

**THE ROLE OF SOCIAL MEDIA BY THE CYBER TEAM IN
IMPROVING THE QUALITY OF EDUCATIONAL INSTITUTIONS AT
MA DARUSSALAM BUMI AGUNG**

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ABSTRACT

One of the efforts currently being made by various institutions or organizations to promote their products or services is by using social media. Social interaction can be done through social media to provide space for people to send messages and receive messages in cyberspace or virtual worlds. Social media that are widely used in Indonesia include Facebook, Instagram, Twitter, WhatsApp, Line, YouTube and so on. The aim of this research is to find out how the MA Darussalam Cyber Team improves its institution by using social media. The results of this research show that the use of social media by the MA Darussalam Cyber Team in increasing and publicizing its students' activities and achievements on Tiktok, and Instagram and also in establishing relationships with local residents is one of the MA Darussalam Cyber Team's strategies in developing good image.

Keywords: *Social Media, Cyber Team, Educational Institution*

INTRODUCTION

In the current era, technological developments are very rapid, requiring humans to be able to apply them, especially since all systems are technology-based. As a formal educational institution, schools in their efforts to achieve quality education cannot be separated from the support of social media. Social media such as Facebook, Twitter, Instagram, and LinkedIn have changed the way we interact, share information, and connect with others. In the educational environment, social media has brought about a paradigm shift in learning media, and its influence on the effectiveness of learning media cannot be ignored.

Increasing internet penetration and smart devices have enabled easier and broader access to various social media platforms. This allows educators and students to utilize a wide variety of resources to enhance the learning experience. Social media can be used in a variety of useful ways in the context of learning media. One of the main ways in which social media enhances the effectiveness of learning media is through their role as sources of information. (Atikah, 2023). In an era where access to information is almost unlimited, social media serves as the main channel for getting news, scientific articles, learning videos, and other educational resources. Educators can easily share relevant study materials and resources quickly with their students via social media platforms. If it is connected to the learning process, then social media is part of the learning media which is currently undergoing updates according to current conditions. As a form of learning media, it means that the use of social media should be able to guide the learning process to be more effective and efficient. And when social media is not used appropriately or just to keep up with the times, it is used for something that is not good, then of course in the future the use of social media in the teaching and learning process will have a negative impact, for example dependence on cyberspace, laziness in studying, and so on (Suryadi, 2018) . Social media also functions as an effective communication tool between students and educators. With direct messaging, group chat, and email features, students can easily contact their teachers for additional help or clarification. This creates a more open and accessible communication channel than conventional methods, such as face-to-face meetings.

Not only that, social media also provides opportunities for independent education. Students can explore special accounts or parks that provide learning content, such as video tutorials or the latest data. They can control their own educational rhythm and access modules anytime and anywhere. This allows for better adaptation to people's learning styles. Even though social media brings many benefits, its use in a learning context can also experience challenges. Personal problems, disinformation and digital obstacles are some of the problems that need to be looked at. Therefore, in this post, we will explore the role of social

media in increasing the usability of educational media, while also discussing methods for overcoming challenges that may arise.

With a deep understanding of the potential of social media in food education, MA Darussalam continues to improve social media so that people know more about and know more about the quality of this school.

The process of disseminating information and publications to increase use of social media basically goes through a good planning stage and the right strategy. All forms of disseminating information and publishing something must basically have a systematic plan to achieve the goals of the institution. (Sazali and Sukriah, 2021). The use of social media as a medium for information and publication has been widely carried out by the MA Darussalam Cyber Team, which has used social media as a medium for information and publication. The media that these institutions often use are Tiktok and Instagram.

Ma Darussalam is one of the private schools in Ogan Komering Iir, Palembang, which has A (Excellent) Accreditation. MA Darussalam produces students who are creative and have good morals. This school has very good quality with various programs implemented at the school. This is proven by the many achievements obtained by students in various competitions at both district and provincial levels.

