Analysis of the Utilization of Social Media as a Means of Learning Elementary School Students in the Digital Era

Khaulah Afifa[1], Tri Astuti[2]
[1,2]Semarang State University
[1]khaulahafifa30@students.unnes.ac.id [2]triastuti@mail.unnes.ac.id

ABSTRACT

This study aims to examine the trends in elementary school teachers' teaching practices within thematic learning, using social media as a supporting tool for learning activities in the digital era. The research method used is library research, with data sources coming from academic journals, official books, and previous studies related to social media-based learning. Data was collected through library analysis and content analysis of various publications discussing the role of social media in basic education. The findings show that social media platforms like Facebook, WhatsApp, and YouTube are widely used by elementary school teachers to enhance thematic materials, expand learning resources, and create more dynamic interactions between teachers, students, and parents. The integration of social media also contributes to increased student creativity and motivation. However, the main challenges identified include limited digital literacy among teachers and a lack of educational technology training. Overall, social media has significant potential as an innovative and timely approach to thematic learning that adapts to current developments.

Keywords: literature study, thematic learning, elementary school teachers, social media, learning innovation.

A. Introduction

The development of digital technology has brought significant changes to communication and learning patterns in children. The Ministry of Communication and Information of the Republic of Indonesia (2024) reports that approximately 48% of internet users in Indonesia are teenagers under the age of 18. Research by (Handayani & Maharani, 2022) research shows that children in Indonesia aged 6 to 12 years are actively using social media such as instagram, TikTok and Facebook. This phenomenon indicates that social media not only functions as a means of communication, but also has enormous potential to be used as an interactive learning medium for elementary school students in this digital era.

However, behind this potential, there are many challenges in applying media as an educational tool. One of the main issues is the limited readiness and understanding of teachers and parents in integrating social media into the teaching and learning process. In the study (Pratolo et al., 2023), it was found that many

teachers felt that they were not ready to use social media as a learning tool and still needed socialization and training on social media for teaching purposes. This situation affects the quality of students learning experiences and has the potential to hider the development of digital skills, ehich are essential competencies in the 21st century.

In addition, there are also risks related to exposure to inappropriate content and reduced student focus during the learning process. Research (Rahmawati et al., 2025) found that the majority of elementary school students admitted that their concentration was disrupted due to social media content that was not relevant to learning. In addition, research by (Rega et al., 2023) found that excessive use of digital media can interfere with students' academic performance and emotional development. These findings show the importance of supervision and effective use strategies so that social media does not become a source of distraction, but an effective and constructive learning tool.

In line with this, (Hasugian, 2024) found that training for teachers related to the use of social media in learning can increase the effectiveness of the learning process in the classroom. Therefore, this study focuses on identifying factors that support and hinder the use of social media as a learning yool for elementary school students, as well as exploring optimal strategies that can be applied to Improving the quality of learning in the 21st-century digital era.

Therefore, this study aims to analyze the use of social media as an educational tool for elementary students in the digital era, as well as identify the supporting and inhibiting factors in its implementation, which is expected to contribute to the development of literature on social media-based learning innovations. In addition to enriching academic studies, the results of this research are also expected to serve as a practical reference for educators and policymakers in effectively and responsibly integrating social media into the basic education curriculum.
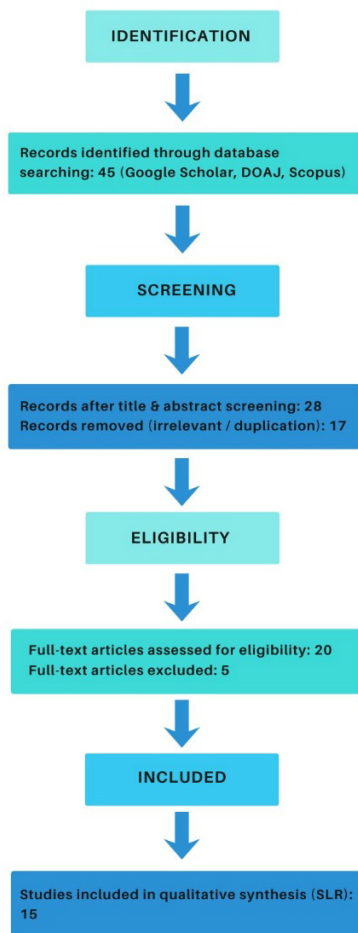
B. Method

This research uses the literature study method by reviewing relevan theories, previous research findings, and academic documents related to the use of social media as a learning tool for elementary school students.

