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Management of Social Media as One of The Arabic Language Learning Media in The Millennial Era

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Abstract: Social media is an online media that is used as a tool of communication and social interaction through the internet. Someone can easily connect with other people, both those that have been known before and not yet known, either through written messages or talking directly, listening to the voice, and even video calls. From social media, one can get the latest information quickly and easily, in the form of news, images, and videos. In this millennial era, the ease of social media makes most people feel the need and motivation to use it. For education, social media can also be used as one of the learning media. Social media goals include self-actualization, forming communities, establishing personal relationships, and marketing media. And the characteristics of social media include user participation, openness, conversation, and connectivity. Learning media, in general, is a tool for teaching and learning. Everything can be used to stimulate thoughts, feelings, attention and abilities or skills of students so that it can encourage the learning process. Examples of learning media are audio media and graphics or visual media. In Arabic language lessons, the use of social media, as one of the learning media, is very supportive and very appropriate to increase learning or development outside of school hours. Management of social media can be used to add lessons about the conversation, search for vocabulary, and translate some texts. Other social media can be used to practice oral and written conversations, reading practices, and others.

Keywords: *social media, learning media, management*

A. Introduction

Education is a human need that must be fulfilled in this millennial era. Education possessed by someone can be used as a person's soul or character. If viewed from the environment of its implementation, education can be carried out within the family, school, and community. In relation to education in schools, according to the Republic of Indonesia Law Number 20 of 2003 concerning the National Education

System (2003: 5), education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have power religious spiritual, self-control, personality, intelligence, noble character, and skills needed by him, society, nation and state.

Education changes in many ways from time to time. In the early days of the development of science, classical scientists were natural learners who

taught autodidactically with iqra, reading the phenomena observed in the universe. They had huge curiosity, studying science through experiment, experience and scripture as a guide. They went to the teachers to dig deeper, discuss and debate their thoughts and discoveries. Their greatness is still recognized until today's modern era and even its discoveries make a huge contribution to the civilization of mankind (Safar, 2018, p. 77).

The rapid development of the millennial era, especially in the development of science and technology, requires the world of education to be able to keep up with the times at present. The rapid development of science and technology in this modern era certainly has an impact on the development of education held in schools. In connection with this, learning media is one of the concrete manifestations of the phenomenon of the development of science and technology. The use of learning media can clarify the presentation of messages and information so as to facilitate and improve learning processes and outcomes. Therefore, the use of instructional media in a learning process is very necessary because, in addition to being useful for students, learning media can also facilitate teachers in providing learning material.

One means that can be used as a medium of education is social media. In this millennial era, most people everywhere in the hemisphere know and use social media for daily needs, both for da'wah, inviting other humans to be closer to God, in the form of religious stories, sharing photos of religious activities, reminding of a memorial or important moment in religion, etc., there are also those who use social media for the benefit of their work, be it office work, field work or business activities. Social media is used as a venue for branding and

promotion for these employees. Activities that are being or have been carried out can be shared through social media, and many even deliberately live while carrying out an activity related to their work to showcase the excitement and greatness of the activity. And this social media is also very appropriate to be used as a promotional event for business people and other agencies that need mass.

Social media is also often used as a place to show off culinary. It's good just to show off food, places to eat, crowded with friends, or for culinary entrepreneurs, social media is very appropriate to showcase very interesting mainstay menus that are more targeted so can make social media users who see it become curious. From this strong curiosity, social media users will come to the place to eat or restaurant.

Beautiful panoramas of a village are often exhibited through social media. Both the local tourism entrepreneurs posted photos of the beauty of the panorama as well as the tourist visitors who proudly showed that the users of social media had arrived there and enjoyed the beauty of the panorama with happy styles, making other social media users curious and encouraged to visit anyway.

