

## **SOCIAL MEDIA UTILISATION AS MEDIA LEARNING TOURISM ENGLISH IN THE THIRD SEMESTER OF SRIWIJAYA STATE POLYTECHNIC**

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**Abstract:** This study aims to investigate how social media is used as a learning tool in the English for Tourism 2 course in Semester 3 of the Tourism Travel Business Study Program at Sriwijaya State Polytechnic. The research method used is qualitative and focuses on case studies, data collection through participant observation, in-depth interviews, and content analysis of social media interactions related to learning English for Tourism English 2. The study found that using social networks in Tourism English 2 classes helped students work together, participate more, and engage in project-based learning. Social media helps people learn on their own and improve their English skills outside of school. The study has limitations in generalizing the results to a larger population and focuses on Sriwijaya State Polytechnic. This study highlights the importance of using various methods, such as social networking, to learn Tourism English 2.

**Keywords:** social media; learning media; tourism english

**Abstrak:** Tujuan dari penelitian ini adalah untuk mengetahui bagaimana media sosial digunakan dalam pembelajaran Bahasa Inggris Pariwisata 2 di Semester 3 Program Studi Usaha Perjalanan Pariwisata Politeknik Negeri Sriwijaya. Metode penelitian yang digunakan adalah metode kualitatif yang berfokus pada studi kasus. Data dikumpulkan melalui observasi partisipan, wawancara mendalam, dan analisis isi interaksi media sosial yang berkaitan dengan pembelajaran bahasa Inggris untuk Bahasa Inggris Pariwisata 2. Studi menunjukkan bahwa penggunaan media sosial dalam pembelajaran Bahasa Inggris Pariwisata 2 dapat memperkuat kerjasama antar mahasiswa, meningkatkan keterlibatan aktif, dan memotivasi pembelajaran berbasis proyek. Media sosial memberikan kesempatan bagi pengguna untuk belajar sendiri dan meningkatkan kemampuan berkomunikasi dalam Bahasa Inggris di luar waktu belajar di sekolah. Keterbatasan penelitian termasuk sulitnya mengubah hasil untuk populasi yang lebih besar dan fokus pada Politeknik Negeri Sriwijaya. Penelitian ini penting untuk membuktikan bahwa pendekatan beragam diperlukan dalam pembelajaran Bahasa Inggris Pariwisata 2, termasuk penggunaan jejaring sosial sebagai media pembelajaran.

**Kata kunci:** media sosial; media pembelajaran; bahasa inggris pariwisata

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### **INTRODUCTION**

The rapid development of information and communication technology has revolutionized the way we live, work, and interact with each other. Advancements in computing power, internet connectivity, and mobile devices have created a global digital network that facilitates instantaneous communication and access to information. These

technological breakthroughs have driven economic growth, fostered innovation, and empowered individuals around the world, enabling them to connect, collaborate, and pursue their goals like never before." The rapid development of information and communication technology has touched all aspects of life, especially in the field of education. According to (Saefullah & Hajar, 2022), this development is even faster than previously thought.

A few years ago, computers and mobile phones were still very expensive and only a few people could afford them. However, technological advancements have dramatically reduced the cost of these devices, making them accessible to a much wider segment of the population. This increased accessibility has led to a surge in digital literacy and connectivity, empowering individuals with access to information, education, and communication tools that were previously out of reach. As a result, we are witnessing a rapid shift towards a more digitally integrated society, where technology plays an increasingly crucial role in various aspects of our lives, from education and healthcare to business and entertainment. According to Andika (2019), Mobile technology, such as smartphones, is very important in human life. It has changed the way people think and act. Smartphones are now a necessity for everyone, from children to the elderly.

Mobile phones were once only used to communicate, but now they can be used as multifunctional tools. Apart from communicating, we can also use it to watch videos, listen to music, or play games. Smartphones are not only evolving in terms of their functions, but also in line with the increasing age of their users. Smartphone users come from various age groups, such as babies, adults, and the elderly. The use of smart phones is increasing because the internet network allows users to explore cyberspace for information and entertainment.

Students use their smartphones daily to search for information, shop online, and be active on social media. This constant connectivity has transformed the way students learn, collaborate, and socialize. While technology offers numerous benefits, such as access to information and opportunities for global collaboration, it also presents challenges related to digital addiction, cyberbullying, and privacy concerns. Educators and parents must work together to ensure that students develop healthy digital habits and use technology as a tool for learning and personal growth.

In education, teachers and lecturers can use different media to help the teaching and learning process. From interactive whiteboards and educational software to online learning platforms and mobile apps, technology has revolutionized the way knowledge is delivered. These tools can create more engaging and personalized learning experiences, allowing students to learn at their own pace. Additionally, technology can facilitate collaboration and communication among students, fostering a more dynamic and interactive classroom environment. The use of learning media is important in learning. The use of learning media helps teachers to make learning more interesting and achieve the desired goals.