Every year more than 180 (one hundred and eighty) students register at this school and receive scholarships on the condition that they are less fortunate and have good achievements. Students flocked to enroll in this school. Apart from providing scholarships, this school also provides a good study program. With so many students registering each year for this school, this attracted the writer's attention to find out how this educational institution improves its quality by utilizing social media and how the Cyber Team packages information that will be published on social media.

AGENDA SETTING THEORY

Agenda Setting Theory is a theory which states that the mass media is the center for determining truth with the mass media's ability to transfer two elements, namely awareness and information, into the public agenda by directing public awareness by guiding public attention and focus on

issues. considered important by the mass media. (Sazali and Sukriah, 2021). Two important assumptions underlying research on agenda setting are:

1. Society and mass media do not reflect reality; they shape issues and filter data.
2. Grouping the mass media only into public issues that will be broadcast as more priority issues than other issues

McCombs in the Syarif journal, this research uses the theory of media agenda setting. The first to ideate this theory were Maxwell McCombs and Donald Shaw Initially, media agenda setting was used to shape the audience's agenda into something important according to the information they obtained from the mass media. Society in general considers something important because the mass media forms this perspective using agenda setting (Budhirianto, 2018).

However, along with the rapid development of communication technology, it has an influence on the meaning of agenda setting itself. If initially the media's agenda setting was in the conventional mass media tradition, currently consuming information has been mediated by an Internet-based communication system. (Sazali and Sukriah, 2021). The presence of the very fast Internet has created the idea of new media. The use of the term new media marks the end of old media traditions which are often attached to printing press-based mass media. Technological advances are always in line with improvements in communication considering that improvements in media also have an impact on the development of agenda setting in previous media.

SOCIAL MEDIA

Social media is media used by consumers to share text, images, sound, video and information with other people. Social media is defined as media that someone uses to be social, or get social online by sharing content, news, photos and so on with other people (Kottler and Keller, 2016). Social media is a process of interaction between individuals by creating, sharing, exchanging and modifying ideas or thoughts in the form of virtual or network communication. Social media is something that can

create various forms of communication and information for all who use it. Social media always provides various conveniences that make it comfortable to spend time on social media. (Lira, 2020).

Some social media that are very popular in Indonesia and have many users are Facebook, Twitter, Instagram, YouTube, blogs and others. Social media allows users to exchange messages with millions of other users. For marketers, this is a huge potential and opportunity to be utilized as a marketing communications tool.

Social media has several differences from other marketing communication media, namely Always on and Everywhere. The use of social media can be accessed anytime and anywhere, because apart from being accessed via a computer, it can be accessed via a mobile/smart phone. This provides opportunities for marketers to be able to carry out marketing communications anytime and anywhere (Untari D., Communication Strategy via Instagram Social Media (Descriptive Study of the @Subur_Batik Account), 2018).

Increasing internet penetration and smart devices have enabled easier and broader access to various social media platforms. This allows educators and students to utilize a wide variety of resources to enhance the learning experience. Social media can be used in a variety of useful ways in the context of learning media. One of the main ways in which social media enhances the effectiveness of learning media is through their role as sources of information. In an era where access to information is almost unlimited, social media serves as the main channel for getting news, scientific articles, learning videos, and other educational resources. Educators can easily share relevant study materials and resources quickly with their students via social media platforms. This allows students to access current and varied information, increasing their understanding of the topics studied.

Apart from that, social media also plays an important role as a collaborative platform where students and educators can interact in real-time. Online study groups, discussion forums, and study groups on social media allow students to share knowledge, ask questions, and collaborate on learning projects. It promotes community-based learning where

students can help each other and strengthen their understanding through social interactions. (Atikah, 2023).

Apart from that, social media also provides opportunities for independent learning. Students can follow special accounts or pages that provide educational content, such as video tutorials or up-to-date information. They can set their own learning rhythm and access materials anytime and anywhere. This allows better adaptation to individual learning styles. Although social media brings many benefits, its use in educational contexts can also face challenges. Privacy issues, disinformation, and digital interference are some of the issues that need attention. Therefore, in this article, we will explore the role of social media in increasing the effectiveness of learning media, while also discussing how to overcome challenges that may arise. With a deep understanding of the potential of social media in education, educators can utilize it more effectively to improve the quality of students' learning experiences. (Fathurrahman, 2023).

