

SOCIAL STUDIES LEARNING IN THE ERA OF GLOBALIZATION WITH SOCIAL MEDIA AT MI MUHAMMADIYAH BUNTU KROYA CILACAP

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Abstract. This study aims to see the use of social media in social studies learning in the era of globalization. Social media is so fast growing that it forces everyone in education to keep up. Social studies learning of a school has changed using social media because it is able to convey messages to all students in their learning. This research uses qualitative research field studies. Data collection techniques use interviews, observation and documentation. Research analysis is carried out by reducing data, discussing and concluding. The results of this study show that social studies learning with social media is very important, such as wa, you tube and tiktok, social studies learning activities with social media make sisiwa very happy in learning.

Keywords, social studies learning, globalization era, social media.

INTRODUCTION

The scope of social studies learning is very broad and various kinds of basic human sciences, not only covering humoniora social sciences but also the movement of all human basics such as religion, science, technology, art and so on can enrich social studies education. The challenges of social studies education are increasingly diverse and complex, of course, and able to adapt to the current globalization (*Challenges of Social Studies Education in the Era of Civil Society / Education*, n.d.).

Anticipating the challenges of social studies education that is just rote memorization for students, the right solution is needed so that social studies education becomes something interesting for students fun and not boring. One of the right strategies is to use student concepts in social studies learning. This means that students play more roles in social studies learning and teachers as much as possible as partners in learning.

Following technological developments in the current era of globalization , especially by using social media, can bring anyone who is interested in contributing and participating by giving feedback openly in comment and share information in a short and unlimited time. Being a reality today technological developments play an important role in survival. Especially in the field of information, nowadays everyone really needs it in helping every activity. The presence of the internet and social media is a manifestation of today's technological developments.

The development of social science in the XX century is very rapid which covers all aspects of people's lives. That's what society says is undergoing globalization. Globalization is the origin of the word global which means world, therefore globalization can be interpreted as a process of entry into the scope of the. Globalization is an era without borders marked by changes in the social

structure of society as it should be. Looking at these changes, it can be concluded that the relationship between people that occurs is the result of the rapid transculturation of technology and communication. The global movement that affects the formation of new life systems and values is the current of globalization (Ningsih, 2021).

In the era of globalization, it can be said that every activity or activity cannot be separated from technology, especially social media. The conception of education with a global perspective teaches the wider community understand these changes, thus encouraging them to be more competitive in society.

The development of science and technology has a great influence on everyday life. The development of science and technology affects various aspects of human life because it facilitates various human activities and work (Anisa et al., 2022).

Other research uses whatsapp social media as a medium of information and learning plays a role in the lecture process which functions as a means of education, a means of evaluation, a means of connecting information, and a means of consulting services. Not only that, the use of whatsapp is also to improve the means of sending assignments from lecturers to students because from the aspect of time it is very efficient, not too long lecture assignments can be sent easily and immediately received by the lecturer concerned (Alaby, 2020).

Teachers as educators play a role in trying several things, one of which is creating a new learning method in the form of the YouTube media platform. Social studies learning by utilizing YouTube in grade VII students at SMP IT Darut Taqwa has succeeded in increasing student learning motivation, increasing student learning activities, improving the quality of discussions, both student discussions with other students and student discussions with their teaching teachers. All these improvements have ultimately improved the quality of learning. So that this effort can have a positive effect on the quality of learning. Recommendations from this study are conveyed to educators, teachers so that they can use YouTube media as a learning medium. The use of YouTube media as a learning medium has been able to improve the quality of learning. The use of YouTube as a learning medium has really had a positive effect on students in improving their learning (Anggara et al., 2022).

TikTok is one of the booming social media and is loved by various circles because it allows its users to be able to create short videos with sound and insert songs that can be chosen freely. Interestingly, TikTok also has a variety of features that make users not bored with social media activities. For example, the challenge feature and various types of the latest music that are currently hits (Ayuningtyas et al., 2022).

The purpose of this study is to describe the use of social media in social studies learning. Teachers are able to deliver material in various efficient and creative ways so that students do not feel bored quickly and the material delivered can be understood and understood students.

The description of the problem above explains that social media plays an important role in the development of the world. This makes researchers interested in social studies learning activities at MI Muhammadiyah Buntu with the role of social media in the era of globalization.

RESEARCH METHOD

The type of research conducted is descriptive qualitative by describing the results of the research that has been done. The research method used is observation where researchers look for how social studies learning in the era of globalization with the role of social media carried out in MI Muhammadiyah Buntu.

Primary data and secondary data used by researchers in this study were obtained from the results of interviews conducted with school principals, grade 5 teachers and grade V students who were considered relevant in providing information. Secondary data taken by researchers are books on social studies learning and relevant documents. The researchers requested documents from class V teachers and students as resource persons to data.

