The Influence of the Use of the Internet and Social Media in Improving the Non-Academic Achievement of Undiksha Faculty of Economics Students

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ABSTRACT

This study aims to examine the effect of the use of the internet and social media in increasing the non-academic achievement of students in the Economics Faculty of Undiksha. This study uses a quantitative approach with a population of non-academic achievers at the Faculty of Economics, Ganesha University of Education. The data analysis used was the t test assisted by SPSS version 18.0 for windows. The results of this study indicate that the use of the internet and social media has a significant coefficient value for internet use of 0.146 and a significance level of 0.42, while social media has a coefficient value of 0.270 and a significance level of 0.002. Between the use of the internet and social media has a significance level smaller than $\alpha = 0.05$ so this hypothesis is accepted. The conclusion of this study proves that the increase in non-academic achievement among students is supported by the use of the internet to find tips for improving achievement or to find additional information to support non-academic achievement. Meanwhile, social media is used to gather hobbies who will share information and increase enthusiasm for training and exchange information to improve non-academic achievement.

Keywords: Achievement, Internet, Social Media

1. INTRODUCTION

Reference [1] stated that improving the quality of education is the main goal of most developing countries. The rapid development of information technology, especially the internet, has had a significant impact on the world of education. The success of learning achievement can be obtained by students through the learning efforts of each student with the hope of achieving good and optimal learning achievement. Learning achievement according to [2] is the result achieved from an exercise and experience that must be supported by awareness. Of course, it is not easy to achieve optimal learning achievement, it needs persistence, practice, experience based on learning awareness to achieve maximum results.

Reference [3] tries to provide an explanation of the use of the internet on student learning achievement. The internet provides flexibility for students to find and download the required lecture material. The development of websites, blogs, e-mails and social media has expanded the communication network between lecturers and students as well as with fellow students. The use of the internet can have a positive impact on student academic achievement if directed properly.

The use of the internet is also used at the Ganesha Education University where each room is provided by WI-FI to make it easier for students to access information and conduct social media so that information reception is very easy to obtain. In addition to improving academic achievement at campus, the use of the internet and social media can also support non-academic achievements inside and outside Undiksha. This can be exemplified if there are students who want to take part in the competency of the art work competition. The student can see YouTube about the work of art so that there is a comparison of the ideas that will be used for the competition. There are many things that can be obtained from the use of the internet and social media to add positive value insights and also enrich the information obtained by students.

By referring to some of the literature reviews above, through this study the author will try to conduct research on the effect of internet use and social media on student non-academic achievement.

2. LITERATURE REVIEW

2.1. Internet

According to [4], the definition of the Internet is a collection of computer networks that are connected to each other and can read and describe certain communication protocols that we are familiar with as the Internet Protocol (IP) and also Transmission Control Protocol (TCP). Meanwhile, according to [5], the Internet has the meaning that it is a collection of several computers, which can even reach millions of computers in the world then interconnected and connected to one another. In order for computers to interact and be connected, a medium is needed to connect computers to one another. The media used can use cable or optical fiber, it can also be satellite, or a telephone connection.

2.2. Internet functions

1) Make it easy to access information; now we can get information easily just by using the internet. In fact, if in the past we often complained about not being able to study because we didn't have books at high prices. Now, we can learn various things by using the internet anywhere and anytime.

2) Facilitate Communication; if in the past we wanted to communicate with friends or friends from different countries or different cities, we must first meet in person to be able to communicate and it requires a lot of money and a long time. However, now with the internet we can communicate at any time.

3) Make it easy for work; many companies use the Internet as a solution to solve various problems quickly and efficiently. By having a system that is interconnected with one another.

2.3. Social Media

Media is an online media, where users through internet-based applications can share, participate and create content in the form of blogs, wikis, forums, social networks, and supported virtual world spaces by increasingly sophisticated multimedia technology. The internet, social media and multimedia technology form a unity that is difficult to separate and encourages new things [6]. Currently, the most widely used and rapidly growing social media in the form of social networks, blogs and wikis. Here are some Understanding of Social Media According to experts:

2.4. Function of Social Media

Media is one of the communication systems. Therefore, there are several functions of social media when it comes to communication systems, including:

1) **Administration:** Social media can be used to organize company employee profiles in relevant and relative social networks where your current market position is. By establishing a social media, people can easily find companies and all kinds of administrative forms.