EDUCATIONAL INSTITUTIONS

An educational institution is an institution or place where the education or teaching and learning process takes place with the aim of changing individual behavior towards a better direction through interaction with the surrounding environment. An educational institution is a place or container where the educational process takes place which is carried out with the aim of changing a person's behavior in a better direction through interaction with the surrounding environment and the insight and knowledge gained. The educational environment includes formal (school), informal (family) and non-formal (community) education (Seputarilmu.com, 2019). The main aim of this institution is to change student behavior for the better through interaction with the surrounding environment. In other words, this institution is really needed by society because it can improve a person's quality of life (Seputarilmu.com, 2019).

The existence of this institution has a very meaningful function and role for the people of a country. Apart from teaching reading, writing and arithmetic, this institution also teaches students about independence,

ability to achieve, personality development and specifications (Seputarilmu.com, 2019). The function of education according to Horton and Hunt is as follows

1. Manifest Function of Education
 - a. Preparing community members to earn a living.
 - b. Developing individual talents for personal satisfaction and for the benefit of society.
 - c. Preserving culture.
 - d. Inculcate skills necessary for participation in a democracy

2. Latent Function of Education
 - a. Reducing parental education, namely through school education, parents delegate their duties and authority in educating children to the school.
 - b. Providing Means for Disobedience, namely schools have the potential to instill the value of disobedience in society. This is reflected in the differences in views between schools and society about certain things.
 - c. Maintaining the Social Class System, namely school education is expected to socialize students to accept the differences in prestige, privilege and status that exist in society. Schools are also expected to be a channel for student mobility to a higher social status or at least in line with the status of their parents.
 - d. Prolonging Adolescence, namely school education, can also slow down a person's adulthood because students are still economically dependent on their parents (Seputarilmu.com, 2019).

RESEARCH METHODS

In this research, descriptive qualitative research methods were used. The object of this research is MA Darussalam's Tiktok and Instagram accounts. This object was chosen with the consideration that this school is one of the private Darussalam MA schools which provides scholarships to its students. This school is very well known outside the area, while in the

MA Darussalam environment itself, few people know about the existence of this school. Data Collection Techniques in this research, researchers used observation and interview data collection techniques.

Before conducting an interview, the author first makes observations on the object to be studied. In this case, the author carried out observations on MA Darussalam's social media which will later be used as material for interviewing resource persons (Cyber Team) of this educational institution. Interviews in qualitative research are question and answer activities, more precisely, conversations between researchers and the subjects being studied (informants or participants). The informants in this research were the MA Darussalam Cyber Team itself and also the manager of the MA Darussalam Tiktok and Instagram accounts. The interviews carried out are documented in the form of written notes, audio recordings or pictures. This is done to maintain the accuracy of the data obtained by researchers. In this case, researchers took documentation in the form of photos and videos uploaded by the MA Darussalam Team on their social media (Tiktok and Instagram).

RESULTS AND DISCUSSION

Instagram is a social media that is widely used and very popular among the public. Including Indonesia which has millions of members from various types of ages and social media accounts. Instagram was originally an application pioneered by iOS, but was popularized and developed by Android users.



Picture 1. Instagram MA Darussalam

Tiktok is a social media application that is very popular in Indonesia and is used by many people from all walks of life, especially millennials and genz. This application allows users to create and share short videos that can be tailored to user needs. Tikok has a variety of content and can be accessed via smartphone or website.



Picture 2. Tiktok MA Darussalam

In building social media on Tiktok and Instagram, the MA Darussalam Cyber Team invited internal parts of the institution, especially OSIS students, to collaborate in building social educational institutions.

