



# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



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Mohd Jasmy Abd Rahman & Nur Kamariah Ensima

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v12-i8/14447>

DOI:10.6007/IJARBSS/v12-i8/14447

**Received:** 12 June 2022, **Revised:** 18 July 2022, **Accepted:** 29 July 2022

**Published Online:** 02 August 2022

**In-Text Citation:** (Rahman & Ensima, 2022)

**To Cite this Article:** Rahman, M. J. A., & Ensima, N. K. (2022). The Used of Social Media as Medium for Teaching and Learning among Student in Secondary School. *International Journal of Academic Research in Business and Social Sciences*, 12(8), 76 – 85.

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Vol. 12, No. 8, 2022, Pg. 76 – 85

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# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



[www.hrmar.com](http://www.hrmar.com)

ISSN: 2222-6990

## The Used of Social Media as Medium for Teaching and Learning among Student in Secondary School

Mohd Jasmy Abd Rahman & Nur Kamariah Ensima

Faculty of Education, The National University of Malaysia, 43600 Bangi, Selangor Darul

Ehsan, Malaysia

Email: [mjas@ukm.edu.my](mailto:mjas@ukm.edu.my)

### Abstract

The used of social media among teachers and students nowadays plays a vital role as a teaching and learning medium (PdP) especially Gen-Z generations who was born in the world of technology. Therefore, their intensity to use the technology in order to search the information. This study aimed to identify the main types of social media medium used by students in the learning process. Therefore, 35 respondents were chosen randomly, which consists of Form 6 student from SMK Pendang, Kedah were involved. Quantitative approaches were used in this study and data were collected through questionnaire instruments with the Five Likert Scale. Data were analyzed using SPSS version 23. The Descriptive analysis found that students choose *Google Classroom* as a major medium of learning with a mean value of 4.90, the highest compared to other types of social media. This shows that students preferred to use Google Classroom as primary learning medium. This social media medium can help teachers to share their teaching exercises and keep track of students' current assignments. In addition, this medium also helps students to access the information and learning materials provided by their teachers. Students can also communicate with teachers in the space provided. Therefore, it is recommended for researchers to conduct research regarding the use of social media in urban schools.

**Keywords:** Media, Social, Medium, Learning, Teaching

### Introduction

The world has been through the Industrial Revolution 4.0 and it has made a huge impact on many fields including education. Education today is more focused on the use of technology in keeping with current student development. According to Yusoff et al (2015), the era of information technology needs to align with current needs and requirements. Today's technology has created many opportunities for teachers and students to explore new knowledge in the world of education. Thus, the use of social media is no stranger in the process of Teaching and Learning (PDP) either in school or at home. This is because today's students are *digital native*, who are eager to try something new especially related to technology. The approach that used social media can also help students to independent learning and at the same time giving them the chance to explore their area of interest.

The challenges of globalization and the explosion of ICT technology make educational development very important for students and educators to master the ICT technology in the R&D process (Hussin, 2017). This situation is due to the rapidly use of multimedia and information technology monopolizing the world with the famous tagline World without borders (Lubis et.al., 2017). Thus, the traditional methods by using a white board or textbook in class became less popular nowadays. This has been explained by Ilias et. al (2016) states that one of the elements contained in 21st Century Learning is the use of teaching aids in the learning process in the classroom. This situation is because today's students prefer to learn in active and collaborative learning that is able to give students the opportunity to actively communicate and move. They need two-way communication therefore, students need to be exposed to the use of current technology and at the same time teachers need to improve their existing skills.

Teachers at the present time have to equip themselves with knowledge and technology to deliver their learning creatively. The combination of methods of presentation of teaching materials should be promoted such as video, slide show, games and so on. The use of this media is very important because it has interesting elements such as animation, audio, graphics and so on. This situation can indirectly attract students to focus more on the delivery of teachers in the classroom. According to Lubis et.al (2017), the ability of teachers to use information and communication technology is the most effective approach to teaching and learning (PdP) process in line with the current interest of gadgets and communication tools.

Therefore, the objective of this study is to identify the main social media medium used by teachers and students in the Teaching and Learning (PdP) process. In addition, the second objective is to identify the features that social media needs to have to make it easier for teachers and students to access. Finally, the third objective is to identify the extent to which social media is appropriate for the medium of learning.

### **Literature Review**

According Saleh et. al (2017) began in 2008, the development of social media such as *Facebook* and *Whatsapp* progressively increased. This is because social media is a medium to assist users in the process of transferring information from one user to another (Ziani, 2015). According to Khusnul Hanafi and Mohd. According to Hanafi (2017), social media has immense power and impact and can help individuals in many ways, especially in building communication between users. There are various types of technology media used in the education world like *Google Classroom*, *Facebook*, *Whatsapp*, *Youtube* and so on

#### *i . Google Classroom*

*Google Classroom* there is the free site built by *Google* purposely for education in school or at university. It is a platform for teachers to build, distribute and evaluate student work thru online. Therefore, the main purpose of *Google Classroom* is to facilitate teachers and students in the process of sharing free content of learning thru online. In other words, teachers and students can communicate and access the content of learning anywhere and anytime based on their convenient This platform is also among the newly introduced in

education and it has been well received by teachers and students from school, college and to university.

