



THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA USAGE ON THE ACADEMIC GRADES OF 6TH-SEMESTER ECONOMICS STUDENTS AT THE TAPANULI SELATAN INSTITUTE OF EDUCATION

PENGARUH PENGGUNAAN MEDIA SOSIAL INSTAGRAM TERHADAP NILAI AKADEMIK MAHASISWA EKONOMI SEMESTER 6 DI INSTITUT PENDIDIKAN TAPANULI SELATAN

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Abstract

This study aims to examine the use of Instagram among 6th-semester Economics students at the Institute of Education of South Tapanuli (IPTS), the academic performance of these students, and whether there is a significant influence of Instagram usage on their academic performance. A quantitative descriptive research design was employed. The study population consisted of 28 6th-semester Economics students at IPTS, and a total sampling technique was used to include all 28 students. Data were collected using a questionnaire and analyzed through descriptive and inferential statistical methods. The descriptive analysis of Instagram usage yielded a mean score of 75.71, placing it in the "Good" category, while the mean academic score was 81, placing it in the "Very Good" category. Furthermore, inferential statistical testing showed that the calculated t-value (t-count) was greater than the t-table value ($5.103 > 1.706$). With a significance level of 0.000 at a 95% confidence level (or a 5% error rate/ $\alpha = 0.05$) where the significance value is less than α ($0.000 < 0.05$) it is concluded that there is a significant influence of Instagram usage on the academic performance of 6th-semester Economics students at the Institute of Education of South Tapanuli (IPTS).

Keywords : Academic Performance, Instagram, Social Media.

Abstrak

Penelitian ini bertujuan untuk mengkaji penggunaan Instagram di kalangan mahasiswa Ekonomi semester 6 di Institute of Education of South Tapanuli (IPTS), kinerja akademik mahasiswa tersebut,



serta apakah terdapat pengaruh yang signifikan dari penggunaan Instagram terhadap kinerja akademik mereka. Desain penelitian deskriptif kuantitatif digunakan dalam studi ini. Populasi penelitian terdiri dari 28 mahasiswa Ekonomi semester 6 di IPTS, dan teknik *total sampling* diterapkan untuk mengikutsertakan seluruh 28 mahasiswa tersebut. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode statistik deskriptif serta inferensial. Analisis deskriptif mengenai penggunaan Instagram menghasilkan skor rata-rata 75,71 yang termasuk dalam kategori "Baik", sedangkan skor rata-rata akademik adalah 81 yang termasuk dalam kategori "Sangat Baik". Selanjutnya, uji statistik inferensial menunjukkan bahwa nilai t-hitung lebih besar daripada nilai t-tabel ($5,103 > 1,706$). Dengan tingkat signifikansi 0,000 pada tingkat kepercayaan 95% (atau tingkat kesalahan 5% / $\alpha = 0,05$) di mana nilai signifikansi lebih kecil dari α ($0,000 < 0,05$) disimpulkan bahwa terdapat pengaruh yang signifikan dari penggunaan Instagram terhadap kinerja akademik mahasiswa Ekonomi semester 6 di Institute of Education of South Tapanuli (IPTS).

Kata Kunci : Prestasi Akademik, Instagram, Media Sosial.

1. INTRODUCTION

Nowadays, internet access is easily available to anyone, anywhere, and at any time. For instance, almost all communication devices such as mobile phones come equipped with applications that allow users to browse the internet with ease. Technological advancements have also led to the emergence of various social networking sites, including Facebook, WhatsApp, Instagram, and others.

Social media has become an integral part of modern life, including for university students. Rapid technological progress has enabled social media to evolve from a mere communication tool into a platform with a significant impact on various aspects of life, including the academic sphere. One of the most popular social media platforms among students is Instagram (IG). The platform offers a range of engaging features such as photo and video uploads, Instagram Stories, IG Live, and Reels that allow users to share information and experiences quickly and attractively.

A preliminary survey conducted by the author via Google Forms among 6th-semester Economic Education students at the Tapanuli Selatan Institute of Education revealed that 100% of respondents possess an Instagram account. This finding underscores that Instagram has become an integral part of students' daily lives, serving both academic and non-academic purposes.

In an academic context, the use of Instagram can have both positive and negative effects on student performance. On one hand, the platform can serve as an alternative learning resource, enabling students to access educational materials and academic discussions, as well as build professional networks with peers and lecturers. On the other hand, excessive use of Instagram particularly for consuming entertainment content can act as a significant distraction, reducing study time and potentially impairing students' concentration and academic outcomes.

