

The Influence of the 2017 Anthropology Student Learning Process Medan State University Graduate School of Social Interaction Whatsapp

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ABSTRACT

This study aims to describe the influence of the learning process of anthropology students of the 2017 Postgraduate University of Medan through the social interaction of whatsapp media. This research is to find out and get a picture of the effect of the learning process with social interaction through whatsapp media on the real life of anthropology students in the graduate class of 2017, State University of Medan. This research uses descriptive qualitative method using ethnographic approach, data collection is done by in-depth interviews with informants, documentation and participant observation. Next do the data analysis techniques by making ethnographic notes, analyzing ethnographic interviews, and writing ethnographically. The results of this study can be seen that social interaction through one of the social media namely whatsapp has an impact and influence on the learning process such as an emotional relationship that is not close among members of the class of anthropology class of 2017 in real life, causing a lack of social sensitivity and a less effective learning process on life real.

Keywords: *Anthropology student, Social interaction, Whatsapp*

1. INTRODUCTION

Indonesia is being faced with the challenges of the industrial revolution era. Not only the economic, social and technological sectors. However, the education sector is now inevitably able to adapt to the current era. This development has begun to be used by several schools and even universities in Indonesia in the process of implementing their education programs. Learning is anything that can bring information and knowledge into the interactions that take place between educators and students, or students and other students [1]. Social media in this digital era can be easily accessed by people through their smartphones by downloading the mobile application anytime and anywhere. In the communication category, the most popular social media application in first place is whatsapp, which has been downloaded by 1 billion people.

The second position is Facebook Lite with 500 million downloaders. The next position as the most popular communication application in Indonesia is Messenger, Telegram, Instagram, and many others. Social networking sites have a positive impact if they are not overused. Social networking sites can provide needed information quickly, add insight by looking for assignments through existing educational applications, add friends, complete tasks by creating special groups to

discuss together [2]. This research focuses on the influence of the study process of Anthropology Postgraduate students class of 2017 Medan State University with interactions via social media whatsapp, because whatsapp is the most popular social media by society today.

WhatsApp is a social media application designed to make it easier for users to communicate through the various available features. Some of the features available on the whatsapp application include group chat, whatsapp on the Web and Desktop, whatsapp voice and video calls, end-to-end encryption, sending photos and videos, voice messages, and documents. WhatsApp social media through the various features provided can be used for more useful activities, for example for education, media for interaction and communication between students, and so on. WhatsApp in the world of education is included in educational technology which can function as a tool or medium of interaction in the management of education and education development.

As education management, whatsapp's function includes management activities of educational organizations, management of interactions involved in the world of education. While the function of WhatsApp in education development includes activities to use educational technology so that the use of WhatsApp features in learning activities can increase learning

effectiveness. The Chat Group feature, for example, can be used by lecturers and students to communicate and discuss learning through social media and disseminate other information related to learning process activities.

In addition, the document sending feature on the WhatsApp application can also be used to make it easier for students to send assignments, share learning information and learning media in the form of power points and documents so that the dissemination of learning information is maximized. The use of the WhatsApp application other than in teaching and learning activities can be used by lecturers or universities and students. The University can communicate with various parties such as lecturers, students, and other related parties through WhatsApp features such as sending photos, videos, and others so that universities such as lecturers and students can easily access various activities and developments in the University environment.

2. METHOD

The research method used by researchers is the method of field studies. This type of research is a qualitative descriptive ethnographic approach. The data collected is in the form of words, pictures, and not numbers, this is due to the qualitative application. In addition, the data collected is likely to be the key to what has been researched[3].

In this study, the research subjects were postgraduate students of anthropology Medan State University using purposive sampling technique. The sample selection is based on certain characteristics that are considered to have a relationship in this study. Where the sample used is in accordance with certain criteria, in this study it is to enter the WhatsApp forum based on the research objectives. Primary data is data obtained from the first informant, namely individuals or individuals such as the results of chat / interviews conducted by researchers.

WhatsApp users as research subjects who are connected to the researchers' contacts. Secondary data is data on midterm test scores (UTS) that have been processed by previous researchers. This data is used to support primary information obtained from both documents and direct observations in the field [4]. Qualitative data analysis techniques for the data analysis process in this study go through several stages. In analyzing qualitative research, there are stages carried out, including: a. Organizing data b. Grouping by Category, Theme and answer model c. Test existing assumptions or problems with data d. Writing research results from descriptive statistical analysis[5].

Define abbreviations and acronyms the first time they are used in the text, even after they have been defined in the abstract. Abbreviations such as IEEE, SI, MKS, CGS, sc, dc, and rms do not have to be defined. Do not use abbreviations in the title or heads unless they are unavoidable.

3. RESULT AND DISCUSSION

Informants who were used as research samples were 20 (twenty) active WhatsApp application users representing anthropology graduate students at the State University of Medan. Based on the results of research through chatting / interviews with 20 active students in the forum, it shows that WhatsApp can be used as a medium for indirect social interaction for information sharing, especially course materials, lecture activities, and all processes related to the Medan State University environment.

Users are interested in using this application as a source of information because this application can provide information, it looks simple and is more creative and follows technological developments. Most of the students who use this application are interested in using it as a medium for announcing assignments and lectures, question and answer material, and sharing photos. Facilities that are interesting and tend to be used are audio (once), video (never), and pictures (144 times). The creation of an interaction process in the media in the form of WhatsApp makes interpersonal communication that is very potential to influence or persuade others.

Lecturers are involved in 102 conversations to provoke questions or direct discussions, while 15 students out of 20 WhatsApp users chat answering, debating, asking or simply responding, varying from 1 to 39 conversations per person. If it is related to the theory of social penetration (Lazarfeld et al., 1944), it explains how in the process of relating to other people, various gradual processes occur, in which a kind of adaptation process occurs between the two. At the beginning of the group / forum creation on February 25, 2017 there was still limited activity to enter groups and join requests. It was only on April 1, 2017 that the forum was more widely used to confirm assignments, share information, and comment on lectures. On April 23, 2017, this was the last documented activity with activities focused on question and answer material, correcting each other's understanding of the material, and sharing practice questions.

In communication on WhatsApp, there are three aspects that support motivation, such as the opinion of Uno (2006). First, forum communication will be successful if there is positive attention to oneself. Second, forum communication will be well maintained if support for others is communicated. Third, a positive feeling in chat situations is useful for streamlining the discussion. The use of WhatsApp is seen in terms of its effect on learning achievement compared to students who take part in the WhatsApp forum and those who do not participate, as well as students who are active in chat with those who are not active. Being active in a forum with a number of chats is not an actual measure of learning, but rather the content of the chat. Learning is a unique combination of actively asking, and confirming problems, not just asking and answering. This is the same as the opinion of Sagala[6].

4. CONCLUSION

From the results of the research, it can be concluded that the Whatsapp application can be used as a learning medium and has an influence on the learning process of the Medan State University anthropology postgraduate students outside the classroom between lecturers and students and students with other students, especially as a learning media that is simpler and more efficient. The use of WhatsApp has an influence on student achievement, although it is not the only factor.

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