

Systematic Literature Review: The Utilization of Social Media in Learning to Increase Student Engagement

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ABSTRACT

Keywords: student engagement, social media

Education is a fundamental process that plays an important role in shaping quality individuals. In today's digital era, the integration of technology in education is important to create an interactive and dynamic learning environment. However, there are still many teachers who use conventional methods that make student engagement low. Student engagement is a key factor in learning success, involving cognitive, affective, and behavioral aspects. Social media, which has become an integral part of daily life, offers great potential to increase student engagement in learning. This research aims to explore the use of social media as a learning medium in increasing student engagement. Using the Systematic Literature Review (SLR) approach, this study examines literature related to the use of social media such as Facebook, YouTube, and WhatsApp in various educational contexts. The results of the study show that social media can increase student interaction, collaboration, and learning motivation. Teachers' wise and directed use of social media, as well as support from educational institutions, can enrich students' learning experiences and encourage their active engagement. This research makes a significant contribution to the development of more effective learning media innovations in the digital era, as well as providing insights for educators and policymakers in designing learning strategies that are more efficient and by technological developments.



Introduction

Education is a fundamental process that plays an important role in shaping quality individuals. In general, education is a conscious and planned effort to develop the human personality that results in changes in behavior, knowledge, and skills that are manifested in the life of the family, society, and nation (Mansur & Rafiudin, 2020). Education is not only aimed at transferring knowledge but also at building the character and skills necessary to face future challenges. Education as the foundation of the process of living, nation, and labor should continue to improve according to the needs that will be faced in the future. Especially in the line of digital technology development which is increasingly rapid. Therefore, education has entered a new era called the digital era. In this era, technology is playing a crucial role in changing the way we learn and teach. Digital

technology has made it possible to create a more interactive and dynamic learning environment.

However, even though the demands of this era require the integration of technology into learning, there are still many teachers who use conventional methods. Traditional one-way learning methods such as lectures and presentations often make students feel bored and less engaged in the learning process. This is due to the lack of interactivity and active participation of students in learning. As a result, student engagement in learning becomes low, which in turn can affect their learning outcomes. Student involvement in the learning process is one of the key factors that affect learning success. According to (Sappaile et al., 2024) The importance of student involvement in learning cannot be doubted. Student involvement is not only about physical presence in the classroom but also involves cognitive, affective, and behavioral aspects of learning. Students who are actively involved in learning tend to have higher motivation, a better understanding of the material, and better learning outcomes. According to (Ariani, 2019) Student engagement is the embodiment of motivation seen through the actions, cognition, and emotions displayed by students, referring to energetic, directed, and persistent actions when having difficulties or qualities of students in their interactions with academic assignments. The right strategies and innovations are needed in learning that can increase student engagement. One of the strategies and innovations that can be done is to use social media.

Social media has become an integral part of daily life, especially for the younger generation, and has been widely used to communicate, share information, and interact with others. Social media has characteristics that support the learning process in the digital era, such as ease of access, interactivity, the ability to create a dynamic learning community, and features that allow for collaboration and active participation. The use of social media has shown several benefits in learning, such as increasing student engagement, facilitating interaction between students and educators, and nourishing learning content through media such as text, images, audio, and video. According to Mandernach (2015), it is mentioned that in some situations students experience low participation in learning. This is due to several reasons such as shyness, peer pressure, limited resources, and so on. Therefore, social media is considered to be one of the right choices in increasing student engagement.

In line with the description above, social media, which is the impact of the digital era, can be used in the learning process, in this case, to increase student involvement. According to (Zhavia, 2023) social media affects increasing student engagement. With wise and directed use, social media can have a great impact. Social media can inspire students, facilitate collaboration, and provide useful additional resources.

For this reason, this research will discuss and examine how social media can be used as a learning medium that will increase student engagement. The approach that will be used in this study is a Systematic Literature Review (SLR). According to (Adawiyah & Veri, 2024) explained Systematic Literature Review is a literature study method that aims to reduce researcher bias and produce a more objective literature study. This method focuses on a search process that can be replicated by other researchers due to its explicit

and detailed steps. With this method, the analysis process is carried out systematically on the existing literature by relating analysis from social media to student engagement. Thus, this research is expected to make a significant contribution to the development of renewable learning media innovations that will increase student involvement in the learning process, as well as provide insights for educators and policymakers in designing more effective learning strategies in the digital era.

