



## **Literature Review: Development of an Environmentally Insight through Social Media-based Blended Learning Models**

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### **ABSTRACT**

This research is a literature review using a literature study that describes the use of social media to be applied to the blended learning process as an alternative learning process. This is because the use of social media for students is very high so it needs to be directed to positive things, especially in the learning process. Student awareness is also still very less related to the surrounding environment so it is necessary to direct them to be able to create a message by creating environmentally sound content. Literature studies were used from various sources such as articles, journals, and other documents relevant to the discussion in this study. This study focuses on the use of social media for blended learning which is then combined with messages in the form of environmentally sound content. The results obtained are in the form of blended learning using social media to post assignments in the form of content such as posters and videos in which messages that are environmentally sound are inserted as campaign events that can be applied to actual learning. So far, there has been no learning that uses environmentally sound social media for the learning process. By utilizing social media applications such as Facebook, Instagram, Twitter, and Tiktok by inserting environmentally friendly messages, it is expected that blended learning can take place smoothly and students feel happy during the learning process because they use the media they often use every day, namely social media.

**Keywords :** blended learning, social media, environmentally insight



## **INTRODUCTION**

The education system implemented in Indonesia is facing quite a formidable challenge, especially in preparing quality human resources that will be able to compete in the global era, therefore it is necessary to make several efforts, one of which is from an educational program, one of which is in the form of a learning process. Then in a global era like this, the use of the internet can also be focused on in the learning process. One of the learnings that can be done by using the internet is Blended Learning. Blended learning comes as an innovation from monotonous learning, which previously only made the teacher the main source of learning (Mueller et al., 2020). Blended learning is a learning system that combines traditional systems (offline) with modern systems (online) so that there is an interaction between students and teachers even though they are in different places (Budiyo, 2020). So that the learning process is not limited only to the classroom (Castro, 2012). In addition, students during the online learning process are less active and tend to do other things with their gadgets, such as opening social media so that learning is not optimal. Whatsapp and Facebook are some of the social media favored by students (Noori et al., 2022).

The Covid-19 pandemic is also the reason why blended learning needs to be done because, with conditions that have started to be conducive like now, the face-to-face learning process has started to be carried out and is permitted, but online learning processes are still being implemented.

Social media is an integral part of today's life, in this case, the use of social media is increasingly intertwined with everyday life, especially for the generation living in the millennial era like this, one of which is students. Activities they can do using social media are communicating, knowing, and learning (Castro, 2012). Almost every day they will open social media with their gadgets. This can then be utilized in the blended learning process. So that learning that is carried out remotely (using the internet) can be maximized because the essence of distance learning is one of them, namely lifelong learning so that individuals must be able to adapt to changes that are always changing, including the use of technology (Fitriani, 2020).

This underlies the need to use social media in the learning process so that they are happier and more comfortable in learning. This is in line with research that states that today's students have high mobility in the field of information technology, especially the



use of social media to interact, learn, and optimize creative ideas through social media (Wijaya & Arismunandar, 2018).

The environment is currently experiencing a decline in quality, the millennial generation prefers to open social media rather than pay attention to the state of the surrounding environment. So that the use of social media can be done by paying attention to the state of the surrounding environment during the blended learning process. Environmentally-minded learning is highly expected to form the noble values of students because these noble values originate from the environment and become the basis for the formation of behavior, hereinafter referred to as moral values (Munarto & Mulyani, 2016).

Social media can already be utilized in the learning process in tertiary institutions, so teachers need to take advantage of the ease of access to learning using social media (Lumby et al., 2014). In this case, the lecturers took the opportunity well, so social media was not only used as a medium for collecting assignments but social media was used as a place to educate through student assignments, one of which was a campaign with the theme of environmental insight. Social media which will later contain student assignments will become content for campaigns that are environmentally sound so that it is felt that it can be used in the blended learning process because teachers or lecturers use social media which students like so that it is more influential in the learning process. In addition, it also utilizes topics that are environmentally sound so that students and their followers on social media are aware of their surroundings and will shape morale even better. Until now there has been no research discussing this and it is hoped that by doing this blended learning can take place optimally and student understanding can be in accordance with the learning objectives that have been planned beforehand.