For the world of education, social media can be used as a learning medium, both in the classroom and at home. Teachers can manage certain social media to support teaching and learning activities, such as through Facebook, WhatsApp, and Instagram, which are currently used by students. Especially for language subjects, social media is very suitable to be used to demonstrate students' abilities in writing such as making a short story or experience story for the Indonesian language lessons, demonstrating foreign language conversations (Arabic, English, Mandarin,

etc.) through videos, and also for other subjects besides the language can use this social media. Learning by utilizing social media like this is certainly very interesting for students and brings its own motivation for students to immediately implement it. By using social media like this as a learning medium, it can improve students' enthusiasm, which in turn will produce better grades for students as expected by the teacher.

B. Social Media

1. Definition

Social media is an online media, with its users being able to easily participate, share and create content including blogs, social networks, wikis, forums, and the virtual world. Blogs, social networks, and wikis are the most commonly used forms of social media in the community in the whole world (Aspari, 2016 :11).

Social Media is social interaction between humans in producing, sharing and exchanging information, this includes ideas and various content in virtual communities (Ahlqvist Toni; Back; A .; Halonen, M .; Heinonen, S (2008). "Social media road maps exploring the futures triggered by social media ". Quoted via Wikipedia 2014). Social media is also interpreted as a group of Internet-based applications built on the basis of ideology and web technology version 2.0 that allows the creation of interactive websites (Kaplan Andreas M., Haenlein Michael (2010) "User of the world, unite! The challenges and opportunities in social media ". Quoted via Wikipedia 2014 (Sulianta, 2015: 5-6).

Social Media is a means, method, tool, or container to support harmony in socializing (Alim, 2018: 110).

The definition of social media according to Carr and Hayes is:

- a. Digital technology that emphasizes user-generated content or interaction.
- b. Characteristics of the media.
- c. Social networks such as Facebook, Twitter, Instagram, and others are examples of interaction models.

Social media is an internet-based media that allows users the opportunity to interact and present themselves, both instantaneously and delayed, with a wide or no audience that drives values from user-generated content and perceptions of interaction with others (Erani, 2018: 167).

Philip Kotler and Kevin Lane Keller (2016) say Social media is a medium used by consumers to share text, images, sound, and video information both with other people and companies and vice versa. Michael Cross (2013) argues Social media is a term that describes the various technologies used to tie people into collaboration, exchange information, and interact through web-based message content. Because the internet is constantly evolving, various kinds of technology and features available to users are always changing. This makes social media more hypernymic than a specific reference to various uses or designs. M.L. Kent (2013) said, Social media is all., forms of interactive communication media that allow for two-way interactions and feedback (<https://pakarkomunikasi.com> , *Jenis-jenis Komunikasi , Komunikasi digital*).

From some of the meanings above, it can be concluded that social

media is online based media as a means of socializing and communicating for its users in cyberspace (internet).

2. Characteristics

The characteristics of social media are as follows:

a. User-based

Social media is online, social media is built and directed by the user. Without users, social media will only be an empty 'space' filled with empty forums, empty chat rooms, and applications without users. Users of social media inhabit social media with conversations and the content they publish.

The direction of the conversation in content also depends on the user, whoever it is, who takes part in the discussion. This is what makes social media more attractive and more dynamic for internet users.

b. Interactive

The following characteristics of Social Media are interactive. Social media is not only a collection of chat rooms or forums but also other features. Like on Facebook for example, in addition to chat and groups, Facebook has many game applications that can be played with friends, challenging each other to find out who is the best. Not only as entertainment, but social media has also become a medium for many people to be able to interact with each other, and have fun together without being limited by distance and time.

c. Concept of community

Social media is built and developed from the concept of community. Like communities in

the community that is generally formed on the basis of equality, whether beliefs or hobbies for example; Social media is also built on the same basis. We can see this in social media today.

There are many communities in a group on social media that are formed on the basis of equality. Like certain school alumni similarities, for example, or similar hobbies, etc. With social media, we can not only meet new friends in the community but also find old friends who have lost contact.

d. Connecting people

Other social media characteristics are the types that connect people to one another. Social media develops relationships between people. Like the pyramid concept that focuses on one point, social media also runs on the same principle. The more contacts we have in social media, the easier it is for you to reach the center of the network.