Social media is used as a form of educational media that helps communication and interaction between teachers and students in the teaching and learning process at school or campus. Platforms like online forums, discussion groups, and learning management systems (LMS) facilitate the sharing of resources, assignments, and feedback. Teachers can use social media to deliver lectures, conduct online quizzes, and provide personalized

support to students. Furthermore, social media platforms can foster collaboration among students, enabling them to work together on projects, share ideas, and learn from each other. By leveraging the power of social media, educators can create more engaging and interactive learning experiences that cater to the diverse needs and learning styles of today's students. According to research conducted by Saefullah, Fahri, and colleagues. In 2023, specialised subject matter is used in the learning process to achieve certain goals or skills.

The development of information and communication technology, especially social media, has changed perspectives in various aspects of life, including education. Social media has become an important place for people to interact, collaborate, and gain information and knowledge. It has changed the way people communicate and share ideas. According to Pusporini and her colleagues. In 2022, social media can be used as a useful educational tool in education. Previous research has discussed the topic of using social media (Facebook and Instagram) in learning digital communication in the Tourism English course at the Lombok I University Tourism Technology Institute. Research by (Lathifah et al., 2022) also investigated the same. Thus, when learning English for tourism, one must think of ways to make learning less boring.

Social networking is an online platform used by users to communicate, interact, participate, share, and create content without the limitations of space and time, through special applications connected to the internet. Social networking is an online platform used by users to communicate, interact, participate, share, and create content without the limitations of space and time, through special applications connected to the internet. These platforms, such as Facebook, Twitter, Instagram, and LinkedIn, allow individuals to connect with friends, family, colleagues, and like-minded people across geographical boundaries. They provide a space for users to share their thoughts, experiences, and creative expressions through text, images, videos, and other forms of digital media. Social networking has revolutionized communication and social interaction, enabling individuals to build and maintain relationships, access information, and participate in global conversations on a scale never before possible.

(Lapele, 2019) examined the use of social media as a tool for learning to speak English. The results of the study showed that using social networks to learn speaking ESP has positive effects, such as as a very commonly used communication tool, as a way to encourage student interaction and motivation, and as a means of collaboration. Lapele, 2019) examined the use of social media as a tool for learning to speak English. The results of the study showed that using social networks to learn speaking English for Specific Purposes (ESP) has positive effects, such as being a very commonly used communication tool, as a way to encourage student interaction and motivation, and as a means of collaboration. These findings suggest that integrating social media into language learning curricula can significantly enhance students' speaking skills. By providing authentic communication opportunities and fostering a supportive and engaging learning environment, social media platforms can help students overcome their fear of speaking, build confidence, and improve their fluency and accuracy in English.

The purpose of this study is to understand more deeply how social media can be utilised in the learning process of tourism English in the third semester of the Travel and Tourism Business Department at Politeknik Negeri Sriwijaya. In this context, this study uses a qualitative approach to investigate students' experiences and views regarding the

use of social media in learning. Hopefully, this research can help in developing better tourism English learning strategies. Educators and educational policy makers need to adapt to the changing times and use social media effectively to improve English language learning.

## **METHOD**

This research aims to find how does the use of social media influence the learning outcomes of Semester 3 Tourism Travel Business students at Sriwijaya State Polytechnic in their English for Tourism 2 course. This research uses a qualitative descriptive method (Rukajat, 2018). This descriptive qualitative research method will help us understand more deeply the use of social media as a tool in learning tourism English by third semester students majoring in travel business at Politeknik Negeri Sriwijaya. Data will be collected through interviews, observations, and documentation.

Interviews will be conducted with students and lecturers to gather their perspectives on the use of social media in their learning experiences. Observations will be conducted in classrooms and online platforms to observe student interactions and the use of social media tools. Documentation will involve collecting relevant materials such as lesson plans, student assignments, and online discussions. By employing these methods, the research aims to provide a comprehensive understanding of the role of social media in enhancing tourism English learning among students at the Politeknik Negeri Sriwijaya.

Data analysis involves interview, observation, and literature study. All three data have been checked and confirmed to produce valid data. Students' survey answers about the influence of social media as a learning medium became the data source of this research. This research uses qualitative research methods. The survey was conducted online through Google Forms on opinions regarding the use of social media in learning and the positive and negative impacts of social media on the younger generation. The method used in this research is qualitative method.

## **FINDING AND DISCUSSION**

The development of social media in the era of globalization has changed the way people live, work, and interact with each other. According to Boyd (2008) that the development of social media in the era of globalization has changed the way people live, work, and interact with each other. As Boyd argues, social media has created new public spaces that allow individuals to participate in public discourse on a much larger scale."

Social media platforms have connected people across geographical boundaries, fostering global communities and facilitating the exchange of ideas and information on an unprecedented scale. (Wellman et al., 2001). As Wellman et al. argue, social media has enabled the formation of networked individualism, where individuals maintain strong ties with diverse social groups across geographical distances. Social media platforms have also transformed the way we consume news, conduct business, and express ourselves creatively. However, the rise of social media has also presented challenges, such as the spread of misinformation, the erosion of privacy, and the potential for cyberbullying and online harassment.