Method

The method used in this study will adopt the Systematic Literature Review (SLR) approach. This research method aims to collect, evaluate, and synthesize relevant research results in the scientific literature (Kasmin, Burhanuddin, & Genisa, 2024). (Adawiyah & Veri, 2024) mentioned that the SLR method allows researchers to conduct a comprehensive and structured literature review, ensuring that all relevant studies are considered, and the conclusions drawn are based on the available evidence. In this study, the Systematic Literature Review (SLR) method was used to look at the use of social media to increase student engagement. There are several stages carried out in this study:

1. Research Question (RQ)

Research questions or research questions are made based on the topics discussed. The following are the research questions in this study:

RQ 1: How does the use of social media in learning affect student engagement?

RQ 2: How do social media strategies in learning affect student engagement?

RQ 3: Can the use of certain social media platforms affect Sisiwa engagement?

2. Search Process

The search process is carried out comprehensively involving the identification of relevant sources and databases to answer Research Questions (RQ) using Google Scholar <https://scholar.google.com/>. The search process uses several keywords related to the topic discussed in this study, namely "Social Media in Increasing Learning Engagement".

3. Inclusion Criteria

This stage is carried out by screening to decide whether the data found is suitable for use in the research or not. Studies are eligible for selection if they meet the following criteria:

- a) Articles come from journals obtained through the Google Scholar database
- b) Articles published in the 2019-2024 time frame
- c) The article discusses the relevance of social media in Increasing Student Engagement

4. Quality Assessment (QA)

In this study, the data that has been found will be evaluated according to the quality assessment criteria questions based on the topic discussed. The following are the questions of the quality assessment criteria in this study:

Q1: Does the article explain how social media use affects student engagement?

Q2: Does the article explain how the strategy of using social media in learning affects student engagement

Q3: Does the article explain how the use of certain social media platforms can affect Sisiwa's engagement?

Each article will be given a score based on the predetermined question by giving the Y symbol (Yes) if it meets the QA requirements and the T symbol (No) if it does not meet the QA requirements as well as the dash symbol (✓) on the results if all QA criteria are met and the symbol (X) on the results if there are QA criteria that are not met.

Results and Discussion

Screening Results with Inclusion Criteria

Table 1
Screening Results with Inclusion Criteria

It	Inclusion Criteria	Sum
1	Articles come from journals obtained through the Google Scholar database	50 Articles
2	Articles published in the 2019-2024 time frame	43 Articles
3	The article discusses the relevance of social media in Increasing Student Engagement	29 Articles

From the results of the screening using Inclusion Criteria, 29 article results were obtained that passed and entered the next stage, namely Quality Assessment.

Quality Assessment Results

Table 2
Quality Assessment Results

It	Writer	Heading	QA1	QA2	QA3	Result
1	Arlina1, Raodhatol Monavavarah, City Hazar Hashiboan, DidBI Yudha Lesmana, Sukur Manik	Case Study: The Use of Social Media as a Means of Learning in Higher Education, Faculty of Tarbiyah and Teacher Training UINSU	Y	And	And	✓
2	Imas Rosadah, Henry Aditia Rigianti	The Effect of the Use of Social Media Networks on Student Learning Achievement	And	T	T	X
3	Dian Andesta Bujuri, Mayang Sari, Tutut Handayani, Agra Dwi Saputra	The Use of Social Media in Learning: An Analysis of the Impact of Tiktok Media Use on Students' Learning Motivation in Elementary Schools	And	T	And	X
4	Isyana Zhavira	The Influence of Social Media in Increasing Student Engagement in Mathematics Education	And	And	And	✓

5	Mohammed Irfan, Siti Nursiah, Andi Nilam Rahayu	The Influence of Positive Use of Social Media (Social Media) on Learning Motivation Students of Perumnas State Elementary School, Rappocini District, Makassar City	And	And	T	X
6	Mohammed Abdul Aziz Al Maghribi	The Use of Social Media as a Means of Case Study Learning Among Students	And	T	T	X
7	Ahmad Nursobah	The Utilization of YouTube Social Media in Learning Islamic Cultural History at Madrasah Ibtidaiyah	T	And	And	X
8	True Dahniary Sholekah, The City of Sholeni	The Utilization of Social Media in the Learning Process at SMPN 1 Mojo Kediri	And	And	And	✓
9	Pure Goddess	The Use of Social Media in English Learning at SMKN 3 Tanjungpinang	And	And	And	✓
10	Musyirah Rahman, Ifah Nursyabilah, Peni Astuti, Muh. Irfan Syah, Sam'un Mukramin, Wa Ode Ingra Kurnawati	The Utilization of Social Media as a Learning Media	And	And	T	X
11	Since Kurniati	The Use of Social Media in Arabic Learning with a Blended Learning Model	And	And	And	✓
12	The Beginning of Kurnia Putra Nasution	Social Media Integration in Generation Z Learning	T	And	And	X
13	Enjelya Dewi Pitaloka, Miftachul Aprilizdiyar, Septiana Dewi	The Use of Social Media as a Means of Learning in the Digital Era	T	T	And	X
14	Noor Zazain, Muhammad Zaim	Social Media-Based Islamic Religious Learning Media in Generation Z	And	And	And	✓
15	Muhammad Yusi Kamhar, Erma Lestari	Utilization of YouTube Social Media as a Media for Indonesian Language Learning in Higher Education	And	And	And	✓
16	Euis Meinawati, Rifari Baron	Social Media and Learning: A Study on the Effectiveness of Facebook	And	And	And	✓