Even though you only have dozens of contacts on social media, when you publish an article or other content on the homepage, the content will develop; not only around the contacts you have but also other sub-contacts. Unlimited range of distribution, maybe even unimaginable.

e. Content is unlimited

Published content is not through the gatekeeper. There are no specific rules that must be fulfilled regarding content that may or may not be published. There is no reference that

determines whether the content is worth publishing or not.

Social media does not have censorship that determines the feasibility of displaying content, such as censorship in television broadcasts. So that content published on social media is truly free, which determines the eligibility of content to be published is the creator itself.

f. Emotional factor for content

Another feature of social media characteristics is the emotional factor that develops in relationships between social media users. Social media provides a sense of security and convenience to reach out to your friends, whatever the conditions.

Either feeling sad because of family problems, being sick, or being frustrated by a business failure; everyone can still communicate directly with the person online. In this unexpected situation, the form of support provided by a circle of friends on social media can be unimaginable.

g. The content shared is unlimited

The messages, pictures, videos, and the people we publish on social media can reach many people. There is no limit to how far the distribution is, how many people read and share the content again. Even when content becomes viral for example, it won't even be imagined to the extent of the effect.

h. Real-time published content and spread quickly

When content is published online on social media, at that time the content will be directly

accessible to various users throughout the world. The limit is only an internet connection. Unlike content in newspapers or magazines or television journalism that requires considerable distribution time, content on social media can spread very quickly.

i. Low-cost content

The cost needed to spread content through social media is very cheap even free because what is needed is only an internet connection. Different if we want to fill content in newspapers, magazines, television or radio, we have to pay quite expensive to be able to display the content we want.

j. Users who determine the time of interaction

Although when published, content can be directly accessed by many people around the world, but still not necessarily the content is read by everyone. When the content is read, when the interaction is carried out the reader is determined by the reader content. Content stored on social media is not time is limited, so that even interactions can occur many years later.

The creator can also determine when he will reply or respond to comments on the content he publishes, it can be immediately when he reads it, or sometime later, or can even choose not to respond.

k. Content has a publish time record

In each post (published content) there are some pieces of information including a record of the time the content was

published. So that we can more easily follow the content.

1. Place of self-actualization

Other social media characteristics are usage by humans. In social media, users are creators as well as actors. Users can actualize themselves, placing themselves in social media according to their abilities.

m. Build someone's profile

Each user must enter personal data so that they can be registered as users and can use certain social media. Identities such as name, place of residence, date of birth, education, work, etc. must be filled in to register. That way, users have indirectly built their profile on social media (<https://pakarkomunikasi.com/ciri-ciri-media-sosial>).

3. Type

Basically social media can be divided into several types. That is:

- a. Social network. Social Network or social networking is the most widely known and used media by the community. Like: Facebook, Twitter, Instagram, WhatsApp, Youtube, Google Plus, Pinterest and others.
- b. Online Community or Forum. Online community sites or forums are formed by individuals or groups incorporated in an activity or interest in a particular field. They chat, discuss, and post pictures or videos according to their activities or interests. Examples are Cascus.co.id, Brainly.co.id, Indowebster, and others.

- c. Blog Site. Blogs are generally based on the expertise of the blog owner and can be used by users. Example: Anne achira.com, skipper cipir.com, and others.

- d. Social Bookmark. Initially, this social bookmarking site was a place for internet users to store website addresses they liked. However, lately, users of social bookmarking sites have begun to decrease because this site is widely used for spam activities.

The first category is social networking, this site is able to provide a portion for users to create personal networks and establish communication, share information with friends in different locations. The biggest social network today is Facebook after Friendster and Myspace go out. The second category is the blog, namely the first known social media because users can use it to write online journals by displaying writing history from the beginning to the latest. The most popular blogs are Wikipedia, users are allowed to edit content and add information and then function as communal databases. The next type is forums, which used as an arena for online discussions with certain topics by a community that already existed before the social network was formed. The content community aims to organize content such as video, (youtube) or photos (Flickr) and bookmark links (del.isio.us). The newest type of social media is microblogging, this type offers the convenience of exchanging information but with post size limitations such as Twitter which only limits 140 characters in one post (Hisyam, 2016: 584).

