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THE ROLE OF SOCIAL MEDIA IN ISLAMIC RELIGIOUS EDUCATION (PAI) LEARNING

PERAN MEDIA SOSIAL DALAM PEMBELAJARAN PENDIDIKAN AGAMA ISLAM (PAI)

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Abstract

Keywords: Social
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As many as 49.9 percent of the Indonesia population who use social media make the learning process, especially in Islamic Religious Education (PAI), have to switch to social media. Technology in the 4.0 era has experienced a very rapid development, which of course requires educators to be able to utilize technology in managing learning inside and outside the classroom. Learning Islamic Religious Education that uses social media as a tool in the learning process can be done by teachers by utilizing for example Instagram or other social media so that activities carried out in the classroom or outside the classroom can be more fun and interesting. This is necessary to do because seeing the condition of students, sometimes they are bored of learning when the learning method is monotonous in the lecture and discussion method only. Therefore, the author examines the role of social media in PAI learning through the literature research method, namely utilizing literature reviews from various relevant sources such as scientific articles, trusted *websites*, and various supporting documents obtained indirectly. From various literature studies conducted by researchers, it was found that by using social media as a learning medium, learning activities are very helpful both felt by teachers and students. This happens because the learning process can be done anywhere without being limited by space and time, the communication process is easy and smooth, and also the learning atmosphere becomes fun because of the use of media in the process. On the other hand, teachers must be able to increase control in the process so that students or students are really honest in doing the tasks given, it is necessary to cooperate between teachers and parents of students to supervise learning both at school and at home.

Abstrak

Kata Kunci: Media Sosial; Pembelajaran; Pendidikan Agama Islam

Sebanyak 49,9 persen dari penduduk Indonesia yang menggunakan media sosial membuat proses pembelajaran khususnya pada Pendidikan Agama Islam (PAI) harus beralih pada media sosial. Teknologi di era 4.0 mengalami perkembangan yang sangat pesat yang tentunya mengharuskan pendidik mampu memanfaatkan teknologi dalam mengelola pembelajaran di dalam maupun diluar kelas. Pembelajaran Pendidikan Agama Islam yang menggunakan media sosial sebagai alat bantu dalam proses pembelajaran dapat dilakukan guru dengan memanfaatkan misalnya Instagram atau media sosial yang lain agar kegiatan yang dilakukan di dalam kelas ataupun di luar kelas dapat lebih menyenangkan dan menarik. Hal tersebut perlu untuk dilakukan karena melihat kondisi peserta didik terkadang bosan belajar ketika metode pembelajaran monoton pada metode ceramah dan diskusi saja. Oleh karena itu, penulis mengkaji peran dari media sosial dalam pembelajaran PAI melalui metode penelitian pustaka yaitu memanfaatkan kajian literatur dari berbagai sumber yang relevan seperti artikel ilmiah, *website* yang terpercaya, dan berbagai dokumen pendukung yang diperoleh secara tidak langsung. Dari berbagai kajian literatur yang dilakukan oleh peneliti maka didapatkan hasil bahwa dengan memanfaatkan media sosial sebagai media pembelajaran maka kegiatan pembelajaran sangat terbantu baik yang dirasakan oleh guru ataupun peserta didik. Hal ini terjadi karena proses pembelajaran dapat dilakukan dimana saja tanpa dibatasi oleh ruang dan waktu, proses komunikasi mudah dan lancar, dan juga suasana pembelajaran menjadi menyenangkan karena menggunakan media dalam prosesnya. Disisi yang lain guru harus mampu meningkatkan controlling dalam prosesnya agar siswa atau peserta didik benar-benar jujur dalam mengerjakan tugas-tugas yang diberikan perlu kerjasama antara guru dan orang tua siswa untuk melakukan pengawasan dalam belajar baik di sekoalh ataupun di rumah.