		Use in English Language Learning				
17	Zuhmur Alamin, Randitha Missouri	The Use of Social Media as a Means of Supporting Islamic Religious Learning in the Digital Era	And	And	T	X
18	February Maya Lestari, Imam Bahrozi	The Utilization of Youtube-Based Social Media in Grade 2 Thematic Learning During the Covid-19 Pandemic	And	And	And	✓
19	Fadlija Izzati Rinanda Firamadhina, Hetty Krsnani	Generation Z's Behavior Towards the Use of TikTok Social Media: TikTok as a Media of Education and Activism	T	T	And	X
20	Nadia Risya Faridah, Nasihkol Haromain	The Utilization of Social Media in Learning at SDIT At-Taqwa Surabaya	And	And	And	✓
21	Tears puttut aari Sri yawns	Analysis of the Influence of Social Media Utilization in the Learning Process	T	And	And	X
22	Euis Nur Amanah Asdiniah, Triana Lestari	The Influence of TikTok Social Media on the Development of Learning Achievement of Elementary School Children	T	T	And	X
23	Hajarudin	The Utilization of Social Media as a Collaborative Tool in the English Learning Process at STIE Ganesha	And	And	And	✓
24	Sri Agustin Archives	The Use of Whatsapp Media in Hindu Learning during the Pandemic	And	And	And	✓
25	Maria Selviana Yunita Teto, Meliani Lebe Pule	Analysis of the Use of Social Media in Mathematics Learning	And	And	And	✓
26	R. A. Lottering	Using Social Media To Enhance Student Engagement And Quality	And	And	And	✓
27	Feng Ying, Daniel Oduro, John Antwi, Robert Yakubu Adjuik	The impact of social media use on student engagement and acculturative stress among international students in China	And	And	And	✓
28	Nasser Alalwan	Actual use of social media for engagement to enhance students' learning	Y	Y	Y	✓
29	Septinda Rima Dewanti, Sujarwo	Development of Instagram and YouTube Content	Y	Y	Y	✓

From the results of the Quality Assessment (QA), 18 out of 29 articles were found to be of good quality according to the topics discussed. The 17 selected articles will enter the next stage.

Discussion of Results

In this section, we will explain and answer the research questions that have been determined beforehand.

RQ1. How does the use of social media in learning affect student engagement?

Social Media in Influencing Student Engagement

In a study conducted on the impact of social media use on student engagement among international students in China, it was concluded that the hypothetical results show that social media use is positively related to student engagement. This is in line with research conducted by (Zhavia, 2023) in his research that the wise and directed use of social media can provide great benefits. Social media can inspire students, facilitate collaboration, provide additional useful resources, and increase student engagement. Furthermore, the findings in a study (Alalwan, 2022) said that the majority of students agreed or wholeheartedly agreed that social media interactions with peers were beneficial for learning. As a result, this study defines interactivity with peers as a student's belief that interacting with peers through social media will enrich their learning, which in other words affects their involvement in learning.

Social Media In Primary and Secondary Schools Increases Student Engagement

Research (Faridah & Haromain, 2021) at SDIT At-Taqwa Surabaya states that the use of social media in the learning process has the potential to increase students' interest and motivation to be more respectful of the tasks given. In line with research conducted at SMPN Mojo Kediri, students stated that they felt happier and more excited if they learned using social media because they expanded their knowledge could refer to various sources, and felt easier to remember information (Sholekah & Wahyuni, 2019). Then in research conducted on English learning at SMKN 3 Tanjungpinang, it was stated that the use of social media can encourage students to be more active in learning so that their learning achievement increases (Murni, 2022).