C. Media of Learning

1. Definition

(Mahnun, 2012) The term learning media has several meanings. Gerlach and Ely (1971), for example, provide a broad and narrow understanding of the media. As for broadly what is meant by learning media is every person, material, or event that provides opportunities for students to obtain knowledge, skills, and attitudes. The narrow definition referred to as learning media is a non-personal (not human) tool used by teachers who play a role in the teaching and learning process to achieve goals.

Other notions put forward by Gagne and Briggs (in Arsyad, 2002). They argued that learning media includes tools that are physically used to convey the contents of the pursuit material which include books, tape recorders, tapes, video cameras, video recorders, films, slides, photos, pictures, graphics, television, and computers. In other words, media is a component of learning resources or physical equipment that contains learning material in a student environment that can stimulate students to learn. Other notions put forward by Soeparno, (1987: 3), learning media is a combination of hardware and software. In other words, the media is hardware that has been filled with software.

2. Type of Learning Media

Judging from the type, the media is divided into:

a. Auditive media

Media that only rely on sound like radio, cassette, vinyl record. This media is not suitable for deaf or have people hearing abnormalities.

b. Visual media

Media that only relies on the sense of sight. This media exists which displays still images such as film strips, slides, photos, images or painting, and printing. Some also display images or symbols that move like film, and cartoons.

c. Audiovisual media

Media that has sound elements and image elements. These types of media have better abilities because they cover both the first and second types of media.

Media of learning is classified based on the purpose of use and characteristics of the type of media. There are five classification models, which are according to (1) Wilbur Schramm, (2) Gagne, (3) Allen, (4) Gerlach and Ely, and (5) Ibrahim. According to Schramm, the media are classified as mediocre, expensive, and simple media. Schramm also classifies media according to the ability of coverage power, namely (1) extensive and simultaneous coverage such as TV, radio, and facsimile; (2) limited coverage, such as films, videos, slides, audiotape posters; (3) individual learning media, such as books, modules, learning programs with computers and telephones. According to Gagne, media is classified into seven groups, namely objects for demonstration, oral communication, print media, still images, moving images, sound films, and learning machines. The seven learning media groups are associated with their ability to fulfill functions according to the learning hierarchy developed, namely learning stimulus launchers, interest in learning,

examples of learning behavior, giving external conditions, guiding thinking, incorporating knowledge, evaluating achievements, and giving feedback (Wijaya, 2014: 13).

According to Allen, there are nine media groups, namely: silent visuals, films, television, three-dimensional objects, recordings, programmed lessons, demonstrations, printed textbooks, and oral offerings. In addition to classifying, Allen also linked the types of learning media and the learning objectives to be achieved. Allen sees that certain media have advantages for certain learning goals but are weak for other learning goals. Allen revealed six learning objectives, including factual info, visual introduction, principles and concepts, procedures, skills, and attitudes. Each type of media has a different ability to achieve learning goals; there are high, medium and low (Wijaya, 2014: 13).

According to Gerlach and Ely, media are grouped based on physical characteristics over eight groups, namely actual objects, verbal presentations, graphic presentations, still images, moving images, sound recordings, programmed teaching, and simulations. According to Ibrahim, media are grouped according to size and at least complex tools and equipment for five groups, namely media without two-dimensional projections; media without three-dimensional projections; audio media; projection media; television, video, computer. Based on an understanding of the classification of learning media, it will be easier for teachers or other practitioners to carry out media selection right at the time of planning learning to achieve certain goals. The choice of media

that is tailored to the goals, material, and abilities and characteristics of students, will greatly support the efficiency and effectiveness of the learning process and results (Wijaya, 2014: 14).

3. Role of Learning Media

Media teaching plays an important role in learning foreign languages, including learning Arabic. Media learning is not only good for children, but also for adults, and parents. There have been many studies that prove the effectiveness of the use of media in learning Arabic, unfortunately not many teachers use learning media as one of the elements supporting the learning process in the classroom.

