

## **The Use of Social Media as E-Learning of Writing Skill in Learning English**

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**Abstract**—To increase the student's skills in learning English, the lecturer needs hard thinking to create a new method or model to teach the student in learning English. Based on the technology updates requirement the lecturer should be up to date about the information which can be linked to the English materials and it should be learning joyful to the students. Revolution of 4.0 is one of the lecturer target to get involved in English material, and the lecturer created by using the social media (Instagram) as e-learning of writing skill in learning English. This is one of the best method to stimulate the students to increase their knowledge in technology and English class. From the basic learning English by introducing their self to the senior class and lecturer as the method of the lecturer to find out the good skill in speaking and writing, means that speaking to other people and write down their experienced of positive and negative sentences in the comment of social media (Instagram). Based on this method the lecturer found that the students very attractive to study English more and more, and this method accepted by the students to increase their knowledge in speaking and writing skills.

**Keywords:** E-Learning, Teaching Strategies, Computer and Technology

### **1. INTRODUCTION**

The new era assigns new challenges and duties on the modern lecturer. The tradition of English teaching has been drastically changed with the remarkable entry of technology. Technology provides so many options as making teaching interesting and also making teaching more productive in terms of improvements. Technology is one of the most significant drivers of both social and linguistic change. Graddol: [1] states that “technology lies as the heart of the globalization process; affecting education work and culture. The use of English language has increased rapidly after 1960. At present the role and status of English is that it is the language of social context, political, sociocultural, bussiness, education, industries, media, library, communication across borders, and key subject in curriculum and language of imparting education”

Use of the technology to support both teaching and learning are focused in Informatics Collage of STMIK Budi Darma, technology infuses classrooms with digital learning tools, such as TV, in focus, internet and computers, are used to support in learning English. Not only the digital learning tools, using social media is one of learning method has used by one of English Lecturer of STMIK Budi Darma as e-learning for English class. Technology also has the power to transform teaching by ushering in a new model of connected teaching. This model will be linked the lecturer to their students and to the professional content, resources, and systems to help them improve their own instruction and personalize learning. Online learning opportunities and the use of open educational resources and other technologies can increase educational productivity by accelerating the rate of learning; reducing costs associated with instructional materials or program delivery; and better utilizing student time. E-learning is one of service facility for the lecturers and students at STMIK Budi Darma to deliver the material. E-learning was defined by many researchers. Waterhouse [2] defined it as a medium of computer technology that could be utilized to develop the application of learning and teaching. Moreover, the European commission (2001) defines e-learning as “the use of new multimedia technologies and the internet to improve the quality of learning by facilitating access to resources and services as well as remote exchanges and collaboration”

E-learning is the first program of English lecturer at STMIK Budi Darma to teach the students by using portal of stmik-budidarma.ac.id but here, the lecturer use the social media as e-learning program for English class students, because its more effective than using portal of campus with limited time to check out. The lecturer use social media as blended learning to collaborate with e-learning.

Al-Alwani, A. [3] Blended learning is a pedagogical mode that integrates the strengths of the traditional classroom environmet in the physical world and the internet learning activities in the virtual learning environment. Learning in the context of social media has become an integral part of the academic experience [4] social media are defined as a variety of online applications that develop on the technological and ideological basics of Web 2.0. These internet-based applications facilitate human communication, interaction, and collaboration by allowing exchange and creation of user user-generated content. [5]

Social media is one of the learning method strategy of English lecturer in STMIK Budi Darma to attract the students in learning English, especially writing skill. English has four skills to teach, they are: reading, writing, listening and speaking. According to Harmer [6] any of the four skills of the English language demand considerable language activation on the part of the learner; the brain is engaged with the texts learners interact with. “in other words, we have to think to understand, using any or all of our language knowledge to get meaning from what we are seeing or hearing.”

The goals of the study are to find out the effectiveness of the student to write the sentences on social Media (Instagram) in English based on their experienced from practicing their English by introducing their self to the senior class, to find out the ability of students to write in English on social media, to guide the students in the class and teach them how to write the good sentences in English, to find out the advantage and disadvantage students to use social media. The lecturer will be evaluated and scored the best sentences in the comments by some of criteria such as; spelling, grammar, lexical, abbreviation and punctuation.

## **2. METHODOLOGY**

### **2.1 The Research**

The reseach data was taken from the first semester students of The College of Computer Informatics and Management Budi Darma Medan (Sekolah Tinggi Manajemen dan Informatika Komputer) STMIK Budi Darma Medan which is located in Jalan Sisingamangaraja No. 338 Medan – North Sumatera of Indonesia, especially the student who has done their practice by introducing their self in English to their senior class to follow “Writing contest on Instagram”. Based on their practice by introducing their self in English to their senior class, the students will be wrote their positive and negative sentences based on their experiences while doing the practice.

### **2.2 The Methodology**

The method used is descriptive method. The writer will be taken the sixth highest scores to evaluate their sentences as the winner, and the method will be described below:

#### **First Method:** The Design

The lecturer will be designed the points to the students before introduce their self in English to the senior class and lecturer.