Navigating the complexities of the digital age requires a nuanced understanding of the impact of social media on our lives and the development of strategies to harness its

benefits while mitigating its risks. With social media, people can share information, make comments, and give feedback openly. (Suarna et al., 2022). Generation Z students grow up with social media and use it every day. The use of social media can make students learn more about English tourism. The use of social media to give assignments and communicate in English on social networks is considered attractive. Research shows that this has both positive and negative impacts. The people affected include:

1. Students. Students will soon feel the consequences of these good and bad benefits. They will experience improvements but will also face challenges such as technological disruptions and access gaps.
2. Lecturers will feel the impact of increased student participation and collaboration. However, they will have to address issues when interacting online, ensure quality learning, and mitigate the negative impact of social media. Sriwijaya State Polytechnic will benefit from an increased reputation for using technology in learning. However, they must consider adequate technology infrastructure and provide training to teachers to use social media effectively.
3. Ordinary people will also be affected as English-speaking students will be better equipped to fulfil job requirements on a global level. However, it is also necessary to address negative effects such as the spread of false information and inequality of access.
4. More Intensive Collaboration: Social media helps students interact, discuss and cooperate in English language learning. Active student engagement: social media provides more opportunities for students who are less comfortable participating in physical classes. Students can feel more comfortable when participating in online discussions, so they can be more active in learning. Using social media can improve communication skills in English outside the classroom. Furthermore, social media platforms offer a diverse range of interactive tools that can enhance the learning experience. These include:
  - a. Online forums and discussion boards: These platforms allow students to engage in meaningful discussions, ask questions, and share their insights with peers and instructors.
  - b. Collaborative tools: Tools like Google Docs and shared online workspaces enable students to work together on projects, brainstorm ideas, and provide feedback in real-time.
  - c. Multimedia sharing platforms: Platforms like YouTube and Vimeo allow students to access a wealth of educational videos, create and share their own presentations, and engage in interactive video discussions.
  - d. Language learning apps: Numerous language learning apps utilize gamification, personalized learning paths, and interactive exercises to make language learning more engaging and effective.

By effectively integrating these social media tools into the learning process, educators can create a more dynamic, interactive, and student-centered learning environment that fosters deeper understanding, critical thinking, and lifelong learning. Using social media allows students to work together on projects involving text, images, video and audio. This will encourage students to be more creative in creating interesting and useful content. Social media helps people to gain access to various self-learning

resources such as videos, articles and tutorials. Students can use these resources to deepen their understanding of English outside of class time.

Negative impacts include dependence on Technology: Some students rely heavily on social media to learn, resulting in less direct interaction with classmates and lecturers. This can affect the way we interact in our daily lives. Serious problems can arise from students' use of social media. They may be tempted to lose sight of learning objectives by engaging in irrelevant or uneducative content. Furthermore, access inequality occurs when some students do not all have the same devices and internet access to learn through social media. Additionally, the excessive use of social media can have detrimental effects on student well-being.

- a. **Distraction and reduced focus:** Constant notifications and the allure of social media can significantly distract students from their studies, hindering their ability to concentrate and retain information.
- b. **Mental health concerns:** The curated perfection often portrayed on social media can contribute to feelings of inadequacy, anxiety, and depression among students. Cyberbullying and online harassment can also have a significant negative impact on mental health.
- c. **Sleep disturbances:** The blue light emitted from electronic devices can interfere with sleep patterns, leading to fatigue, difficulty concentrating, and decreased academic performance.

## **CONCLUSION**

Studies show that using social media in tourism English learning can strengthen students' cooperation, increase their engagement, and support project learning. Social media helps in self-learning and improving communication skills in tourism English outside the classroom. Constraints in the research included difficulties in conveying the results to everyone and focusing on the environment of Sriwijaya State Polytechnic. In teaching tourism English, teachers should use a variety of ways, including utilising social media for shared learning. To maximize the benefits of social media in tourism English education, several strategies can be implemented:

- a. **Develop clear guidelines and expectations:** Establish clear guidelines for appropriate social media use in the classroom, addressing issues such as online etiquette, cyberbullying, and plagiarism.
- b. **Provide adequate training and support:** Offer teachers and students with training on how to effectively use social media for educational purposes.
- c. **Integrate social media seamlessly:** Integrate social media tools into the curriculum in a meaningful and purposeful way, aligning their use with specific learning objectives.
- d. **Monitor and evaluate:** Regularly monitor student activity on social media platforms and evaluate the effectiveness of social media integration in achieving learning outcomes.
- e. **Address digital equity:** Ensure that all students have equal access to technology and the necessary support to utilize it effectively.

By implementing these strategies, educators can harness the power of social media to create a more engaging, interactive, and effective learning experience for tourism English students.

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