## **LITERATURE REVIEW**

In the global era, the use of the internet must be focused on the learning process, one of which is Blended Learning. This is in line with research (Widara, 2018) that in the global era blended learning is an alternative when face-to-face learning is not enough because in the digital era the use of technology has become a learning innovation to increase independence, confidence, and explore resources wider study.

Then, after the Covid-19 pandemic, this is also the reason for learning blended learning that needs to be carried out under conditions that have started to be conducive.



This is in line with research (Hikmah & Chudzaifah, 2020) which states that blended learning is a solution for post-covid-19 pandemic learning with techniques such as the following: face-to-face learning, utilizing electronic teaching materials, and using technological media. This will also be carried out in the analysis of this research.

In the world of education in the era of technological development, utilizing social media applications for the learning process also needs to be done, because teachers can collaborate social media with learning so that students have an awareness of using social media not only for entertainment but also for learning activities (McLean, 2021) this is in line with (Aprilizdihar et al., 2022) that social media is an alternative to support the effectiveness of learning for students because it can be accessed easily. Then the use of social media has also been carried out through training activities carried out by (Anggraini Puji Lestari & Dewi Lestari, 2020) that social media can be used for conventional learning processes and the results of the implementation of activities show an increase in quality and creativity by utilizing social media for learning media.

Environmental awareness is a basic thing that needs to be done, especially in the era of the Covid-19 pandemic, such as research conducted by (Jumirah et al., 2021) states that in the new normal condition of Covid-19, environmental behavior and attitudes are still lacking. Research on environmental awareness has also been carried out (Sugiarto & Gabriella, 2020) showing that student awareness is in the high category, but the level of student environmentally friendly behavior is in the medium category, so it needs implementation to be practiced.

Based on several studies that have been carried out as mentioned above, it is necessary to conduct a literature study to discuss the development of blended learning models by utilizing social media by inserting environmentally sound content.

## **METHOD**

The method used in this study is a literature review obtained from several national or international journals. The keywords used are mainly related to the development of learning models that use social media for environmentally friendly blended learning.

Research data obtained through internet searches on the development of learning models using social media for environmentally sound blended learning have been published between 2011-2022. The number of journals analyzed consists of several



journals published on the internet and are public so they can be viewed in general. The findings are used to identify the effectiveness of using social media for blended learning, especially by inserting environmentally sound content which is then analyzed in order to obtain conclusions.

## **RESULT AND DISCUSSION**

### **Blended Learning**

Blended learning is not easy to do because it is very different from face-to-face or offline learning, this difference can be seen in students not being able to interact directly with the teacher. This learning is part of distance learning which has advantages and disadvantages. The advantage is that students are more flexible in learning and the place can be conditioned. However, there are weaknesses, namely, students cannot socialize in real terms. One of the principles of distance learning is learning as an interaction so that learning is interdependent between students in an online learning environment (Budiyo, 2020).

Blended learning itself is a combination of several different media such as technology, activities, and types of events to create an optimal learning process which is a combination of face-to-face and online learning (GrGurović, 2011). This is in line with the statement which states that blended learning is a combination of face-to-face and internet-based learning (Matukhin & Zhitkova, 2015).

This is supported by other research on the development of an Edmodo-based blended learning model for effective chemistry learning. The results show that the development of an Edmodo-based blended learning model is feasible to be applied as a medium for learning redox material and compound nomenclature (Fadloli, 2019). Then there were other studies implementing blended learning during the Covid-19 pandemic. The result obtained is that blended learning provides convenience and comfort for lecturers and students in the learning process in the midst of a pandemic like this (Budiyo, 2020).

Then research on blended learning as a 21st-century learning model conducted by (Puspitarini, 2022) states that blended learning is an option to overcome problems that exist in offline learning methods and e-learning related to teacher involvement, blended learning still presents teachers needed by students.



So it can be concluded that Blended Learning learning can be applied in the learning process because it is undeniable that the digital era must be able to utilize technology, especially in the learning process, in addition to face-to-face or offline learning.

### **Social Media**

Social media is a technology that facilitates social interaction, enables collaboration, and allows deliberation among stakeholders. These technologies can include blogs, wikis, media (audio, photo, video, text) sharing tools, network platforms (including Facebook), and others (Chen & Bryer, 2012).

Interaction through social media opens access for students to communicate more broadly and is not limited to schools, homes, and certain times. This creates a very strong social relationship between individuals and social media (Castro, 2012).

