

## THE UTILIZE OF SOCIAL MEDIA IN EDUCATION WRITING SKILLS

**Aqsha Dinanti \*<sup>1</sup>**

English Educational Department, Faculty of Language and Art  
State University of Medan, Indonesia  
[aqshadinanti30@gmail.com](mailto:aqshadinanti30@gmail.com)

**Aisyah Purnama Nst**

English Educational Department, Faculty of Language and Art  
State University of Medan, Indonesia

**Juni Dara Pratiwi Sinaga**

English Educational Department, Faculty of Language and Art  
State University of Medan, Indonesia

**Najwa Kamila Harpan**

English Educational Department, Faculty of Language and Art  
State University of Medan, Indonesia

**Nesa Romuwilda Pasaribu**

English Educational Department, Faculty of Language and Art  
State University of Medan, Indonesia

**Mutia Anandita**

English Educational Department, Faculty of Language and Art  
State University of Medan, Indonesia

### **Abstract**

Social media is a product of information and communication technology used by many people around the world, from children to adults. Although not created specifically for educational purposes, social media have attracted the attention of some educators, especially in the field of English teaching and learning. The objective of this study is to find out the types of social media used by English department students in the first semester of UNIMED and the use of social media in learning English writing. This study was conducted using a descriptive-qualitative design. The researcher used questionnaires, interviews, and documents as tools to collect data. The primary data in this research was obtained from questionnaires and interviews with the students who were active in using social media in learning English writing. Then, the secondary data contained recordings and documentation obtained from the students as the subjects of this research. The data analysis techniques used were data condensation, data display, conclusion drawing, and verification. To test the validity of the data, the researcher used the credibility technique with the source triangulation method.

---

<sup>1</sup> Correspondence author

The result of this research showed that there were seven types of social media used by the students in learning English writing, namely Facebook, Twitter, Instagram, YouTube, WhatsApp, Web blog, Wikipedia. Students mainly use social media to learn English writing using a number of features provided, including allowing them to interact with friends such as individual chats, group chats, comment sections, captions, descriptions, history and biography. Additionally, they also use some of these social media as learning resources to help them develop their English writing skills.

**Keywords:** *Writing ability, social media, classroom action research*

## **Introduction**

Nowadays, social media has become very common and is no longer considered an enemy in human life. Especially in the teaching and learning process, many students now use social media as a supporting media in the learning process. In fact, many students' writing skills are expressed on social media. Without us realizing it, social media can increase students' and other young people's ability and enthusiasm for writing, we can see it in the captions on their social media posts. Then on social media (Twitter) many students hone their writing talents by writing short stories. Apart from that, the benefits of social media for writing skills can also be seen from the way students convey news on their respective social media. We can see that when students convey news or are communicating, they write very detailed information. Of course this is influenced by the use of social media in writing skills.

Then, if we write on social media, we can also get benefits, such as if we publish a short story if the story is in great demand and then release it in book form. Of course, this is one of the things that must be done when using social media.

We can conclude that social media can also function as a reminder. Social media has of course integrated into all aspects of student life and the most prominent is the education circles section. Therefore, we are very happy with the presence of this mobile phone and social media.

Social media is currently considered a necessity in the lives of people around the world. The abundance of information and functions provided by social media make it a primary element in facing the current wave of globalization. Social media itself comes from two words, "media" and "social". Media can be interpreted as a means or tool of communication that can be used by anyone. Meanwhile, the word "social" derives from the Latin word "socius", which means growing and developing in communal life. According to Andreas Kaplan and Michael Haenlein, social media is defined as a collection of internet-based applications built on the ideology and technology of Web 2.0, allowing the creation and exchange of user-generated content. Social media is an online platform where users can participate, share new things, and create content for blogs, social networks, wikis, forums, and virtual worlds.

The article discusses the potential of social media as a tool for learning English writing skills. Social media platforms are defined as internet-based applications that allow the creation and exchange of user-generated content. There are various types of social media, including social networking sites, blogs, micro-blogs, wikis, social bookmarking websites, media sharing sites, and RSS. Learning is defined as a process to obtain knowledge, develop skills, and improve behavior. Writing skills mastery in the context of learning English is important because through it, students can express their ideas, thoughts, emotions, and feelings to others in writing. Writing is considered a difficult thing to do for students, but this problem can be overcome by creating a strategy that can improve students' writing skills. The strategy can be represented through controlled exercises and activities that reflect real life. These two things, apart from being able to be done in the classroom, can also be done through social media. The writing rules contained on social media are informal, so they do not demand the users to have perfect expertise in English. In addition to learning vocabulary and grammar rules, through social media, students can also improve their English writing skills with online writing methods. The use of social media also makes it easier for students to access content anytime and anywhere. In other words, the difficulty in following learning instructions can be minimized. Studies have shown that social media platforms such as Facebook and Twitter enhance students' overall language learning process, including grammatical complexity and vocabulary acquisition and learning.

### **Research Method**

In this research, the researcher used a descriptive-qualitative design in order to dig deeper into information about the types of social media used by students and the use of social media in learning English writing. The subject of this research is the first-semester college students of the G Class of English Education of State University of Medan. Data obtained from observations and distributing questionnaires to students regarding improving students' skill with the help of social media. After the data collection completed, the data then will be analyzed to make it easier to understand. The proposed question in this study helped the researchers to configure a research path.

### **Results and Discussion**

The study conducted by the researcher on the types of social media used by the first-semester students of the G Class of English Education of State University of Medan found that Instagram was the most popular social media used by the students, followed by Whatsapp, YouTube, Web Blog, Twitter, and Wikipedia. The researcher collected data by conducting a questionnaire consisting of six questions referring to the most used social media by university students in learning English writing. The questionnaire was given to 11 students, and the results were represented in a table and a bar chart. The

data showed that seven students used Instagram, five students used Whatsapp, three students used YouTube, two students used Web Blog, two students used Twitter, and one student chose Wikipedia. No students used Facebook anymore.