Data collection techniques used are interviews, observation and documentation. The use of the triangulation technique is a source for researchers to check the results of interviews obtained from several sources to get accuracy data obtained.

Interactive model analysis is the analysis model used in this research. Data reduction is the presentation of data and drawing conclusions of analytical components carried out in an interactive way with the data collection process as a cycle.

RESULTS AND DISCUSSION

1.1 Understanding Social Studies Learning

Social studies learning is the transfer of knowledge and skills information that helps students place themselves in situations that make them able to carry out their thought constructions in natural, natural situations, and are able to express themselves precisely what they feel and able to carry it out. Social studies education teaches more emphasis on the "education" aspect rather than "concept transfer", because in social studies education learning students are expected to gain an understanding of a number of concepts and develop and train attitudes, values, morals, and skills based on the concepts they already have.

The description above explains that social studies learning is an education system consisting of various factors that make it up. Among others, students, educators, learning media, learning facilities and also learning resources that aim to make students master and understand various integrations of various social disciplines. Such as economic, historical, social, geographical and others. In addition to social sciences, humanities, science, and even various social issues and problems of life. So that social studies learning in MI prioritizes educating students to become someone who is able to put themselves in situations that make them able to carry out their thought constructions in natural, natural, and expressive situations themselves exactly what they feel and are able to carry it out according to the level and environment in which the learners are located (Yanti, n.d.).

1.2 Social studies teaching

The purpose of social studies learning in MI is to provide basic skills to students to develop themselves according to their talents, interests, abilities and environment in the field of learning (Setiawan, 2013) in MI. More specific objectives can be examined below: 1). Develop basic concepts of sociology of geography, economics, history, and citizenship through pedagogic and psychological approaches. 2) Develop critical and creative thinking skills, inquiry, problem solving, and social skills. 3) Build commitment and awareness of social and human values. 4) Improve cooperation ability and competence in a pluralistic society, both nationally and internationally (Setiawan, 2013).

1.3 Understanding Media

Learning media is a tool used by teachers to deliver lesson material with the aim that participants are taught to be able and easy to understand learning until finally the main purpose of learning along with the competencies that must be achieved can be carried out properly, not only that good learning media can help students grow motivation to learn. The use of learning media at the teaching orientation stage will greatly help the effectiveness of the learning process and the delivery of messages and lesson content (Zazin & Zaim, 2020).

1.4 Kinds of Media

There are five types of media that can be used in learning, namely:

1.4.1 Visual Media, is media that can only be seen using the sense of sight consisting of projected media and non-projectable media which are usually still images or moving images.

1.4.2 Audio Media, which is media that contains messages in auditive form that can stimulate the thoughts, feelings, attention, and willingness of students to learn teaching materials. Examples of these audio media are sound cassette programs and radio programs

1.4.3 Audio-Visual Media, which is media that is a combination of audio and visual or commonly called view-listening media. An example of an audio-visual medium is a program. video/television and sound slide programs.

1.4.4 Media Presenting Group, this media as expressed by Donald T. Tosti and John R. Ball is grouped into seven types, namely: (a) the first group; graphics, printed materials, and still images, (b) the second group; still projection media, (c) the third group; audio media, (d) the fourth group ;

audio-visual media , (e) the fifth group ; live/film image media, (f) sixth group ; television media, and (g) the seventh group ; Multimedia.

1.4.5 Object media and computer-based interactive media. Object media is a three-dimensional media that conveys information not in the form of presentation, but through its own physical characteristics, such as its size, shape, weight, arrangement, color, function, and so on (Alaby, 2020).

1.5 Social of Media

First is *Facebook*. In this social media teachers can create a space for students to ask and answer questions. When students go home and start doing their homework, they can upload questions to the group for group members to answer. Here teachers can upload videos, photos, documents, and other resources on the group wall and students can access before class or while they are working on assignments.

Second is *Twitter*. It offers a quick way to upload class announcements and reminders as well as real-time information about class activities. *Twitter* also helps classes keep track of information on any topic, including the latest information and will eliminate the need for extensive research. Many organizations offer *Twitter* chat sessions where students can interact.

Third is *Youtube*. This medium is an excellent choice for flipping classes where students can watch lectures and resources before entering the classroom. Again , as with *blogging*, since the material will be seen by a wider audience, students will be more likely to do their best at making videos, and they will be happy to be able to Express their creativity as they connect more deeply with the subject matter .

Fourth is *Instagram*: "A picture is worth a thousand words". *Instagram* can showcase student work by offering a place to showcase students' hard work or even interesting details about a student. The four examples of social media described above as well as other social media will continue to experience the addition of interesting facilities and are very likely to be suitable for use as media learning (Pujiono, 2021).

