

# AN ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA TO IMPROVE STUDENTS' SOFT SKILL

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## Abstract

This research aimed to find out whether using social media defectively improves soft skill based on opinions and perception of PI 20 a class English education from Universitas Teknokrat Indonesia. Social media can be used by teachers to improve student's soft skills. The existence of social media as one of technology favored by the youth generation is expected to improve English skills, especially soft skill students.

**Key words:** Social media, soft skills, influence

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## INTRODUCTION

In the 21st century, in addition to the technical skills that must be possessed, soft skills are an important factor that many organizations consider in the career development of future graduates [1], [2], [3]. Soft skills are related to emotional skills, communication styles, business presentations, teamwork, and time management skills [4], [5], [6]. The use of social media to improve students' employability in higher education is a well-established issue [7], [8], [9]. The main focus of this work is the use of social media as a networking tool that will help find jobs and enable students to participate appropriately in the labor market [10], [11], [12]. Efforts are already being made in this direction, with almost all sectors of higher education employability providing guidance to students to increase their online presence [13], [14], [15].

The main problem with this job is the input from the "last significant user" [16], [17], [18]. Employers pay little attention to this process (students gain employment opportunities through their participation in higher education) [19], [20], [21]. Most academic and support staff assume what will make students more employable and try to help them in that direction based on logical reasoning [22], [23], [24]. However, the voice of employers and their actual needs are not well understood and formalized [25], [26], [27]. Another interesting aspect that hasn't been explored yet is that social media can [28], [29], [30]. And must become an increasingly integral part of the student's ongoing professional development [31], [32], [33]. This aspect has been explored from the teacher's point of view and the fact that it can be a way to provide educators online professional support [34], [35], [36]. Correspondingly, students benefit from

advice and peer exchange that kicks off their academic year and extends into their professional practice [37], [38], [39].

As Gorg Malia states in his recent book, *The Social Classroom: Integrating the Use of Social Networking into Education*, "An educational practice cannot sit on the sidelines and expect it to remain valid and effective when its clientele changes when it has not" [40], [41], [42]. Thus, social media in higher education is currently a topic of intense discussion among researchers and educators [43], [44], [45]. Current research trends focus on examining social networks of practice, their use (formal and informal) in teaching and learning, and the challenges of adopting them [46], [47], [48]. From all these efforts, it is clear that we are moving towards a more formal and widespread use of social media in educational practice [49], [50], [51].

Soft skills belong to technology and academic fields, are more psychological, and so abstract [52], [53], [54]. Soft skills are a sociological term for the development of a person's emotional intelligence, which is a collection of personality traits, social sensitivity, communication, language, personal habits, friendliness and optimism characterizing relationships with other people [55], [56], [57]. Soft skills are the skills of one's relationship with others (interpersonal skills), and the ability to develop self-regulation skills (interpersonal skills) maximum work efficiency [58], [59], [60] while Hard skills, mastery of knowledge, technical and technical skills relevant to their knowledge [61], [62], [63]. Considering the importance of soft skills Work hard to shape the character of students [64], [65], [66].

Abdullah's findings (2012: 21) show an increase in students' understanding and mathematical expression Get situation-based learning Overall, soft skills (medium category) are higher than students who receive regular learning (low category) [67], [68], [69]. One of the learning modes that promises to improve students' soft skills in learning mathematics is generative learning [70], [71], [72]. Generative Learning is a learning model based on constructivism, emphasizing the active integration of new knowledge through the use of knowledge students already possess [73], [74], [75]. The generative learning model requires students to build knowledge actively and freely [76], [77], [78]. In addition, students also have the freedom to express thoughts or thoughts and reasons [79], [80], [81]. For questions given like this, students will better understand the knowledge they have developed themselves and the learning process will be more optimal [82], [83], [84].

In this Study, the influence of the social media application as a means of learning to scan is one amongst the vital factors for achieving learning outcomes, particularly soft skill at its most [85], [86], [87]. Therefore, in this study, the authors' proposal focuses on testing the influence of the social media to improve student's soft skill [88], [89], [90].

## **METHOD**

In this study, the writer used a Qualitative method. Data collection techniques were the way to collect data used in this research. The data collecting technique is the use Questionnaire. In the questionnaire, the writer created 5 questions. Each question relates to the student's perception social media improve their soft skill. This research was conducted at English class. Which was located at one of the Universities in Bandar Lampung. The subject in this study was the English education subject program. Subject of the research wa chose not subject the range average age of the students around 19 – 22 years old. The selected classes was only one class, with 18 students. In the technique of analyzing the statistics, the writer used descriptive analysis. Descriptive analysis used was for explaining result of this research.