Every activity carried out at MA Darussalam was conveyed by the Cyber Team by posting the activities via Tiktok and Instagram. MA Darussalam's use of social media Tiktok Instagram in forming a brand and as a medium of information and publication for the public. Using Tiktok Instagram has many advantages, including being practical and saving in terms of time and the costs required to promote it are not too expensive and of course have a wide reach. Because currently Tiktok and Instagram are the most favorite applications at the moment.

MA Darussalam's Instagram social media "madarba_official" is managed directly by the MA Darussalam Cyber Team itself. MA Darussalam's Instagram already has 757 followers and 91 posts. MA Darussalam's Instagram was created in 2018, and has actively used Instagram as a medium for information and publication of various activities carried out by this school. Meanwhile, for social media Tiktok Ma Darussalam "madarba_official" has 6,473 followers and has received approximately 105.3 thousand likes and was created in 2023.

Based on the results of research and interviews with the MA Darussalam Cyber Team as written in the data presentation. The MA Darussalam Cyber Team chose social media, especially Tiktok Instagram, as a medium for information and publication because currently Toktok and Instagram have a bigger market than print media and have a wider reach. Currently, Tiktok and Instagram are the favorite media and have a very good opportunity to shape the quality of this school in the eyes of the public. And also social media Tiktok and Instagram are being loved by most people, both young and old. This is the reason why the MA Darussalam Cyber Team chose to use social media Tiktok and Instagram as information and publication media to improve the quality of their institution.

Mr. Yudhi as the Advisor for the MA Darussalam Cyber Team said that previously our school already had a Facebook social media account which had quite a lot of followers, but we will continue to try to improve the quality of social media on other media. Then I looked at the Tiktok and Instagram markets. Everyone is on social media now. We promote via brochures, people will throw them away. However, if via social media.

People will "understand" and notice us. TikTok and Instagram are now the most favorite social media in my opinion. "In fact, we get news faster on TikTok and Instagram than on television." According to Mr. Yudhi, Tiktok and Instagram are the most favorite social media as evidenced by Indonesia's ranking in the largest use of social media Tiktok and Instagram in the world. Used by all ages without exception. It is for this reason that the MA Darussalam Cyber Team chose Tiktok and Instagram as media for branding their institution.

In an effort to improve the quality of MA Darussalam using social media Tiktok and Instagram, it has its own strategies. This strategy is the steps used by the Cyber Team to improve quality in the eyes of the public. At first, MA Darussalam was little known in its own area, whereas outside the area, this school was known to be very good and many children from outside the area flocked to enroll in this school. Because the MA Darussalam Cyber Team is determined to build positive qualities so that information about the school spreads evenly throughout the community. The MA Darussalam Cyber Team's strategy in improving the quality of its institution is to promote and introduce the school to the public, one of which is by publishing all activities carried out by the school on Tiktok and Instagram. Apart from online promotions, the Cyber Team also carries out offline promotions by inviting the local community to come to school by holding several activities including an entrepreneurship bazaar, junior high school/mts level tournaments. In this activity the MA Darussalam Cyber Team collaborated with the OSIS.

Mr. Yudhi said, "Actually, there is a unique story at MA Darussalam. Our school is very familiar in remote areas, you could say in Ogan Komering Ilir, such as G5 Sedyo Mulyo, Suryakarya, Sungai Menang, and so on. However, strangely, in our own area we are less interested because there are now many SMA/MA schools in the MA Darussalam area, therefore the Cyber Team continues to look for ideas so that the quality of MA Darussalam is not underestimated by the local community.

There are many social media that can be used to improve the quality of educational institutions, including Facebook, Twitter, YouTube, and so on. Likewise, the MA Darussalam Cyber Team uses social media to

improve quality and also promote its school to the public and with a very wide reach. Apart from using Tiktok and Instagram as media to improve quality, the MA Darussalam Cyber Team also utilizes social media Facebook and YouTube as additional media for information and publications. However, until now it is Tiktok and Instagram that have the most influence on improving the quality and promotion of schools.