The study's findings are consistent with the search results, which showed that Instagram is a useful social media platform for learning English writing. Several studies have shown that Instagram helps learners develop their language skills and that students are satisfied with the Instagram learning experience. Instagram provides a platform for students to be creative with language, helps learners develop their language skills, and provides the opportunity for teachers and learners to communicate and engage in discussion about learning materials outside the formal classroom learning environment.

The study's findings suggest that there is a huge opportunity for other students to maximize the use of social media in learning English, especially in the writing aspects. The study also highlights the importance of using social media as an educational tool, as it can provide many opportunities in the foreign language learning process. The technological revolution today can be obviously reflected in the L2 learners' wide experience, the independence in exploring digital resources and documents that represent powerful support in enhancing oral, written, listening, and reading competence.

In conclusion, the study conducted by the researcher on the types of social media used by the first-semester students of the G Class of English Education of State University of Medan found that Instagram was the most popular social media used by the students in learning English writing. The study's findings are consistent with the search results, which showed that Instagram is a useful social media platform for learning English writing. The study's findings suggest that there is a huge opportunity for other students to maximize the use of social media in learning English, especially in the writing aspects.

What social media do you use to enhance your writing skills? (there could be more than one). The questionnaire result is presented in the table as follows:

**Table 1. Types of social media used by the students in learning English writing**

No	Item	Use	Not Use	Percentage of	
				Use	Not use
1.	Facebook	0	11	0,00	100,00
2.	Twitter	2	9	10,00	90,00
3.	Instgram	7	4	35,00	65,00
4.	Youtube	3	8	15,00	85,00
5.	Whatsapp	5	6	25,00	75,00

6.	Web Blog	2	9	10,00	90,00
7.	Wikipedia	1	10	5,00	95,00

In the realm of education, the utilization of social media has become a crucial topic in enhancing students' writing skills. With the emergence of various social media platforms, educators can harness these platforms as a means to improve students' writing abilities. One observed outcome of leveraging social media is the capability to make students more familiar with writing in a casual context and sharing information in a friendly manner. By engaging in a more relaxed environment, students may feel more at ease to express their opinions or develop their writing skills.

The use of social media in enhancing writing skills also demonstrates that these platforms provide opportunities for students to learn through engaging and diverse tools. For instance, they can make use of functions such as reading and providing feedback on posts, as well as collaborating on creative projects. Moreover, the enhancement of writing skills through social media underscores the importance of attention to limitations, control, and security when utilizing these platforms. Educators and students need to understand that the use of social media requires thoughtful consideration, appropriate control, and responsible usage. Social media can serve as a powerful tool in enhancing students' writing skills, while still considering aspects of supervision, conducive learning environments, and safety in its use.

## **Conclusion**

In summary, the research delving into the social media habits of first-semester English Education students at State University of Medan's G Class underscores the prevalent use of Instagram as the primary platform for learning English writing. This preference aligns with broader findings indicating Instagram's effectiveness in language acquisition, fostering creativity, and facilitating meaningful interactions between students and educators outside traditional classrooms. The study advocates for recognizing and capitalizing on the potential of social media, particularly in enhancing writing skills. The consistent findings emphasize the significance of platforms like Instagram in the educational landscape, showcasing a substantial opportunity for students to leverage social media for English learning, especially in the realm of writing. Ultimately, the research underscores the transformative role of technology in language education and highlights the need to embrace social media as a valuable educational tool in the foreign language learning process.

## REFERENCE

- Awadeh, Ohood Kamel Ahmed. 2020. "THE ROLE OF SOCIAL MEDIA IN IMPROVING THE ACADEMIC ENGLISH WRITING SKILLS OF ARAB STUDENTS." *Journal of Content, Community & Communication* 10.
- Dewi, Aprilia Elok Puspita. 2022. "The Use of Social Media in Learning English Writing of Indonesian English Department Students." *JELTL (Journal of English Language Teaching and Linguistics)* 9.
- Lakhal, Mounim. 2022. "The Role of social media in Developing English Language Writing Skills: Moulay Ismail University as a Case Study." *International Journal of English Literature and Social Sciences* 10.
- Luz Castillo-Cuesta (\*), Ana Quinonez-Beltran, Paola Cabrera-Solano, Cesar Ochoa-Cueva, Paul Gonzalez-Torres. 2021. "Using Digital Storytelling as a Strategy for Enhancing EFL Writing Skills." *iJET* 15.
- Muftah, Muneera. 2022. "Impact of social media on learning English language during the COVID-19 pandemic." *PSU Research Review* 16.
- Muliasari, Dewi. 2020. "The Utilization of Instagram Social Media To Improve Students' Skill In Writing Descriptive Text." *International Journal of Seocology* 5.
- Mustafa Haidari, Rahmatullah Katawazai. 2020. "The Use of Social Media and Wikis in Teaching Writing Skills." *iJIM* 12.
- Nkhi1, Sekoai Elliot. 2023. "An Investigation into the Impact of Digital Social Media on the Writing ." *J-SHMIC : Journal of English for Academic* 11.
- Rizky Lutviana\*, Siti Mafulah. 2020. "Boosting Students' Confidence and Skill in Writing Using Social Media." *Advances in Social Science, Education and Humanities Research* 5.
- <https://www.edutopia.org/discussion/how-use-social-media-strengthen-student-writing#:~:text=Many%20of%20us%20know%20that,improve%20and%20strengthen%20their%20writing>