Social Media In College Increases Student Engagement

Based on research conducted at the Faculty of Tarbiyah and Teacher Training of UINSU, it was concluded that around 80% of students think that using social media as a learning tool in higher education is a good idea. They see social media as a resource that can increase motivation, engagement, and active participation in the educational process (Arlina, Munawwarah, Hasibuan, Lesmana, & Manik, 2023). Furthermore, research at Widya Mandiri Catholic University found that social media is one of the most important means of supporting academic activities. Social media is widely used by students to attend lectures online and as a forum used by students to find lecture materials independently to support the learning process (Teto & Pule, 2022).

Social Media That Can Be Used in Increasing Student Engagement

Facebook social media can increase cooperation and interaction between students. Students feel comfortable learning through Facebook because most of them use it daily. Students also feel continuously engaged to learn even outside the classroom. In addition to Facebook, YouTube is also widely used in the learning process. (Hermawan et al., 2024), Explained that learning to use YouTube can develop imagination with students' creativity so that motivation emerges in students which is a supporting factor for learning by utilizing YouTube, which also increases students' desire to continue learning and explore knowledge. WhatsApp social media is also often used in learning. In this case, WhatsApp Grub allows real-time communication, facilitating spontaneous discussions and the exchange of important information (Hajarudin, 2023). In his research, Lottering also concluded that students who participated in WhatsApp to interact with each other had good performance in class.

RQ2. How do social media use strategies in learning affect student engagement?

The Role of Teachers in Learning Strategies Using Social Media

In the use of social media, teachers must always monitor the activities carried out by students in social media forums and ensure compliance with applicable rules such as: (1) it is not allowed to communicate or consult with teachers on social media while teachers are at school to encourage face-to-face involvement; (2) all speech must be beneficial to the grub; (3) it is not allowed to use sentences that insult each other; (4) it is mandatory to use a certain language in the chat (Lottering, 2020). Teachers can encourage students to utilize social media to solve problems, exchange knowledge, and provide input to improve their educational experience, productivity, and investigative abilities (Alalwan, 2022). To maintain their professionalism, teachers are advised to create separate or separate accounts for classes only, manage privacy settings to keep professional and personal lives separate, form a private class group to communicate with students, give clear instructions to students on what is and should not be shared on social media and do not add students to teachers' accounts and do not get involved in students' personal lives.

The Role of Institutions in the Strategy of Implementing Learning Using Social Media

To encourage student involvement in the learning process using social media, it is necessary to encourage education personnel. Institutions must echo and promote the use of social media platforms to students in their educational process. Then it is also recommended that educational institutions embrace students who are used to using social media to study and encourage those who are not used to using social media to study. This is because educational institutions must incorporate social media technology into the learning experience. It is also necessary to provide clear instructions and coaching to students and to protect students' personal information, institutions must adhere to strict privacy and security standards. Institutions must first establish appropriate policies and procedures around the use of social media for educational purposes. Then, for students

and lecturers to better understand the potential and users, training and coaching are needed (Arlina et al., 2023).

Social Media Selection Strategies in Learning

Many social media can be used in learning, including: (1) Facebook can be used for the interaction between students and teachers through komtar and private messages; (2) Instagram is used for sharing ideas, showing creative projects or tasks, and holding short discussions through comments; (3) on Whatsapp Grub, teachers can make announcements or guide discussions in Grub; (4) in Google Drive, students can contribute to editing and developing learning materials together; (5) then in a Zoom Meeting, teachers can deliver materials, students can ask questions and class discussions can occur like in a classroom; (6) on YouTube media, students can access and watch content according to their needs that support independent learning; (7) and in Telegram, teachers and students can use the Telegram grub to communicate, share assignments, materials and important information. Telegram also has a bot feature that can provide automatic announcements and organize tasks (Hajarudin, 2023). Teachers can choose the application they will use for learning according to the material to be taught. For example: (1) for speaking skills, teachers can use the TikTok application and Instagram reels to create video content; (2) for writing skills, you can use the question box feature on Instagram; (3) for reading skills, you can use the Whatsapp or Instagram application to search for reading materials according to the learning topic; (4) and for hearing skills, you can use Whatsapp, Instagram and TikTok through the available content and features. Teachers only need to adjust their learning needs to the social media to be used (Kurniati, 2022).

Learning Implementation Strategies Using Social Media

Social media is a potential means to create effective learning. Utilizing social media as a means for reflection, a means to obtain good feedback from peer reviewers, and a means to collaborate in learning. The stages that can be carried out in the use of social media in learning are: (1) determining what goals to achieve so that the selection of social media is right on target; (2) paying attention to who we will communicate with; (3) consider the form of the message sent so that there is no misconception between the teacher, students and parents who accompany them at home (Faridah & Haromain, 2021).