With the increase in quality through Tiktok and Instagram, it also influences students who want to continue high school to choose this school just by looking at posts on Tiktok and Instagram. So there is a lot of influence that can be seen after spreading information and publications via social media, Tiktok and Instagram. On Instagram itself there are many features that can be used to make our posts interesting. One of them is captions, effects and so on. In every photo or video post, it would be better if we provide a description of the photo, namely by using this caption. On Tiktok we can also increase popularity by uploading videos and live streaming on the Tiktok application, this can also make people know more about MA Darussalam.

Barriers to Quality Building Through Tiktok and Instagram Social Media.

Obstacles that Cyber MA Darussalam has overcome in improving the quality of educational institutions on social media Tiktok and Instagram. So far, there are obstacles or technical problems in TikTok and Instagram social media posts, such as lack of time in making videos or posts, because the MA Darussalam Cyber Team is staff and the staff themselves always have their own busy schedules, therefore there are no obstacles at this time. A special Cyber Team that focuses on the development of the school's social media. The MA Darussalam Cyber Team responded to these obstacles by asking the school principal to add a Cyber Team that focuses on managing school social media so that it can be well controlled. For facilities regarding making videos and social media posts, MA Darussalam is currently very sufficient with the tools used, such as DSLR cameras, drones, cellphone stabilizers, cellphones that have very good quality, as well as computers that have very good specifications, so The only drawback that occurs is that a special Cyber Team does not yet exist.

From the results of interviews with the MA Darussalam Cyber Team itself, researchers also took data from the school's Tiktok and Instagram accounts. In accordance with what the MA Darussalam Cyber Team said, Tiktok and Instagram social media are used as information and publication media to improve the quality of the institution. Most of what the MA Darussalam Cyber Team posts to improve the quality of their institution is by publishing the achievements that their students have achieved. This post is also a strategy to improve quality, so that directly followers who see it know that this school has very good quality. Apart from information posts, there are also posts that provide information, for example information on new student admissions and other posts.

Agenda Determination Theory (English: Agenda Setting Theory) is a theory which states that the mass media is the center for determining truth with the mass media's ability to transfer two elements, namely awareness and information, into the public agenda by directing public awareness and attention to issues of concern. considered important by the mass media. The relationship between this research and agenda setting theory is that every information post and publication made by the Cyber Team creates public awareness of the school's presence in the community. In every information post and activity publication it is set in such a way as to attract the attention of its followers. So by using Tiktok and Instagram as information and publication media you can quickly improve the quality of your institution.

CONCLUSION

The MA Darussalam Cyber Team chose social media Tiktok and Instagram as media for information and publication because currently Tiktok and Instagram have a bigger market than print media and have a wider reach. Currently, Tiktok and Instagram are the favorite media and have a very good opportunity to shape the quality of this school in the eyes of the public. And also social media Tiktok and Instagram are being loved by most people, both young and old. The MA Darussalam Cyber Team's strategy in improving the quality of the institution is to promote

and introduce the school to the public, one of which is by publishing all the activities carried out by the school on Tiktok and Instagram.

Apart from online promotions, the Cyber Team also carries out offline promotions by inviting the local community to come to school by holding several activities including an entrepreneurship bazaar, junior high/mts level tournaments. In this activity the MA Darussalam Cyber Team collaborated with the OSIS.

Of course, after using social media Tiktok and Instagram as information and publication media to improve quality, there will definitely be changes that occur between before and after implementing this strategy. For example, conveying information to the wider community is easier and more efficient without having to spend a lot of money and in a fairly time-saving manner. By actively sharing information in the form of school activities and competitions that schools participate in, it will help improve the quality of the school.

Most of what the Cyber Team posts to improve the quality of their institutions is by publishing the achievements that their students have achieved. This post is also a strategy to improve quality, so that directly followers who see it know that this school has very good quality. Apart from information posts, there are also posts that provide information, for example information on new student admissions and other posts.

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