The literature selection process in this study follows the PRISMA flow. At the identification stage, articles were obtained through Google Scholar, Scopus, and DOAJ searches using keywords related to social media and elementary school learning. At the screening stage, articles are filtered by title and abstract to ensure relevance to the research topic. Furthermore, at the eligibility stage, the articles that pass are read in full to assess their suitability with the inclusion criteria, which are published in 2020-2025, full text is available, and

discusses the use of social media in the context of elementary learning. The final included stage produced 15 articles that met all the criteria and were used as the basis for analysis in this study.

Figure 1 Research Procedure

Tabel 1. Alur Seleksi Literatur

Selection Flow	Description	Information
Identification	45	Found via Google Scholar, Scopus, DOAJ
Screening	28	Filtered by title and abstract
Records Removed	17	Irrelevant
Eligibility	20	Read full text to assess eligibility
Full-text Excluded	5	Not meeting inclusion criteria
Included	15	Entered in SLR and analyzed

C.Results and Discussion

From the results of the data analysis carried out, I conducted 15 selected literature articles summarized as follows with titles, authors, methods, and main results. As shown in Table 2.

Table 2. Summary of Selected Literature Data

NO	Heading	Writer	Method	Result
1	Impelentation Of Social Media Learning in Elementary School Learning	Vinnie, Muktiarni, Mupita (2022)	Quantitative case studies	Social media can function as an effective learning tool for elementary schools, especially aspects of digital literacy and understanding of learning materials
2	The Influence of Social Media on School Students' Learning Motivation	Sandra Anggralita (2022)	Quantitative	It was found that social media has a significant positive influence on student learning motivation.

3	Untilizing TikTok Vlog to Effectively Boost Young Learners' Speaking Proficiency	Muzammil, Liskinasih, Diftu (2024)	Quantitative	The results of the junal study showed that the use of tiktok vlogs significantly improved students' speaking skills compared to control, effectively increasing the speaking proficiency of young students
4	The Utilization of Youtube as a Language Learning Media in Elementary School	Naidah, Asrani Abbas, Kaharuddi (2023)	Class Action Research	There are significant changes in learning planning, implementation, and learning processes after the use of youtube as a learning medium in the material "Listening to Children's Stories" has been proven to improve the quality of the teaching and learning process.
5	Untilizing Social Media as a Collaborative Learning Platform in Early Childhood Education	Wiwik Sulistyawati (2025)	Quantitative	Social media platforms have the potential for transformation in collaborative learning, but it is also necessary to have a systematic approach, parent and teacher involvement, and digital literacy skills to maximize the benefits
6	Unlocking digital literacy in Indonesia insights from the Use of Social Media Platform	Safitri Yosita, Lina Aviyanti (2025)	Qualitative analysis of literary themes and perceptions	Digital literacy as an important prerequisite for finding the risks and the need for the safe use of social media and the role of teachers and parents is very significant
7	Effects Of Social Media Integration On Math Engagement In Elementary Schools	Aisyah Nursyam, Reviandri, Hersiyati, Aldi (2024)	Quantitative correlation	It was found that social media integration in lessons has great potential to increase learning motivation. However, there is a concentration disorder for some students if the use of social media is not managed properly
8	Perspective of Teachers and Perents Teacher Communication and Sosial Media Communication	Yushawu Abubakri (2020)	Mix Method (qualitative, quantitative)	Collaboration between teachers, and parents through social media helps monitor student development effectively and strengthen communication
9	Pemanfaatan Media Sosial Sebagai Media Pembelajaran	Rahman, Nursyabilah, astuti, dkk (2023)	Study literature	It was found that social media such as WhatsApp, YouTube, Istagram, Facebook has the potential to improve the quality of learning, increase students' critical thinking and creativity, but if not controlled it can have a negative impact
10	The Impact Of Using Social Media as a Learning Tool on the Development of Elementary School Student's Social Skills	Usup & Purwaningsih, Muthmainnah (2023)	Quantitative	The use of social media as a learning tool in elementary school improves students' social interaction, adaptability, communication skills and empathy
11	Social Dynamics of Elentary School Students: the inpact of Tik Tok in the Digital Age	Alpian, Anggraeni, dkk (2024)	Descriptive Qualitative	The use of tik tok has an impact on learning motivation, social interaction patterns change, there are disciplinary problems and social norms