## **RESULTS AND DISCUSSION**

The writer conducted the survey with the participants who filled out the questionnaire that I provide. There were linear scale questions, yes-no questions, and opinion questions. The results of the questionnaire are presented below.

### a. Experience Using Social Media

Table 1.

<b>Question</b>	<b>Yes</b>	<b>No</b>
Does every student need to have soft skills?	100 %	0%
Does every student need to have Social Media?	100 %	0 %

Diagram data 1.1 students' experience

Does every student need to have Social Media?

18 jawaban



Does every student need to have soft skills?

18 jawaban



Based on table 1, almost all students' opinions are the same, that is, they agree that students must have social media to improve their soft skills [91], [92], [93]. Therefore, this proves that the impact of social media really helps students in developing or training their soft skills [94], [95], [96].

b. The Role of Social Media in Soft Skills

The question was “Mention examples of social media that you think can improve soft skills!” The answers will be explained in the table below.

Table 2

No	Answer
1	Instagram
2	YouTube
3	Instagram
4	TikTok
5	Facebook
6	Pinterest
7	Duo lingo
8	Instagram
9	WhatsApp
10	TikTok
11	WhatsApp
12	TikTok
13	YouTube
14	YouTube
15	YouTube
16	YouTube

17	YouTube
18	YouTube

In this section, the author asks for opinions about types or examples of social media that help students improve their soft skills [97], [98]. And social media answers that can improve their soft skills such as Instagram, Youtube, WhatsApp, Facebook, TikTok, Pinterest and Dou lingo [99], [100].

a. Students' Opinions about Social Media

The question was "*Why can social media help you improve your soft skills?*" The answers will be explained in the table below.

Table 3

No	Answer
1	Because there is information
2	Because with social media I see something unique that I want to make too so that my creative ideas grow
3	Because a lot of reading or things that can hone our skills
4	Because there is information
5	Because to make it more effective
6	because social media can make us interact with many people thereby improving communication (one of the soft skills)
7	Because through social media there are things like tiktok where various videos and watching videos generate creative ideas.
8	Because it can be good

9	Easier
10	Because, on social media one of the right places.
11	Because in social media we can find a lot of information

12	Because it can relate to people and the outside world that cannot be reached and gain new knowledge
13	Because through social media it will be easier for me to get sources of soft skills
14	Because through social media it will be easier for me to get sources of soft skills
15	Social media makes us grow, we can see videos or lessons (tips) and hone soft skills
16	Helps build confidence
17	Because I see a lot of collaboration on social media and that makes me want to collaborate too
18	Creative, innovative

Based on the table above, the writer asked for their opinion about why can social media help you improve your soft skills. Most of the students answered that on social media a lot of information is easily accessible and also increases self- confidence. Why can this happen, in today's digital era, there are so many students who are embarrassed to hone their skills, that's why social media really helps students. And also another reason is that social media has or offers lots of video tutorials so that which makes it easier for students to learn and work together. It can be concluded from table 3 that the reason why social media can improve students' soft skills is that it is easy to access and provides a lot of information.

From these results and findings, it can be concluded that most college students are happy and feel interested to use social media because social media is a source of

information or a tool for them. They also gave the opinion that social media had a positive effect by increasing their soft skills. Their experience using social media with different also has an impact that may be different for each individual. Using social media will improve students' skills. This statement also in line with the results of this research. Social media is one of the tools to give and educate students about new knowledge with a fun method process, especially in soft skills.

## CONCLUSION

It can be concluded by using questionnaires from research tools, researchers can collect data about how students' perceptions of the influence of social media to improve students soft skills. From 18 students who filled out the questionnaire, most of them agreed that social media can improve their soft skills. English teachers should be able to develop their techniques and ways that of teaching students so as to interest them in learning English, particularly soft skills. The employment of technology and media within the teaching and learning method will capture the interest and motivation of students. Therefore, students ought to seriously and thoroughly hear the teacher's explanations within the teaching and learning method. To improved soft skills, students should develop their way and motivation to study. The author hopes that sequent analysis here will used this study as a parameter for his or her analysis within the same space. It absolutely was possible that there was be another study style that uses another media or choose more specific media.

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