#### ii. *Facebook*

Use of *Facebook* among students familiar and it is considering 100% student has Facebook account. Facebook is the most popular social media among students and the community. Reviews by Duff (2008) have proved that teenagers nowadays are more comfortable to interact in a social networking site such facebook than face-to-face, especially for students who are introverted. There is a variety of information and important information to be gained from this application including current issues and education, but not all the information supplied is true or correct. Therefore, students should be wise and responsible in assessing the authenticity of the information provided and at the same time not misusing the application.

#### iii. *Whatsapp*

WhatsApp comes from the English word 'What's up?'. According to Saari & Mahiyaddin (2017), apps are a medium for sending and receiving messages via smartphone by allowing users to exchange pictures, videos, voices or even messages in writing and are now upgraded by allowing users to share files and *folders*. Application *Whatsapp* is also a free platform that can be used by anyone same as other applications. This app is used often in schools especially for discussions of specific groups such as Parents and Teachers Association, school teachers, classroom teachers and student heirs and student groups. One of the high use of this application is a development h it allows two-way communication, users can share files, audio, video, image and text with other users. In addition, data usage rates are also very low compared to other social media applications such as *Facebook* and *YouTube*. In the context of education, the *Whatsapp* app is the most effective and easy for teachers and students to share teaching and learning materials and to communicate especially for group discussion that easily be created within the app.

#### iv. *YouTube*

According to Keong & Abu (2013), *YouTube* is used for personal, commercial and so on and is used as a medium of teaching and learning. There are many advantages to this application as *YouTube* is also one of the mediums that can be linked to other web site applications such as blogs, *Facebook* and so on and indirectly impact the effectiveness of learning with fast information acquisition (Embi, 2011). This application has changed the current teaching and learning pattern, for example students are now exposed to the use and production of short videos on YouTube. *YouTube* may not considered as entertainment media alone, but now it has helped a lot in the education world such as getting new science tutorials, sharing experiences and knowledge and more. This is supported by Keong & Abu (2013) who stated that *Youtube* is one of the scientific elements used for the purpose of communicating and sharing information in medicine, business and education.

### **Research Methodology**

This research conducted a survey with quantitative approaches. The researcher distributed questionnaires to 35 respondents from secondary school in Kedah. The questionnaire consists of four parts including the respondent demographic. In this study, the researcher has developed a questionnaire using the Likert Scale. The measurement consisted of five scales

namely the Scale 1-Strongly Agree, Scale 2-Disagree, 3-Neutral Scale, 4-Agree Scale and 5-Agree Scale

### Research Findings

The four media elements mentioned in the questionnaire form are intended to capture the perception of students in school about the importance of using information technology in teaching and learning process. Table 1 shows the position of media elements that students choose according to their priorities in the learning process.

Table 1

#### *Rangking of Media Element*

Media element	N	Mean Score	Rangking
Google Classroom	35	4.90	1
Facebook	35	4.30	3
Whatsapp	35	4.68	2
Youtube	35	4.12	4

Based on the findings, it can be concluded that all four elements of social media is at a high level with the mean score range from 4.12 to 4.90, this shows that every aspect was at a high level. All of these elements have been successfully implemented in the Teaching and Learning (PdP) process in secondary school.

Table 2

#### *Mean value for item in Google Classroom questionnaire*

NO	QUESTIONS	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	MEAN
B4	I use Google Classroom a lot as a medium learning	0% (0)	0% (0)	0% (0)	42.9 % (15)	57.1 % (20)	4.78
B5	Google Classroom is a great learning medium	0% (0)	0% (0)	0% (0)	31.4% (11)	68.6% (24)	4.85
B6	Google Classroom has academic feature	0% (0)	0% (0)	0% (0)	25.8% (9)	74.3% (26)	4.92
B7	It's easier for me to get notes from teachers and upload them assignments using the Google	0% (0)	0% (0)	0% (0)	25.8% (9)	74.3% (26)	4.92

	Classroom platform						
B8	In my opinion, Google Classroom is a social media medium the most appropriate use of learning in comparison other social media .	0% (0)	0% (0)	0% (0)	0% (0)	10 0% ( 35 )	5.03

The findings show that using Google Classroom is the main medium used in schools with the highest mean of 4.90. This medium became the most popular because of the flexibility in terms of time and place. Even Though the studies regarding the use of Google Classroom are still in early stages, this study demonstrates that Google Classroom being used in schools including rural schools is considered as a positive vibe.