12	Levels of Social Media Engagement and Academic Performance among Intermediate Grade Learners of Jolo Elementary School	Palma, Jennifer, dkk (2024)	Organizational Description	It was found that social media involvement has a positive influence on the academic performance of elementary school students if used with control and educational purposes
13	Elementary School Teachers Teaching Treand in Thematic Lesson on Social Media	Ali, Suherman, Suarti, dkk (2024)	Studies Descriptive	Elementary school teachers use social media (Facebook) for teaching materials and strategies to support thematic learning, but there are digital challenges
14	Digital Literacy Sosialization for Elementary School Students in the Rnzo Edupark Cibadak Sukabumi Area	Amelia, Maulidah, Ningrum, dkk (2022)	Descriptive Qualitative	Social media is part of digital literacy, elementary school children use social media for information or entertainment, but are less able to sort out important socialization content
15	Digital Tele Media to Improve the Emotional Intelligence of Elementary School	Safitri, Wulandari (2023)	Learning development and experimentation	Story-based digital media (tele media) increases the emotional intelligence of elementary school students. Social media or online as a means of learning that has potential

Based on the results of an analysis of 15 journals that discuss the use of social media in the concept of basic education, it can be concluded that the role of social media as a means of learning in elementary schools is growing along with the increase in digital literacy and the penetration of information technology in society. The use of social media among elementary school students is no longer just for entertainment, but has become an alternative medium in the learning process that combines cognitive, affective, and social aspects. Applications such as YouTube, WhatsApp, and Tik Tok occupy the lotus position as the platforms most often used by teachers to deliver learning materials, assign assignments, or build communication with students and parents.

From the results of several studies show that the use of social media can increase students' motivation to learn. For example, research conducted by (Nursyam et al., 2024), found that the integration of social media in mathematics learning has a positive impact on the learning motivation of elementary school students. The same results were shown by a study (Vinnie, 2021), which revealed that the use of the YouTube platform in Indonesian learning increased students' listening ability and enthusiasm for the material taught. This shows that social media is able to create a more interesting and contextual learning atmosphere, because students more easily understand concepts through visual and interactive displays.

In addition to increasing motivation, social media also plays an important role in developing students' high-level thinking skills (HOTS) and communication skills. A study

(Khaerani et al., 2023), proves that the use of Tik Tok Vlogs in language learning significantly improves the speaking skills of elementary school students. Social media not only facilitates students to express their ideas verbally, but also trains courage and creativity in conveying ideas. Meanwhile, research (Usup & Purwaningsih, 2024), confirms that social media-based learning activities help students develop positive social interactions, strengthen empathy, and improve collaboration skills in groups.

However, social media can also be a source of distraction if it is not controlled. Some studies note that students are easily distracted by non-educational content and experience a decrease in learning focus (Rahman et al., 2023), highlighting that uncontrolled use of social media can degrade the quality of learning and lead to a decrease in academic achievement. In addition, there are other risks such as exposure to age-inappropriate content, cyber bullying, and disproportionate use of time between learning and playing.

Another factor that also affects the success of the use of social media is the readiness of teachers and the role of parents. Many teachers at the elementary school level still need additional training on digital-based gogis strategies in order to manage learning effectively. In a study conducted by (Yushawu, 2020), collaboration between teachers and parents has been proven to improve digital literacy and children's learning discipline. Parents play an important role in providing supervision and accompanying children when using social media as a means of learning. Good collaboration between teachers, parents, and students is a key factor that strengthens the effectiveness of digital learning in the modern era.

In addition, the effectiveness of social media-based learning is also influenced by the instructional design and technical support provided by the point school Research conducted by (Muh Ali et al., 2024) and (Rahman et al., 2023), emphasizing that social media will provide optimal learning outcomes if its implementation is accompanied by clear assessment rubik's cube, guidance from teachers, and measurable learning objectives. Without careful planning, activities on social media can lose direction and become unproductive activities.

In general, the results of the study show that social media has great potential in strengthening contextual learning in elementary schools point through social media, teachers can create learning that is closer to students' daily lives, increase creativity, and foster a sense of digital responsibility. However, the success of its implementation depends heavily on the balance between the benefits of the technology and the control of its use. A planned, ethical and collaborative digital education between teachers, students, and parents is the key to truly functioning as an effective and safe means of learning for children.

D. Conclusion

From the results of the discussion, it can be concluded that social media has a strategic role in supporting the learning process in elementary schools. Its use is able to increase learning motivation, strengthen critical thinking skills, develop creativity, and build collaboration between student teachers and parents. Social media also opens up opportunities to implement learning that is more interactive, contextual, and fun.

However, the successful use of social media is inseparable from several challenges, such as distractions, exposure to negative content, and gaps in access to technology. Therefore, there needs to be strong support from teachers, parents, and schools in supervising and guiding students to use social media positively. Effective digital learning requires clear instructional planning, transparent assessment, and adequate digital literacy.

Overall, social media is not only an entertainment tool, but can be a learning bridge that is relevant to children's lives in the digital era. With proper supervision and learning design, social media can be an effective means to grow a generation that is creative, collaborative, and technologically literate.

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