The use of learning media does require time to prepare it. Needs of thought and energy. But if the teacher has a high teaching spirit, anything will be done to get students' attention in learning, so that students are not saturated in learning and the material is more easily accepted and understood by students.

The teacher will be very satisfied if his efforts to prepare learning media bring results. Likewise, students will feel happy learning and will make students more like learning. Students will wait for the next meeting hopefully using more learning media. This becomes a value for a teacher.

In the realm of the teaching and learning process, learning media has three important roles, namely:

- a. role as an attentional role, in its role as a student's attention, the media is inviting the attention of students, increasing students' curiosity, and conveying information.

- b. the role of communication, in its role as a facilitator of communication, the media plays a role in encouraging and helping students to understand certain messages to be conveyed by the teacher.
- c. retention role, in retention, the media helps learners to remember important concepts acquired during the lesson (Rosyidi, 2009: 15).

D. Management of Social Media as One of The Arabic Learning Media in The Millennial Era

Currently, the term millennial generation is indeed familiar. The term originates from millennials created by two American historians and writers, William Strauss and Neil Howe in several of his books. A millennial generation or generation Y is also known as generation me or echo boomers. Literally, there is no specific demographic in determining this one generation group. However, experts classify it according to the beginning and end of the year. Generation Y collection is formed for those born in 1980 - 1990, or early 2000, and so on. The current millennial generation (in 2019) are those aged 17-36 years; those who now act as students, early jobber, and young parents.

Current technological progress is more targeted for millennial generations, but that does not mean that the X generation cannot use it. The millennial generation is faster in capturing current technological advances. The advancement of this technology can be used to learn many things, including learning Arabic. Many blogs that provide Arabic language learning materials from the basic level to a high level. Likewise, the videos of Arabic language conversations on youtube can

be seen and used for learning. Teachers can manage social media to support the learning process of teaching Arabic in the classroom and at home.

1. How to Learn from The Internet

The internet provides various information and all knowledge. Anyone can access at any time as needed. For the world of education, the internet greatly supports the needs of teachers and students for various sciences. In Arabic lessons, teachers and students can find vocabulary or mufradat, conversational or hiwar texts, reading texts or qira'ah and grammar or tarkib. Teachers and students can also search for Arabic language learning videos, whether it's memorizing vocabulary with songs or video conversations. The teacher can search for Arabic learning videos or conversation videos tailored to the theme to be studied. So students can take positive benefits from the internet.

2. How to Learn the Arabic Language Using the Whatsapp, Facebook, and Instagram Applications

a. Learning Arabic using the WhatsApp application

As understood and used by users, WhatsApp can be used for chat, telephone, and video calls. While learning Arabic has four advanced or skill aspects. That is istima '(listening aspect), maharah kalam (speaking), qira master 'ah (an aspect of reading) and kitabah (writing aspect).

When the teacher wants to give additional assignments to students for istima 'tutorial, the teacher will send istima text recording to be listened to by students through this media.

Students can listen to themselves with full concentration and can repeat it repeatedly until they can understand the meaning. In mahalam kalam, if the teacher wants the practice of conversation with individual students outside of lesson hours, it will be very supportive. The teacher can call on the students they want one by one via WhatsApp calls, and ask questions using Arabic. Or you can also use written conversations such as regular chatting, but use Arabic and Arabic letters. Whereas if maharah qira'ah, the teacher wants the practice of reading outside of school hours by utilizing this media, then the teacher can do it in two ways, first by using a call, so that the teacher can while correcting when there are inappropriate readings of students. Second, the teacher can ask students to read a qira'ah text by recording it, then send it to the teacher. For kitabah information, the teacher can give written questions such as chatting but use the Arabic script.