Therefore, it is crucial for students to manage their social media usage wisely so that the benefits can be maximized without compromising their focus on academic studies. Further research is needed to understand the extent to which the intensity and patterns of Instagram usage affect students' academic performance, as well as to identify strategies for optimizing its use to support academic achievement.

Social media usage among 6th-semester Economics Education students at the Tapanuli Selatan Institute of Education presents an interesting phenomenon. A visible trend is that students appear to be constantly connected to social media, regardless of their location whether during daily activities on campus or off-campus. On campus, students are often observed to be more engaged with their smartphones and social media interactions than with the lectures being conducted by their instructors. Another observable phenomenon occurs during free time, such as in the campus cafeteria: groups of students may sit together at the same table yet fail to interact directly with one another; instead, they remain engrossed in their smartphones and their respective social media activities.



Given these observations, the researcher deems it necessary to conduct an in-depth study titled "The Influence of Instagram Usage on the Academic Grades of 6th-Semester Economics Students at the Tapanuli Selatan Institute of Education."

1. The Nature of Using Instagram Social Media

Fundamentally, social media represents a modern evolution of internet-based web technologies that enable individuals to communicate, participate, share, and build online networks, thereby allowing them to disseminate their own content.

According to Van Dijk (cited in Nasrullah, 2016), social media refers to media platforms that center on user presence, facilitating both individual activities and collaboration. Consistent with Nasrullah's definition, it can be concluded that social media allows users to communicate and share information with anyone, anywhere, without geographical constraints; it enables anyone to connect with other users across the globe.

Aditya Arie Hanggono (2015) describes Instagram as a photo-sharing application where uploaded photos are visible to the uploader's followers and users can interact through comments. The name "Instagram" combines "insta" derived from "instant" and "gram" derived from "telegram" implying a tool for the quick and practical sharing of photos or videos with others.

Integrating Instagram into the learning process helps students realize that the app is not merely a repository for personal photos and videos but can also serve as a valuable educational tool. This demonstrates that learning media can be found in everyday life, thus boosting student motivation to learn.

According to Rasyidah (cited in Yani & Siwi, 2020), the impact of social media usage on students' academic achievement can be measured through several indicators: 1) time allocated to accessing social media, 2) the number of accounts owned, 3) the utility of social media, and 4) the consequences of social media usage.

2. The Nature of Students' Academic Values

Academic grades represent the results achieved by students during the learning process, reflecting their level of understanding, skills, and knowledge regarding the material studied. These grades are generally measured through exam scores, assignments, participation in discussions, and problem-solving skills within the academic environment (Sudjana, 2010).

In their research on the impact of social media usage on students' academic grades, Rabaani and Indriyani (2024) define academic achievement as student learning outcomes that can be influenced by social media habits. They emphasize that while social media use can positively enhance access to information and collaborative learning, excessive use can also diminish focus and academic performance (Rabaani & Indriyani, 2024).

It can be concluded that students' academic grades are the outcome of a learning process influenced by various factors, including study habits, social media usage, self-efficacy, lecturer competence, educational facilities, and innovations in teaching methods. In other words, academic achievement is determined not solely by intelligence but also by the environment, technology, and study strategies employed by students.

Academic grade indicators refer to the metrics used to measure students' academic grades. According to research conducted by TMS Manurung (2017) in the journal **JAS-PT** (Journal of Education System Analysis), indicators of students' academic grades can be measured through several key factors, namely:

a. Grade Point Average (GPA)

GPA is the cumulative average grade obtained by a student throughout their studies. It is calculated based on the grades received for each course taken during a specific period. GPA is frequently used as the primary measure of student academic achievement because it reflects the understanding of course material, academic ability, and consistency in learning.



b. Learning Motivation

Learning motivation refers to the internal and external drives that compel students to achieve high academic performance. This motivation may stem from a personal desire to earn good grades, acquire knowledge, or reach specific goals—such as securing a scholarship or landing a dream job. High levels of motivation encourage students to study more diligently and improve their academic achievements.

c. Learning Behavior

Learning behavior refers to the habits and attitudes students exhibit during the learning process. This encompasses active class participation, persistence in completing assignments, and the use of specific study strategies—such as note-taking, engaging in discussions, or reviewing lesson material. Students who demonstrate positive learning behaviors tend to be better prepared for exams and achieve superior academic results.

d. Academic Environment Support

A conducive academic environment can influence student achievement. Support from lecturers and peers, combined with adequate educational facilities, can boost student motivation and enhance their comfort while learning. For instance, effective academic guidance from lecturers, group discussions with peers, and access to libraries and learning technologies can help students better understand the course material.

e. Time Management

Time management is the ability of students to organize and allocate their time between studying and other activities, such as organizational commitments, employment, or social life. Students who manage their time effectively find it easier to complete academic assignments on schedule, avoid the stress associated with a backlog of work, and maintain a healthy balance between their academic and personal lives.