Table 3

*Mean values for items in Facebook questionnaire*

NO	QUESTIONS	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	MEAN
C 9	I use Facebook a lot as a medium learning	0% (0)	0% (0)	2.9 % ( 1 )	60.0 % ( 21 )	3 7.1 % ( 13 )	4.40
C 10	Facebook is a great medium for learning	0% (0)	0% (0)	5.7% (2)	48.6% (17)	45.7% (16)	4. 48
C 11	Facebook has academic features	0% (0)	0% (0)	8.6% (3)	68.6% (24)	22.9% (8)	4.00
C 12	It's easier for me to get notes from teachers and upload them tasks using the Facebook platform	0% (0)	0% (0)	11.4% (4)	62.9% (22)	25.7% (9)	4.25
C 13	In my opinion, Facebook is a major social media medium is best used in learning versus social media another .	0% (0)	0% (0)	8.6% (3)	60.0% (21)	31.4% (11)	4. 00

Facebook became third most popular among students with the mean score 4.30. This is because most Facebook users tend to share their opinion about current issues in the media. In addition, teachers and students are allowed to share their learning materials with other users. This finding is supported by Watkins & Lee (2010) who stated that many students have had a Facebook account since school.

Table 4

*Mean Value of Item in Whatsapp Questionnaire*

NO	QUESTIONS	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	MIN
D 14	I use Whatsapp a lot as a medium learning	0% (0)	0% (0)	8.6 % (3)	60.0 % (21)	31.4 % (11)	4.68
D 15	Whatsapp is best used as a learning medium	0% (0)	0% (0)	11.4% (4)	62.9% (22)	25.7% (9)	4.60
D 16	Whatsapp has academic features	0% (0)	0% (0)	2.9% (1)	31.4% (11)	65.7% (23)	4.90
D 17	It's easier for me to get notes from teachers and upload them task using the Whatsapp platform	0% (0)	0% (0)	2.9% (1)	60.0% (21)	37.1% (13)	4.78
D 18	In my opinion, Whatsapp is a major social media medium is best used in learning versus social media another	0% (0)	0% (0)	11.4% (4)	68.6% (24)	20.0% (7)	4.44

Whatsapp is the second most popular among students with a mean value of 4.68. The use of Whatsapp is easier to use and efficient to communicate. The use of this medium is more relaxing compared to Google Classroom. This finding is also consistent with studies conducted by Trisnani (2017) which showed that WhatsApp is the most widely used than *Google Classroom* because of the ability of these applications to deliver a message, the information and share materials more effectively while it can give satisfaction towards user by its faster delivery.

Table 5

*Mean values for item in Youtube questionnaire*

NO	QUESTIONS	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY DISAGREE	MIN
E 19	I use Youtube a lot as a medium learning	0% (0)	0% (0)	17.1 % ( 6 )	48.6 % ( 17 )	34.3 % ( 1 2 )	4.58
E 20	Youtube is a great medium for learning	0% (0)	0% (0)	17.1% (6)	65.7% (23)	17.1% (6)	4.40
E 21	YouTube has many academic features	0% (0)	0% (0)	20.0% (7)	54.3% (19)	25.7% (9)	4.54
E 22	It's easier for me to get notes from teachers and upload them task using the YouTube platform	0% (0)	0% (0)	20.0% (7)	62.9% (22)	17.1% (6)	3.68
E 23	In my opinion, Youtube is a major social media medium is best used in learning versus social media another	0% (0)	0% (0)	25.7% (9)	62.9% (22)	11.4% (4)	3.40

Youtube is the fourth most popular among students with the mean value 3.17. Youtube medium practical for getting tutorials related to problem solving. Youtube also allows the users to upload video. This finding is consistent with Mohamad (2014) who stated that students respond favorably when teachers use YouTube videos and ads in Teaching and Learning (PdP) activities. In addition, today's generation is more interested in visual learning (Embi, 2016).

### Discussion

This study shows the position of *Google Classroom* is a main choice of students with a mean value of 4.90. These findings indicate that *Google Classroom* is a great medium for teaching and learning because of the elements in this platform easy to be conducted and have a variety of function such as allowing teachers to share notes and teaching content with students, allowing students to upload assignments from time to time and helps teacher to review student assignments. Therefore, three objectives in this study achieved, first researcher can identify that *Google Classroom* is a major social media medium used by teachers and students in the Teaching and Learning process. Secondly, researcher can determine the characteristics that should be on social media in order to make it easier for teachers and students to access the material teaching and learning and this can found in *Google classroom*. Finally, the third objective is to identify the level of social media feasibility for learning as *Google Classroom* as it is academic and scientific. This has proven that social media contributes significantly to the education world and indirectly brings about changes in beliefs, values, and attitudes (Anwar, 2017).

Even so, the results showed the use of *Google Classroom* is not yet fully developed because it was newly introduced in schools, colleges and also at the university. Most students think they can't use *Google Classroom* to learn without high levels of internet access. This may be caused by a limitation of the access to the Internet in school. Still there is a hope for teachers to maximize the use of Google Classroom by sharing their knowledge and teaching materials (Pitchan et al., 2017).

### Conclusion

Recently, technological developments have contributed to the high use of media in the education world with the aim of facilitating the delivery and level of access to information needed. These advanced mediums also help teachers and students to teach and learn more systematically and effectively. The use of technology needs to be nurtured when students are in secondary school so that they can better prepare for the future of college and university learning. Furthermore, teachers and students also need to improve their technology usage skills and learn the right techniques to make use of the technology available. As such, it is the responsibility of all parties including the Ministry of Education Malaysia, the administration, teachers, parents and students themselves to realize the proper use of media in teaching and learning.

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