

Exploring Facebook for Character Building Through Religious Education in Universitas Tanjungpura, Indonesia

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Abstract— Facebook is one of the social media that has the largest number of users in Indonesia. With several features offered, Facebook has become a magnet for social media users, who not only play a role in entertainment, but also in other things. In fact, in several previous studies, Facebook has been used by several academics in the education sector. This study is snapshot the use of Facebook in the learning process with a focus on character building through religious education in Indonesian higher education. Universitas Tanjungpura, Pontianak is the location of this research where researchers explore data through a qualitative approach with a survey method on the Facebook page of character-building activities. There are two focuses of this research, namely 1) the implementation of Facebook in character education (well known as *Pendikar*) at Universitas Tanjungpura qualitatively; 2) The quantitative amount of student involvement in education activities through Facebook. The results of this study will enrich the literature related to the effect of using social media (Facebook) in character education through religious education in universities.

Keywords— *character building, Facebook, pendikar, religious education*

I. INTRODUCTION

In the last decade, social media has become a large organization that accommodates a group of people from various regions into a virtual society in cyberspace [1], [2]. Members of this organization live and communicate like residents of a community. Technological developments in this millennial era have in fact given birth to a variety of public powers through social media services, such as Facebook, YouTube, Instagram, Twitter, Blogspot, and others [3], [4].

Through social media, it is also possible to form more multidimensional and multilateral relationships.

Furthermore, as stated from Hasanah obtained those 150 million social media users in Indonesia, Facebook became the most used social media application with a penetration of 81% of users [5]. This number was followed by Instagram and Twitter. The selection of Facebook as an online social media application with the most users is accompanied by several considerations. Facebook offers features that are liked and easy to operate, such as features to choose friends, create groups, send messages, send office files, and share, videos and pictures [6], [7].

Functioning the social media is to make it easier for users to share information or stories, participate, communicate via send messages, build relationships and create a network [8]. The integration of digital technology in learning is expected to act as a didactic tool, namely as a tool that can trigger students' conceptual understanding of the object being studied and not vice versa [5], [9]. Therefore, understanding the principles and factors of instructional learning is affect the effectiveness of using technology.

Moreover, in character building, the role of social media and technology plays a significant role in accelerating the understanding of the millennial generation regarding character education [3], [10], [11]. Universitas Tanjungpura, Pontianak is one of the universities in Indonesia that uses Facebook as a learning instrument in character building through religious education. Religious education organized by Universitas Tanjungpura is carried out inclusively by taking into the religion and beliefs of students [12]. In the context of this research, religious education and

character education are two things that are integral and complementary. Character building activities are known as *Pendidikan Karakter* (well-known *Pendikar*). This study explores the use of the Facebook feature in education activities at Universitas Tanjungpura, both from a qualitative and quantitative perspective.

II. RESEARCH METHOD

A. Research Approach and Setting

This study uses a qualitative approach with a survey method on the Facebook page of *Pendikar* activities, Universitas Tanjungpura in 2021. The use of these approaches and methods adapts to the formulation of research problems oriented to qualitative and quantitative studies on the use of Facebook as a learning instrument for character education and religious education [13].

B. Collecting and Analytical data

Collecting data through a bibliographical study of the Facebook page, Universitas Tanjungpura in 2021. In addition to the Islamic religious education page, the authors also collected data from other religious' pages, namely Catholics, Christians, Buddhists, Hindus, and Confucians. While related to data analysis, this study calculates the number of members on each page of Facebook and the number of posts and student responses to uploads that have been made weekly or annually.

III. RESULTS AND DISCUSSION

The use of Facebook in character building at the Universitas Tanjungpura is carried out centrally by lecturers. Even though it is teacher centered, students also have the opportunity to be involved in educational activities as peer tutors. Facebook was chosen as a learning medium in religious education accompanied by several considerations, namely its ease of use and a wide range of information. Regarding quantitative and qualitative analysis related to the use of Facebook at the Universitas Tanjungpura are as follows.

A. Facebook as Learning Instrumental for Character Building (*Pendikar*): *Qualitatively's Perspective*

The social network provides opportunities for students to learn to write more broadly because they can be connected to all lines of social life in the world. Facebook provides a medium for learning to write (see Figures 1, 2, and 3). Everyone can easily access or open Facebook anywhere without having to use a laptop device. Currently, mobile phones have made it easy to access the Facebook application [14]. This media can be used as a discussion group for problems or the process of learning [15].

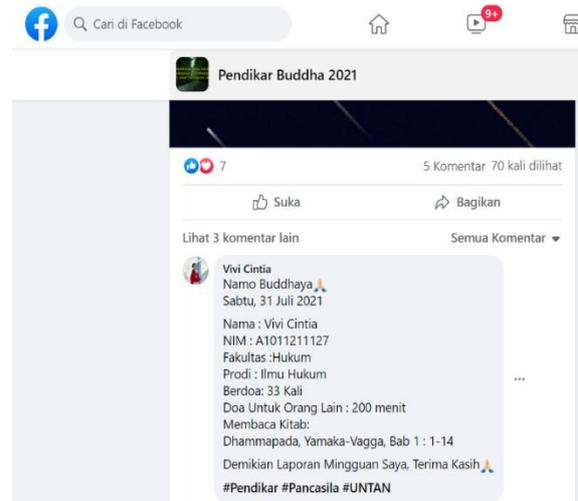


Fig. 1. Report on Pendikar Buddha activity in Facebook



Fig. 2. Interreligious portrait in Pendikar's page



Fig. 3. Report on Pendikar Catholic activity in Facebook

B. Students Involvement in Facebook's Character Building (Pendikar): Quantitatively's Perspective

Quantitatively, the authors mapped the number of members in each Facebook page based on religion and counted the number of posts. Based on the findings in 2021, the number of posts is done on a weekly and per year basis, this is not the focus of research, so it is not related to the problem formulation above

TABLE I. FACEBOOK PAGE OF PENDIKAR 2021

No	Table Column Head		
	Facebook page [Pendikar]	N Member	n posts
1	Pendikar Muslim 2021	3.200	4
2	Pendikar Kristen 2021	439	10
3	Pendikar Katolik 2021	1000	10
4	Pendikar Konghucu 2021	11	3
5	Pendikar Budha 2021	105	10
6	Pendikar Hindu 2021	2	3

IV. CONCLUSION

This study reveals that qualitatively, the use of Facebook as a learning medium related to character education through religious education at Universitas Tanjungpura is an interesting learning innovation to be discussed by subsequent research. Character education is built through discussions related to interfaith understanding through postings on Facebook. In addition, quantitatively, this study shows the findings that the number of members of *Pendikar* program is very large with the active involvement of each member

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