In the use of YouTube social media, several stages can be done: (1) create a YouTube account; (2) teachers choose suitable videos as teaching materials to upload to YouTube; (3) students subscribe to the learning YouTube; (4) in addition to listening to the video uploaded by the teacher, students are asked to make videos in groups as an assignment; (5) after making a video, students are asked to upload their videos to YouTube and given the task of analyzing the results of other groups' videos.

In addition to YouTube, social media that is often used in learning is WhatsApp. WhatsApp can be used for introductory activities to closing activities. The activity is carried out with student-centered learning. Steps that can be taken in the use of Whatsapp such as: (1) the teacher prepares the material to be delivered and sends it to the class Whatsapp group; (2) students provide responses and questions in the form of chats or

voice notes sent directly through the Whatsapp grub; (3) other students respond to questions submitted by their peers; (4) the teacher provides explanations to the questions and statements submitted by the students; (5) teachers provide exercises to strengthen the material that has been discussed (Kurniati, 2022).

One of the social media that is widely admired at this time is TikTok. Therefore, this social media is very likely to be used in the learning process for several reasons, namely: (1) Tiktok can meet the learning needs of students; (2) Tiktok can attract students' interest in learning with its features and its relatedness; (3) TikTok is very relevant to the characteristics of today's students who are very familiar with the digital world. One example of its application is in learning Arabic which can be done by: (1) retelling the content of the narrative text (ta'bir qira'ah) with an agreed theme; (2) short dialogue (hear cashier) between students; telling short stories (qishah qashiirah); (3) singing Arabic (china Arabia); (4) translating Indonesian songs into Arabic or vice versa and singing them on the TikTok application. The steps to apply it are by entering the background sound into the TikTok application or recording it directly. In addition, it can also be practiced through the duet feature provided by TikTok (Kurniati, 2022).

RQ3. Can the use of certain social media platforms affect Sisiwa's engagement?

Using Facebook in Learning to Increase Student Engagement

In the findings in the article that is the material of this research, many explain that Facebook as a social media can also be used in the learning process. One of them explained in research (Zhavia, 2023) is that through platforms such as Facebook Grub, discussion forums, or special applications, students can take advantage of collaboration with their peers to answer questions and solve problems thereby increasing their engagement in learning. Several benefits can be obtained from the effective use of Facebook between teachers and students. Because of its relaxed, friendly, and inviting feel it encourages student participation and involvement. Facebook can also improve cooperation and social interaction between students, students feel comfortable learning through Facebook because most of them use it daily. That way, students will feel continuously engaged to learn even outside the classroom (Zazin et al., 2019).

Using YouTube in Learning to Increase Student Engagement

YouTube's role in learning is now significant. There are many conveniences and creative information that can be done in learning through YouTube social media. By using YouTube, students will get teaching materials and can make their videos which are then uploaded on YouTube with their creativity and ideas as assignment material from the teacher. Teachers can see the comments from the video of the student's assignment as one of the aspects of assessment. YouTube is a video-based application that is an efficient medium to use so learning videos uploaded on YouTube are effective in helping students understand the material. In addition, videos uploaded on the YouTube channel can continue to be repeated anytime and anywhere by students if they feel that they do not fully understand the content of the material provided (Dewanti & Sujarwo, 2021).

The Use of Whatsapp in Learning to Increase Student Engagement

WhatsApp is one of the most widely used social media by all people today, from students, teachers, education staff, and parents to educational institutions. In the momentum of utilizing digital era facilities such as WhatsApp, it is necessary to do it optimally in learning. There are many features that teachers and students can use to integrate learning, such as the document sharing facility is used to help study groups send documents in the form of files, the camera is used to share learning activities that require images taken at an activity, and audio is used to share in the form of voice messages. Therefore, Whatsapp can be used easily in varied learning activities. Materials can be sent via WhatsApp and downloaded directly by students through gadgets.

Conclusion

The use of social media in learning has proven to be effective in increasing student engagement at various levels of education, from elementary school to college. Research shows that social media, such as Facebook, YouTube, and WhatsApp, has an important role in facilitating interaction between students and teachers, as well as increasing learning motivation. Social media allows students to be more engaged in learning through collaboration, access to additional resources, and more intensive communication. The wise and directed use of social media by teachers and educational institutions can enrich students' learning experiences and encourage their active engagement.

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