INTRODUCTION

The principle of life of a Muslim that should not be ignored by humans in living life in the world is to learn the teachings of Islam. In general, religious studies has various strategies to deepen its teachings. The tendency of people today if referring to existing research that they are interested in exploring the teachings of Islam is mostly done through social media. As many as

87.2% use YouTube, 30.8% use Instagram and online articles, 15.4% use Facebook, and the rest use other media such as WhatsApp and Tiktok. Therefore, learning that used to use a traditional learning system is now shifting to a learning system with digital trends. The significant impact that social media has on people who study religion is quite large. Based on this, it is necessary to use social media in

Islamic religious education to test the effectiveness of social media as a medium for religious learning (Febriani & Desrani, 2021).

The rapid development of technology in the 4.0 era requires teachers and students to be able to utilize technology in the learning process. Instagram is currently preparing interesting features that can be used by teachers to manage interesting and innovative learning so that learning Islamic religious education becomes more interesting because it presents material with unusual media and methods. Instagram Stories, Feed, Reels, Highlights, and Instagram Live features are some of the Instagram features that can be used as learning media (Laily et al., 2022).

Based on data from Indonesia.id data, it is stated that the total population of Indonesia accounts for 49.9 percent of the Indonesia population who use social media (Rizaty, 2024). Therefore, it is very appropriate if social media is applied in PAI learning.

The problems and challenges that arise at this time are related to the attitudes and behaviors of society more specifically in students such as: (1) Likes freedom, (2) Likes personalization, (3) Depends on the speed of information at a moment (ready to be delivered), (4) Individuals who like to learn something new, (5) Quickly adapt to a creative and innovative work environment, (6) Active collaboration and (7) Hypertechnology, (8) critical, or

thinking with ideas and ideas that have high imagination (9) Confidence, (10) A generation that has a wide network, (11) likes to explore in cyberspace, (12) is lazy and indifferent because it has an acute dependence on the internet and social media, (13) The noble values of the nation such as unity, shoulder to shoulder, cooperation, concern for the social environment tend to be weak, and (14) thinking tends to be liberal and westernized.

From the reviews presented from various sources, social media should be able to be incorporated or integrated into the curriculum that is currently implemented. Of course, this is done by conducting an in-depth and comprehensive analysis related to clear guidelines related to the tapa style that will be used in managing an effective and efficient learning process. The learning process designed by educators who use social media as a tool must design learning activities based on pedagogical theories that can increase children's enthusiasm and desire to learn so that their potential can develop optimally.

RESEARCH METHODS

Data collection is carried out by the author by searching for references related to or relevant to the topics discussed in this paper. Using the internet as a tool to find references in books, papers, journals and e-books. As stated by Sugiyono (2018) that

descriptive analysis is used in processing data and information so that the results presented by the researcher can be easily understood by readers. The source of this article's data certainly refers to documents from literature sources related to the role of Social Media in Islamic Religious Education Learning (Sugiyono, 2018).

RESULTS AND DISCUSSION

The Role of Social Media in PAI Learning

Social Media is an online platform that is currently very helpful because it makes it easy for users to participate, share, and create various types of content, such as personal blogs, social networks, wikis, forums, and cyberspace quickly. Common or popular social media uses are blogs, social networks, and wikis, and are now popular and used by people all over the world. Examples of the biggest social media include *Facebook*, *Myspace* and *Twitter*. Unlike traditional media that use print and broadcasting media, social media uses Internet infrastructure (Iryani & Syam, 2023). As in the role of social media on Instagram towards digital marketing as a marketing communication medium, increasing brand awareness, engagement and consumer behavior are influenced by social media, and as an effort to obtain data that can improve marketing strategies (Watajdid et al., 2021). Even more so on the influence of social media.

One of the components that teachers or educators cannot ignore in learning management is the use of media as a tool that supports the learning process. The use of learning media is something that must be considered in order to create a pleasant learning atmosphere for teachers and students. This requires teachers to learn by selecting and identifying appropriate learning materials so that the learning process takes place optimally and learning goals are achieved.

The use of learning media with visual aids will make learning more interesting, effective, efficient, and present new experiences for students. Technology that can be used, of course, will greatly support the process of activities in the classroom or outside the classroom because teachers will be helped in delivering their material to students. Social networks are one of the many popular learning media used to manage learning.