The results obtained from research on social studies learning at MI Muhammadiyah Buntu in the era of globalization with social media show that social media is currently very important in supporting and the smooth learning process of students with technology that is currently growing rapidly and has many uses. The role of social media in social studies learning in the era of globalization in MI Muhammadiyah Buntu using *Whatsshap*, *Youtube*, and *tik tok*.

In this era of globalization , the teaching and learning process requires educational institutions to follow the development of an increasingly advanced era in the field of technology. Especially in MI Muhammadiyah Buntu carries out learning using social media in social studies learning , including :

1.5.1 Whatsapp

WhatsApp was created in early 2009 by Ian Koum, a Ukrainian immigrant living in Mountain View, California. Ian Koum has a desire to give smartphone users an instant way to share statuses such as "I am busy" or "At the gym" with their community. This is why this app is called WhatsApp. The name of this app was chosen because it sounds like "what's up" which means "what about what" (Alaby, 2020).

Social studies learning at MI Muhammadiyah Buntu during distance learning teachers use *Whatsapp* social media to facilitate communication and . *Whatsapp* Groups are created for each class and in the group consists of all students, class members and subjects who teach them in class aforementioned.

The method used uses *Whatsapp* by means of homeroom teachers or subject teachers using *whatsapp* social media , for example in social studies subjects in discussing cultural diversity in class V MI Muhammadiyah Buntu delivered learning materials about cultural diversity by sending voice notes in which teachers explained the cultural diversity that exists in Indonesia, in addition to the material delivered by teachers also delivered assignments to students. Next, the teacher distributes the voice note to the *whatsapp* Group and assigns the child to listen to the content in the voice note by listening to the student will know the content materials and assignments that must be done by students. For assignments given students are given 1 day from the question to be submitted, after the question is completed students send their answers via *japri* to the homeroom teacher or subject teacher.

1.5.2 Youtube

In addition to *whatsapp* there is also youtube that is used in the realm of social studies learning. Teachers make social studies learning videos using *YouTube* social media in the learning video there is material about cultural diversity in it displayed pictures traditional houses, traditional clothing and so on related to cultural diversity. The display in the video is made as attractive as possible so that students do not get bored easily. After the learning video was completed on a platform on social media, the teacher shared a link to open *youtube* containing a video Lessons that have been made in which there is material that must be learned by students.

The concept of learning videos needs to prepare several steps, including: (a) preparing topics / materials to be delivered in accordance with the field of science mastered. the material presented should be light and easy to understand (b) classify the materials to be more coherent in their delivery, (c) determine the delivery model of the material, and (d) make storyboards and scripts so that they are easy to deliver (Anggara et al., 2022).

Youtube is the most popular video library service in the internet world because it is easily accessible and free and can even discuss through the comment column with various teachers who access learning videos on *YouTube* and *YouTube* users can also download the videos so they can repeat and learn anytime. The benefits of using YouTube as a teaching medium have a positive impact on increasing student interest and motivation (Anisa et al., 2022).

1.5.3 Tiktok

TikTok is a sharing social networking service that uses short-form videos as a medium to capture and present your creativity, knowledge, and other moments . *TikTok* is favored by Generasi now because of *TikTok* characteristics that no other social media has ever had . It's as if with the use of *TikTok*, Gen erasi can now reveal their own identity or identity (Generation Z's Behavior Towards *TikTok's* Social Media Use: *TikTok* as a Media of Education and Activism | *Firamadhina* | *Share: Social Work Journal*, n.d.).

Tiktok as a medium for distributing education and activism is an innovative and creative human behavior in the adolescent age period. An effort to intervene in this behavior is to change the way social media is viewed negatively because of the additive behavior that can be raised by social media. However, the creativity presented on *TikTok* by users is one way that can turn that perspective into a positive one.

The target is grade V elementary school students. The benefits of knowing the target are adjusting the depth of the material, the language used to make it easier for students to understand it, and the appearance of the video according to their character and age. Material Material made regarding social studies subjects of socio-cultural change as modernization of the nation. Starting with conducting an analysis according to basic competencies, indicators to learning objectives.

The purpose of this article is to inform readers that social media is not only a medium of entertainment, but is capable of being a medium of education and activism in a world that has been globalized from traditional means. The benefits that will be obtained from article reading material are that the new information obtained is able to change an individual's perspective on TikTok social media as a distribution of education and activism. The existence of this new perspective is able to change individuals to have a better understanding of *TikTok* use because of self-development from the results of interpretation of social interactions between viewers and content creator.

CONCLUSION

The results of the research can be concluded that the role of social media in this era of globalization is very helpful in advancing an education. The use of technology that is growing today, must be balanced with creative and innovative professional human resources. Moving from traditional times to modern times.

When the world of education is currently experiencing a setback, the use of social media in the field of education will change the situation what was originally considered Social studies materials are difficult to be easy and fun for students. Social media for students is something very important because the times have moved quickly with this we can use technology that is now very petrified in the progress of the world of education.

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