The use of social media for the learning process for students has been carried out (Apriansyah & Antoni, 2020), the results of the research are the use of the internet in tertiary institutions used by students to find information and entertainment, so it hoped that in the future students can take advantage of social media in addition to entertainment and information by using it to do quizzes and more. So here leaders from higher education need to facilitate and support policies regarding the use of social media in learning and provide more facilities to improve educational achievement and quality (Noori et al., 2022).

The use of social media among students is also very closely related, this is in line with (Andriani & Sulistyorini, 2022) who researched the use of social media among students during the co-19 pandemic, the results obtained were that students had used social media more than 2 years ago before the covid-19 pandemic and students used social media almost all the time (more than 5 hours every day). In this case, social media varies greatly in its use and is adapted to the uses and skills possessed, such as WhatsApp for communicating with friends and teachers, Twitter for finding information, and Instagram for creating skill content (Aloraini & Cardoso, 2020).

Most students only use social media for the learning process, so it needs to be directed to more positive things. This is supported by (Madjid & Subuh, 2019) through his research which states that the use of social media has not significantly affected the development of the academic quality of students.



When teachers give assignments to students, they can take advantage of social media such as Instagram, one example is project-based learning carried out by students. Students make documentaries related to lecture material and then upload the project onto Instagram media so that the work that students make can be seen by the general public, there is an exchange of information, and becomes a promotional event in learning (Guerin et al., 2020).

Social media can integrate users into learning communities. The learning process can be expanded beyond the classroom and especially students become content creators, by empowering them to produce, customize and share information freely, of course, this will have a positive impact on social media users because there is a lot of educative content (Seo, 2016).

Then there is other research on the development of the STAD Type cooperative learning model based on Social Media. The results obtained are the use of social media in the learning process can increase involvement, student skills, and student independence in the learning process (Wijaya & Arismunandar, 2018).

So it can be concluded that social media can be utilized in the learning process, even social media as a place for lifelong learning because of the large amount of information shared by users and the connectivity between individuals and other individuals (Kind & Evans, 2015) because so far social media only used for entertainment purposes only by students. So that the use of social media in learning can be used as an alternative to learning by using media that students like.

### **Environmentally Insight**

The environment is an effective and efficient source of learning because learning is not only in the classroom but also outside the classroom, in this case, the environment is a source of learning that is very influential on individual development (F. Wulandari, 2020).

Then there is another study on the development of dance learning media with an environmental perspective in elementary schools. In practice, the results show that the dance learning media that has been developed is very feasible and very well used by elementary school students (R. Wulandari et al., 2022).

This is supported by other research on the development of a guided synthetic model with environmental insight to write poetry in the formation of students' morale. The results





obtained are that this research is needed for lecturers/teachers in the formation of student morale and appears in the success of the initial and final tests (Munarto & Mulyani, 2016).

Another study also conducted (Sugiarto & Gabriella, 2020) on awareness and environmentally friendly behavior of students on campus shows that students are aware that environmentally friendly behavior of students is only limited to theory and has not been put into practice.

Environmental awareness that is applied in the learning process has been carried out by (Millatuzzuhriyah et al., 2020) in their research on the analysis of the level of environmental awareness in IPA Tadris students in applying to learn about paperless at IAIN Salatiga, it can be concluded that the level of environmental awareness among students is still relatively low so it is necessary to an increase in the quality of the learning process so that it can increase environmental awareness and concern for students.

So it can be concluded that so far the awareness of students is still lacking in terms of being environmentally friendly and this can be used as content which is then carried out in the learning process so that later it is hoped that students will love the environment more and care about the environment, especially in relation to learning.

## **CONCLUSION**

The development of environmentally friendly learning models, the use of social media, and blended learning can be used simultaneously in the learning process. This can be used as a basis for conducting research on the development of learning models using social media for collecting student assignments and also as a media campaign by creating content with environmental themes in blended learning that is applied directly in the actual classroom.

So far, no one has applied these three elements in learning, so this research needs to be developed and implemented in real terms in the classroom to determine its success.

## **ACKNOWLEDGEMENTS**

We thank the Ministry of Education, Culture, Research and Technology for funding research for writers in the Beginner Lecturer Research/Penelitian Dosen Pemula (PDP) scheme. Then we would also like to thank all parties who have helped in the process of this research, especially the moral support so that the writer can complete this research.





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