Online learning is one of the media that can be used because it can be easily accessed anywhere and anytime, where students often use social media to socialize rather than participating in learning. This is because the content or material presented is fun, interesting and not long-winded. Therefore, it is necessary to develop educational materials using social media in the form of images and videos which will then be published on social media as learning aids (Ramdani et al., 2021).

Learning is a process of interaction that occurs that is designed

to convey messages in the form of teaching materials, so that students can develop the potential that exists in them in the form of thoughts, emotions, and students' desire to learn. In essence, the learning process is a communicative process, learning activities in the classroom form a separate world of communication where teachers and students exchange ideas to develop ideas and deep understanding. In communication, gaps often arise and occur so that communication becomes ineffective and ineffective.

In addition, there is also a tendency to talk too much, lack of preparation, lack of interest and passion of students. By using carefully arranged learning materials, it means that Islamic religious education teachers have helped students activate psychological factors that exist in them, such as the ability to observe, students' memory, interests, thoughts, imagination, emotions and personality development. His calm and exciting mental attitude has great potential to be developed as a basic ingredient for faith, worship, social attitudes, moral formation, and others (Syafrin et al., 2023).

PAI Learning Content

Education is an important thing for a Muslim to be concerned about. Through education, people learn to prepare for a better life. Islam encourages its adherents to always seek knowledge from the cradle to the end of their lives. One of the sciences that must be learned is religious science because it

will be a guideline for us in carrying out worship as a Muslim. Islamic religious education is carried out so that human beings can become individuals who have a sense of devotion to the Creator, have noble morals, have an attitude of integrity, are just, moral, ethical and have a sense of concern for other creatures created by Allah.

Islamic religious education is organized with guidance so that religion is taught to humans with the vision of realizing human beings who are devoted to Allah SWT and have noble character, and aim to realize human beings with integrity, fairness, morality, ethics, and noble character, mutual respect, discipline, harmony and productivity, both individually and socially. In this case, it is done through education.

The formulation of the National Education System Law No. 20 of 2003 Number 20 Article 30 Chapter IV states that "religious education has the function of preparing students to become members of society who understand and practice religious principles and become experts" in religious science (Nurhayati & Nu'man, 2022). Islamic Religious Education subjects are compulsory subjects that must exist and be studied at every level of education in Indonesia, this has been contained in the National Curriculum that applies in Indonesia.

The important content that must be in the subject of Islamic Religious Education is Aqidah, Worship, Morals and Mu'amalah which are in accordance with the principles of Islamic teachings

based on the Qur'an and the Hadith of the Prophet Muhammadi Saw.

Islamic religious education also has functions covering development, moral cultivation, mental adjustment, improvement, prevention, teaching and distribution. Thus, Islamic religious education must not only be channeled through materials but also must be practiced. Islamic religious education subjects also always contain the teachings of the trinity, namely Iman (the six pillars of faith), Islam (the five pillars of Islam) and Ihsan which are indispensable for faith and Islam (Ayatullah, 2020).

The Impact of Social Media in PAI

The application of learning with social media in PAI certainly has many impacts on both teachers, students, and the general public. The positive impacts of the implementation of social media are as follows.

- a. Simplify the learning process.
- b. Facilitate interaction with others.
- c. Increase the insight of the students.
- d. Promotion of the procurement of learning materials
- e. Eliminate fatigue in students.
- f. Make it easier for students to acquire religious knowledge (Sajdah et al., 2022).

Meanwhile, the negative impacts caused are as follows.

- a. Games often make children forget about time because they are complacent with playing games, children tend to be engrossed in

surfing the virtual world and ignore the real life in front of them.

- b. When playing social media, you forget time or rather the productive time is reduced.
- c. Focus on playing social networks, thus causing laziness to do assignments.
- d. Social networks don't have good spelling or grammar rules.
- e. Many crimes, such as kidnapping and other crimes, can be traced to social networks.
- f. The loss of a sense of humanity, focusing only on fun and pleasure, and society becoming careless and distracted by technology, forgetting about social life in the real world.
- g. Students can be taught by irresponsible people, spread wicked religious doctrines, and slander other Muslims (Muslimah, 2020).