And even learning like this can be done for extra-curricular activities in Arabic. For students to always use Arabic conversations in everyday life, the extracurricular coach can take the time to call students every evening using Arabic, and the instructor can ask students to communicate with each other his exclusive friend to practice speaking Arabic every day. This media is very appropriate to support learning Arabic.

b. Learning Arabic using the Facebook application

Facebook social media can also be used as a medium for learning Arabic. The teacher can write on his Facebook status in Arabic, and the teacher can advise his students to comment in Arabic about his writing. In this case, the student's cellphone must use an Arabic font. For example, the teacher makes a status about his activities, whether in the form of photos or writing, students give likes and comments in the comments column. Student comments can be in the form of questions about what activities, where the teacher's activities are carried out, or students can give other comments in accordance with the wishes and abilities of students in Arabic. The teacher can assess the students who are more active commenting.

c. Learn Arabic using the Instagram application

The use of social media is almost the same as using Facebook. The difference is that in Instagram it is not possible to create written status as on Facebook. In Instagram, it tends to post photos or videos of activities. The teacher can post photos or videos of activities related to the learning task, then students give likes and comments in Arabic in the comments column.

The teacher can also make assignments for students in the form of photos or videos in Arabic, they can be uploaded to Instagram using the hashtag specified by the teacher.

Examples of hashtag assignments from the teacher:

#tugasbahasaarabmtsn1bms201

9. Students do not need to spend rupiah to make photos or videos that are inserted into the CD. In addition, teachers can easily see the results of student assignments and find out which students have not done the task from the hashtag. This can provide students with the knowledge that social media has many benefits positive.

E. Positive and Negative Impacts

Before talking about the positive and negative effects of learning through social media, first, the writer wants to explain the meaning of education. Etymologically or in language explained at length by Rohman (2009: 5-7), the word "education" comes from the word students get the initial prefix and the ending. Turns into an "educating" verb that means helping children to master the various knowledge, skills, attitudes, and values inherited from their families and communities. As for the understanding of education as stated by John Dewey, quoted by M. Arifin, education is a process of forming fundamental basic abilities, both concerning the power of thought (intellectual) and the power of feeling (emotional) towards the human nature and ordinary people.

According to the Law of the Republic of Indonesia No. 20 of 2003 concerning the National Education System Chapter, I Article 1 states:

"Education is a conscious and planned effort to realize the learning environment and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, and skills needed by themselves, society, nation, and state. "

The positive impacts of social media are:

1. Simplify learning activities, because it can be used as a means to discuss with school friends about assignments (seeking information);
2. Looking for and adding friends or reuniting with old friends. Whether it's friends at school, in the play environment or friends who meet through other social networks;
3. Eliminating student fatigue, it can be a drug of stress after a day of struggling with lessons at school. For example: commenting on the status of others who are sometimes funny and intriguing, playing games, and so on.

In addition to the positive impact of social media also has a negative impact on children's education. The negative impacts caused by social media are:

1. Reduced learning time, because the preoccupation with using social media is like too long when Facebooking and this will reduce the quota of learning time;
2. Disrupting the concentration of learning in school, when students are getting bored with the way teachers learn, they will access social media as they wish;
3. Damaging student morale, because of the unstable nature of adolescents, they can easily access or view other people's pornographic images;
4. Spending pocket money, to access the internet and to open Facebook clearly affect the financial condition (especially if access from the internet cafe) is the same as accessing Facebook from a mobile phone;

5. Disrupting health, too much staring at the screen of a cellphone or computer or laptop can interfere with eye health.

F. Conclusion

From the explanation above, it can be concluded that the use of learning media is very important to create pleasant learning and activate all students in learning activities. Pleasant learning in a subject will be missed by students, so students will be happy and impatient waiting for the schedule of these subjects. Even other positive aspects, students become as the teacher can even idolize the teacher. This is what is expected in the world of education, learning and teachers are fun, not scary.

Technological advances in the millennial era can support teaching and learning activities in the world of education. The rise of social media can be used as a learning media. The role of social media can be maximized to support the success of education and language learning through the use of various types of social media. Social media that is utilized include Facebook, WhatsApp, and Instagram. The three social media have the most users among students. Therefore, learning Arabic that makes social media a learning medium can be applied according to curriculum needs and adjusting what social media students have. In this case, the teacher can maximize his efforts to modify the learning media to be used, adapted to the students' abilities and the material to be discussed so that learning objectives can be achieved.

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