videos there.”

Answer R 4: “to celebrate important events, share everyday moments, connect with friends and family, build community and meet people who share the same passions and interests.”.

Answer R 5: "The main thing is to sell, besides that, you can also see world developments".

What do you know about microblogging?

Answer R 1: "often used in explaining material or creative explanations briefly by scrolling to the right". **Answer R 2:** “a display of brief explanations of material that is then uploaded and many people view it.”

Answer R 3: “Microblogging is a combination of blogging and instant messaging that allows users to create short messages to be posted and shared. to the audience online". **Answer R 4:** "Create a message or material that can even be used to briefly promote something to others".

Answer R 5: "Indeed, it takes time to write or put together content for a long blog post. With microblogging , on the other hand, you can post something new that only takes a few seconds to write or develop”.

Conclusions and Suggestions

The results of this study include : **First**, students who use Instagram then use microblogging when making assignments from lecturers easier in explaining lecture material with creativity. **Second**, it is very necessary to create microblogging with creativity and give awards to students. **Third**, it is very useful so that students can explain lecture material with microblogging to others.

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