2) **Listening and Learning:** Through social media, companies can listen and learn from what is on the media. Information from social media lets companies know what the market wants and how to satisfy them. Relevant information can help companies to achieve their vision and mission.

3) **Thinking and Planning:** By looking at stages 1 and 2 of what the organization will do to satisfy the market, the organization can think and plan to communicate to the market. How social technology can improve the operational efficiency of market relations.

4) **Measurement:** After looking at steps 1-3, the company can have knowledge and data that are relevant to the market. From this data, companies can measure and be able to determine effective steps to measure whether the method used is the best method [.

2.5. Types of Social Media

Media Social media technology takes many forms, including magazines, internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photos or images, videos, ratings and social bookmarks. By applying a set of theories in the areas of media research (social presence, media wealth) and social processes (self-presentation, self-disclosure). There are six types of classification schemes for different types of social media:

1) **Collaboration projects:** This site allows users to be able to change, add, or delete a little content - the content available on this website. Wikipedia example

2) **Blog and microblog:** Users are free to express something in this blog such as ventilation or criticizing government policies. E.g. twitter

3) **Content:** Users of this site users click on any share content - media content, such as videos, eBooks, pictures, and others. Social networking sites such as YouTube

4) **Social networking sites:** Applications that allow users to connect by creating personal information

so they can connect with other people. Personal information that can be like photographs. Facebook example

5) **Virtual game world:** A virtual world, where a 3D environment is replicated, where users can come in the form desired and interact with other people both in the real world. For online games for example.

6) **Virtual social world:** Virtual world where users feel that they live in a virtual world, such as a virtual game world, interacting with other people. However, the Social Virtual World is freer and livelier, like Second Life.

2.6. Achievements Non-academic

Achievements Non Academic Achievements Extracurricular activities are activities carried out in schools to achieve certain educational goals that are not realized in ordinary lessons, therefore a special time allocation is required for these activities. Non-academic achievement is the achievement or ability achieved by students from activities outside of class hours or it can be called extracurricular activities. "Extracurricular activities are various school activities carried out in order to provide opportunities for students to be able to develop their potential, interests, talents and hobbies which are carried out outside normal school hours [7].

3. METHOD

Based on the research objectives, the method used in this study is by [8] regarding causal research. Which examines the causal relationship. This study aims to determine the use of the internet and social media in improving student non-academic achievement.

Subjects of this study were students of the Ganesha University of Education. The object of research is the use of the internet and social media in improving the non-academic achievement of Undiksha students, especially the Faculty of Economics. Collection techniques in this study used a questionnaire with a closed questionnaire type, namely a questionnaire in which the answer options are available so that the respondent immediately chooses one answer that matches his opinion. The questionnaire method is to collect data on internet usage, social media and non-academic achievements. Data on non-academic achievement variables were obtained by the documentation method, which was to see the certificates obtained as champions.

According to [9] "the validity of a research instrument is a measure that shows the levels of validity or validity of an instrument". The validity test is used to show the degree of accuracy of the measuring instrument, namely the accuracy between the data that

actually occurs on the object and the data collected by the researcher.

According to [9], reliability shows an understanding that the instrument is reliable enough to be used as a data collection tool because the instrument is good. Reliability test is used to show the degree of consistency, namely the consistency of data in certain time intervals. The reliability test was calculated coefficient Cronbach's alpha using the help of SPSS (Statistical Program Social Science) version 18.0 for windows.

Multiple linear regression model can be called a good model if the model meets the classical statistical assumption test which consists of normality test, multicollinearity, autocorrelation and heteroscedasticity. Because the data not is data time series, an autocorrelation test is not required.

Data that has been collected is then processed using the Statistical Package for Social Science (SPSS) program version 18.0. The data analysis technique used in this study is multiple linear regression analysis. According to [8] "multiple linear regression analysis is used to predict how the value of the dependent variable will change if the value of the independent variable is increased / decreased". The form of the equation of multiple linear regression is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 \tag{1}$$

In multiple linear regression analysis in this study consisted of several test stages, namely hypothesis testing consisting of the F test and t test and classical assumption test consisting of normality test, multicollinearity, and heteroscedasticity.