Benefits of Social Media in PAI Learning

- a. There is no limit to space and time.
- b. Adaptability quickly and quickly: By using social networks, students can learn to develop the technical and social skills necessary to face today's digital age.
- c. The network of friends becomes wide Social networks allow students to expand their network of friends without having to meet face-to-face, thus facilitating the creation of useful communities, such as class discussions or can be built that have a positive influence on other students.

- d. By creating a large community of friends, students can be more motivated to grow based on the resources and contributions of new friends they connect with online.
- e. By being aware of each other and exchanging greetings on social networking sites, the quality of friendship, attention, and empathy between friends who connect online is gradually increasing.
- f. Easy to access and deploy (Muslimah, 2020)

The Urgency of the Role of Social Media in Teaching

It is undeniable that human life today is very dependent on social media. Social media has become an addiction that honestly makes it difficult for humans to escape from this influence. Of course, everyone uses social media as a medium to find information and add insight in daily life, where social media can facilitate communication, bring out students' talents, and become a means of information. Although social media has many benefits, there are also negative impacts that must be avoided. Therefore, please use social media wisely and wisely so that we do not become addicted to social networks (Muslimah, 2020).

If used correctly and positively, social media brings great benefits to be used as a learning medium, because social media provides so many platforms to share content that contains the knowledge or knowledge needed. If teachers make good use of it, the

platform can be used as a means to share ideas, strategies and innovative learning materials. Of course, this social media can be used as a forum for teachers to help communities that support and inspire each other to manage fun learning.

In addition, social networks also provide access to rich sources of information, helping students and teachers easily explore various topics. Educational resources, articles, learning videos, and other educational content can be quickly found and used to enrich learning inside and outside the classroom. Therefore, social networking helps broaden students' vision and understanding of the world (Ambassador, 2023).

Efforts should also be made to teach social media users the essential skills needed to check and confirm information is an important step. Resources and resources that can be used to learn more about social media and effective ways to verify information also need to be provided. Raising awareness about social media is important so that the public can distinguish between valid and invalid information. Overall, the role of social media has great potential as a powerful source of information and has a positive impact post-pandemic.

However, in order for this potential to be utilized, it is important for social media users to become informed and critical consumers. By improving our understanding of social media and addressing the challenges

that exist, we can ensure that social media remains a positive force in disseminating information, building community, and driving positive social change (Maulina, 2023).

Obstacles to the Implementation of Social Media in Learning

Obstacles faced by teachers and students in using social media include network disruptions, especially in remote villages, the circulation of inappropriate content in large quantities, expensive packaging costs, and concerns about the proper use of social media negligence. To overcome obstacles that make learning ineffective in the learning process, take advantage of social media features, increase the sense of togetherness between students and teachers, take advantage of the available features, and make the most of your social media needs. Most of them

are of course useful, as is parental supervision and guidance for children in using social media (Muslimah, 2020).

In addition, some students are also constrained by inadequate networks and devices to access social media (Arrosyad et al., 2023). The problems faced by teachers when using learning media materials include: 1) Teachers are used to using conventional learning models without using learning materials 2) The usefulness of the use of digital learning media is still weak 3) Lack of information and communication technology learning facilities 4) Lack of government support to improve the quality of human resources utilizing information and communication technology in training activities to create Teaching and Learning Process (Rahma et al., 2023)

CONCLUSION

The law requires that Islamic Religious Education subjects at every level of education are compulsory subjects and have been listed in the national curriculum applicable in Indonesia. Social media must be able to be used by Islamic Religious Education teachers in managing the learning process both inside and outside the classroom, the goal is of course so that students can feel comfortable participating in learning activities.

Teachers, of course, are expected to improve their competence to use social media as a tool in managing the learning process. The paradigm of saturated PAI learning can of course be eliminated if teachers can take advantage of the potential around them to make social media a tool in learning Islamic Religious Education. Various social media platforms that can be used well are Instagram, Youtube, Tik-Tok and other social media. It depends on the teacher choosing and analyzing which social media is right to use.

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