2. RESEARCH METHOD

This study employs a quantitative descriptive research design. The population consists of 6th-semester Economics students at the Tapanuli Selatan Institute of Education (IPTS), totaling 28 students. Total sampling was used, encompassing all 28 students. A questionnaire served as the research instrument, and the data analysis techniques employed were descriptive analysis and inferential statistics.

3. RESULT AND DISCUSSION

1. Overview of Instagram Social Media Usage

Social media refers to digital platforms that enable users to interact, share content, and build social networks online. Through applications and websites such as Facebook, Instagram, Twitter, and TikTok, social media users can create personal profiles, upload photos and videos, and communicate with others via messages or comments.

In this study, Instagram usage yielded an average score of 75.71 among the 28 student respondents, placing it in the "Good" category. Additionally, the median score was 75.00, the mode (most frequent score) was 60, the highest score was 95, and the total aggregate score was 2,120.

2. Overview of Students' Academic Scores

Student academic scores refer to the achievements attained by a student in their educational pursuits during their time at university. These are typically measured via grades or GPA (Grade Point Average), reflecting the results of completed exams, assignments, and projects. Academic scores can be influenced by various factors, including learning motivation, social support, and the use of educational resources such as social media and other technologies.

Regarding students' academic scores, an average of 81.07 was obtained from the 28 respondents, placing the result in the "Very Good" category. The median score was 80, the mode was 85, and the total aggregate score was 2,270.



3. The Influence of Social Media Usage on the Academic Scores of 6th-Semester Economics Students at the Tapanuli Selatan Institute of Education

Based on the SPSS version 25 output table for hypothesis testing, the t-value is 5.103 with a significance level of 0.000 (or 0.00%) at a 95% confidence level. When compared to the error rate (α) of 5% or 0.05, the significance value is lower than α ($0.00 < 0.05$). Meanwhile, the t-table value for degrees of freedom (df) of 24 is 1.711. It can be concluded that the hypothesis H_a is accepted and H_o is rejected. This means there is a significant influence of Instagram social media usage on the academic grades of 6th-semester Economics students at the Tapanuli Selatan Institute of Education (IPTS).

Tabel Hasil Uji Korelasi

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	45.211	7.101		6.367	.000
X	.474	.093	.707	5.103	.000

Source: Data processed using SPSS V.25

Thus, the use of Instagram has a positive impact and offers utility when accessed wisely, enabling users to support their learning, enhance productivity in daily activities, facilitate work-related tasks, build relationships, and meet business needs.

Furthermore, the coefficient of determination test yielded a result of 50%, while the remaining portion is likely determined by other factors; there are numerous influences on students' academic performance such as learning motivation, student readiness, and other variables that could drive the achievement of optimal learning outcomes.

4. CONCLUSION

Based on the research findings and discussion in this thesis, the following conclusions can be drawn:

1. The research findings regarding Instagram social media usage among 6th-semester students at the Institute of Education of South Tapanuli (IPTS) indicate a "Good" category, with an average score of 75.71 across 28 respondents. Additionally, the median score is 75, the mode is 60, the highest score is 95, and the total sum of scores is 2,120.
2. The academic performance of 6th-semester students at the Institute of Education of South Tapanuli (IPTS) reflects success in maintaining and improving their Grade Point Average (GPA), with an average score of 81 across 28 respondents, placing it in the "Good" category. Furthermore, the median score is 80, the mode is 85, the highest score is 95, and the total sum of scores is 2,270.
3. Hypothesis testing yielded a calculated t-value (t-count) of 5.103 and a critical t-value (t-table) of 1.706; thus, t-count is greater than t-table ($5.103 > 1.706$). The significance value (sig) is 0.000 at a 95% confidence level (or a 5% error rate/ $\alpha = 0.05$), meaning the significance value is less than α ($0.00 < 0.05$). This indicates a significant influence of Instagram social media usage on the academic performance of 6th-semester Economics students at the Institute of Education of South Tapanuli (IPTS). Consequently, the use of Instagram has a positive impact and offers utility when accessed wisely, supporting learning, productivity in daily activities, work-related tasks, relationship building, and business needs.

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