3.1. F test (Simultaneous)

F test is used to test the effect of the dependent variables on the independent variable simultaneously. In this study, the F test tested the effect of entrepreneurial motivation and entrepreneurial knowledge simultaneously on entrepreneurial interest. In this test, we will use the p-value which will be compared with $\alpha = 0.05$.

3.2. T test (Partial)

The t test is used to test the effect of the dependent variable partially on the independent variable or to test the effect of each independent variable on the dependent variable.

3.3. Promised Output

After this research is carried out and completed, then based on the prepared report, articles will be made so that the benefits of using the internet and social media can be published among students.

4. RESULTS AND DISCUSSION

Based on the test results, all statement items or indicators given have a correlation coefficient value greater than r table, namely 0.197. Thus, the statement items given in the questionnaire have met the valid requirements and can be included in further data analysis. Reference [8] who states that a research instrument indicates adequate reliability if the Cronbach alpha coefficient is greater or equal to 0.60. While the test results show the Cronbach alpha coefficient is greater than 0.6, it can be concluded that this variable is reliable.

4.1 Normality Test

The KOLMOGOROV SMIRNOV test results show that the Asymp. Sig value is 0.200. This value is greater than 0.05, so it can be concluded that the residuals are normally distributed. Thus it can be concluded that based on the test results, it is known that the model is not affected by the problem of The result of the calculation of the tolerance value also shows that no independent variable has a tolerance value less than 0.10, which means that there is no correlation between variables whose value is over 95%. So that this correlation is still below 95% and it can be said that there is no serious multicollinearity. The VIF value also shows that there is no value greater than 10. Thus it can be concluded that there is no multicollinearity between the independent variables in the regression model.

4.2 Heteroscedasticity

To get certainty, it is necessary to test the hypothesis, namely using the Glejser test. The Glejser test proposes to regress the residual absolute value (UbsUt) as the dependent variable with the following equation:

$$UbsUt = a + bX^{t + vi}$$

In the Coefficients box, you can see that INTERNET (X1) and SOSMED (X2) have a Sig. which is the same, namely 0.676 which is greater than alpha 0.05, so it is decided that there is no indication of heteroscedasticity.

4.3 Goodness of Fit Test

Table gives an R value of 0.391 in the research model and a determination coefficient of 15.3%. It appears that the ability of the independent variables to explain the variance of the dependent variable is 159.3%.

4.4 F test

It appears that the calculated F value in the research model amounted to 8,738 with a significance level of 0,000. The significance value is below 0.05 which indicates that the independent variables simultaneously have a significant effect on PRESTASI at 5% significance.

4.5 Testing Hypothesis

Based on the data analysis above, it appears that the t value and the significance level below 5% for the INTERNET variable are significant. Thus the H1 hypothesis in this study reads: There is an effect of using the internet in increasing non-achievement. Academic students of Undiksha's Faculty of Economics are accepted.

Based on the data analysis above, it appears that the t value and the significance level below 5% for the SOSMED variable are significant. Thus the H2 hypothesis in this study which reads: There is an influence of social media in increasing the non-academic achievement of Undiksha Economics faculty students. The purpose of this study is to obtain evidence regarding the influence of the use of the internet and social media in increasing the non-academic achievement of Undiksha Economics faculty students. The results of this study indicate that the use of the internet and social media has a significant coefficient value for internet use of 0.146 and a significance level of 0.42, while social media has a coefficient value of 0.270 and a significance level of 0.002. Between the use of the internet and social media has a significance level smaller than $\alpha = 0.05$ so this hypothesis is accepted.

5. CONCLUSION

5.1 Conclusion

Based on the results of hypothetical research for the use of the internet and social media in increasing non-academic achievement of Undiksha Economics faculty students, it can be concluded that the acceptance of the hypothesis proves that the increase in non-academic achievement among students is supported by the use of the internet to find tips for improving achievement or looking for additional information to support non-academic achievement. Meanwhile, social media is used to gather friends and hobbies who later share information and increase enthusiasm for training and exchange information to improve non-academic achievement.

5.2 Suggestions

This research only focuses on the use of the internet and social media so that in the future it needs to be developed both in terms of motivation, mentors and future guarantees of the hobbies of interest.

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