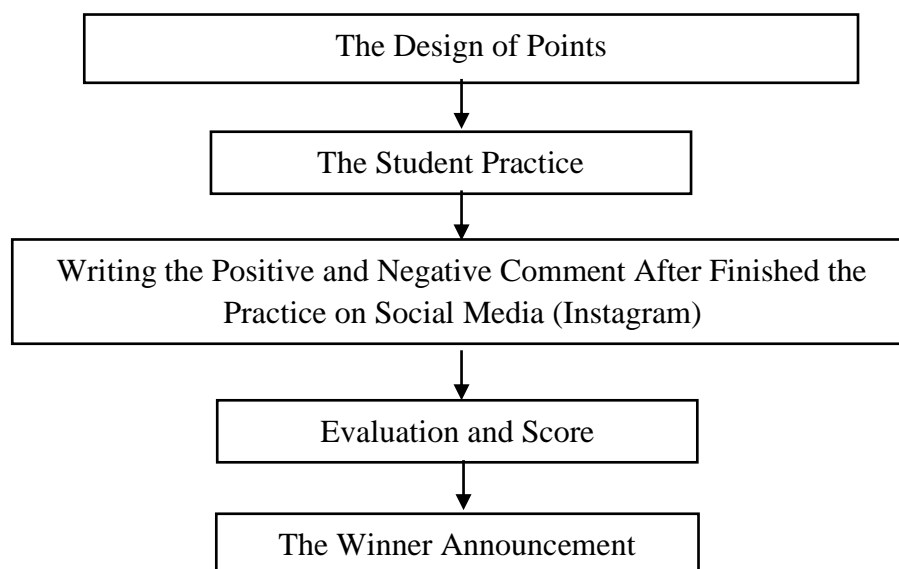
#### **Second Method:** The Practice

The students will be practiced in the class by introducing their self in English before they start to introduce their self to the senior class and lecturer, than after they finished the practice to the senior class, they should be wrote the positive and negative comment in social media (Instagram) which has been prepared and posted the picture instruction by the lecturer on social media (Instagram).

#### **Third Method:** Evaluation and Announcement

The lecturer will be evaluated and scored the comments of the students to find out the best comments by some of criteria, such as; spelling, grammar, lexical, abbreviation and punctuation. After the lecturer finished evaluation, than the lecturer will be announced the winner of best writer in comments on social media to the students.

To make it simple the writer will be shown the diagram of the methods as below:



**Figure 1.** The Diagram of the Methods

### 3. RESULT AND DISCUSSION

The data was taken from the first semester students who followed the “Writing contest on Instagram” based on their practice by introducing their self in English to their senior class, the students will be wrote their comments in positive and negative sentences on Instagram, from this comments the writer will be taken the sixth highest scores to measure the ability of writing skill. The picture belows has been shown on Instagram as the instruction of the students format to follow the writing contest:



**Figure 2.** Picture of Instruction Writing Contest

#### 4.1 Analysis

Based on analysis students practical from research field to the comments the writer has found sixth winners and it can be shown from the table belows, they are:

**Table 1.** Table of the Winners

Position	Name
1st	Harapan Lius Laia
2nd	Devi Liana Nasution
3rd	Alvie Syahrina
4th	Rina Sari Simbolon
5th	Muhammad Fakhru Rozi Yani
6th	Dariusu Zebua

From the above winners information, the writer has used some of criteria, such as; spelling, grammar, lexical, abbreviation and punctuation to evaluate and got the best score, besides the writer use the Longman TOEFL to validate the sentences, they are; the winner has strong organizational, structural, and grammatical skills, has good and adiquate organizational, structural, and grammatical skills, the winners shown a minimal ability to convey ideas in written English, and the last the winners have good contents to write based on the instruction.

#### 4.2 Discussion

After the analyzed the writer has found that students ability more increase than before, as the computer students now they are enthusiastic in using media social and writing in English. The lecturer should make a new strategy to stimulate the students to write in English. Based from the analyzed most of the students use google translate to translate their bahasa into English. This is one of the English class learning process in collage to measure the ability of the students in learning English and to get the standard competency. Some of the teaching methods and stimulation have created to motivate the student brave to show their English four skills (reading, writing, speaking and listening).

The winners, will be motivated their self to speak English to another people, and they will confident to their self, and it necessary needed in the workplace and to stimulate their brave in speaking English is the first best step. Social media is one of media which has used by the lecturer to stimulate the student, because now a day the social media is one of media to express what people says and thinks, and most of the users are teens, this is the best way for the lecturer to get chance in the method to stimulate the students to increase their English in learning joyful.

### 4. CONCLUSION

The English learning process in the college has the purposed to measure the student competence and ability of study English. Kind of learning methods and stimulation are used to motivate the student brave to show the ability of study four skills in English (reading, writing, speaking and listening).

For the new students, to motivate the student brave to speak English in front of the public is needed, because they will do it when they graduate from the collage and face to the work field and industry, and to stimulate the brave from new semester is needed.

The stimulate method to be brave to speak in front of the class can be started by the simple method such as inviting the student by introducing their self in front of the class and lecturers. The value of these stimulation for the students firstly is to prepared their self before practice to the senior by their best speaking ability which seven days preparation of the theory has been given by the English lecturer.

The social media is one of the method to stimulate the students, nowadays the increasing of the young social media users should be used, it means the lecturer should be used these technology update as the opportunity for the students to study. This research has used Instagram as the e-learning method because it has audio visual as the support facility. The English lecturer should be motivated the students to be brave to create video upload of their introducing self in social media of Instagram.

Firstly, by practiced their task the students can be followed the writing contest by the instruction of English class lecturer. The English class lecturer will be scored the contestants which some of criteria; spelling, grammar, lexical, abbreviation, punctuation, than will be took six winners.

The last, after the research for one semester it can be concluded that the students are shy and afraid to performed their speaking ability in public. The used of social media and competition has shown as the best active learning method to stimulate and support the students in learning English

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