



NVIVO Analysis Approach to the Effectiveness of Social Media as a Source of Student Education

Yenni Rohmatun¹, Kokom Komaria², Eni Nuraeni³, Siti Halimah⁴

^{1,2,3,4}Islamic Business Management, STEI Al-Ishlah Cirebon, Indonesia
yenni Rohmatun@gmail.com

Abstract. The use of social media has become a phenomenon that dominates people's lives, especially students. As time goes by, social media has gradually become as means of entertainment, exhibition, information dissemination and marketing. Meeting information needs is important for students. One of them is using social media with popular communication and information platforms, which have great potential as a source of education. Thus, information becomes a basic need for certain users. If needs are not met it will be a problem for information users. So the presence of social media platforms has become very popular. The aim of this research is to analyze the impact of using social media on fulfilling information and analyzing the effectiveness of using social media as a source of education on fulfilling information for students. In this research, researchers used qualitative methods with a descriptive approach and data collection techniques using structured interviews with students who use social media and used snowball sampling to select participant criteria. The data obtained was then analyzed using the Nvivo 14 application. The results of this research found that social media has a significant impact, the positive impact of social media can influence interactions between people and form a more creative mindset, and negative impact of excessive use will making someone lazy will lead to dependence on social media. So it canbe said that social media is an effective way for students to fulfill their information needs.

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INTRODUCTION

The majority of society, especially students in Indonesia, are active users of various social media platforms. As times have progressed, knowledge and technology have influenced the development of information and communication. In addition to communication tools, technology has also produced sophisticated machines to make human work easier. One of these is social media, which is used as a means or place for people to interact and exchange ideas from a distance, as well as a place to seek information from various parts of the world. According to the latest data published by Datareportal.com in the 'Digital 2023 Indonesia' report, the number of internet users in Indonesia continues to increase significantly. In addition to internet usage, the report also projects the adoption of other digital technologies in Indonesia, such as social media and e-commerce, which have also continued to increase in recent years. With the development and advancement of technology today, all sectors, from industry, education to offices, require the optimization of the internet, especially the promotion

of healthy internet usage for families and children who have to spend time in front of their phones daily, whether to complete school assignments or just to play or watch videos. [1].

Thus, current technological developments greatly help educators, students, and users to be more creative in creating or analyzing information. This can become a daily necessity in carrying out all life activities, driven by the reality that social media is a medium closely associated with today's youth. The use of the internet is no longer a new thing, especially among teenagers and adults. There is a phenomenon where many people often play or use social media platforms on their phones, even when they are in the middle of an activity or socializing with people during college or while classes are ongoing, or when gathering with those around them, including students who access social media among other students [2]. However, in addition, social media can change the way people think and make someone lazy. Each popular social media platform has its own characteristics, such as focusing on the use of images and visual presentation, focusing on textual narratives, or focusing on brief information that is often used as a mini-blog. [3]. Students need effective access to relevant information to support their academic needs. Information is a basic necessity for everyone in this era of globalization, which drives the advancement of Information and Communication Technology (ICT).

The information needs that can be met are determined through a reading system carried out via media. Media here functions to attract students to use it as one of the tools to satisfy their needs, especially their information needs. Therefore, it is important for students to be active in seeking additional information so that their needs in their field of study can be fulfilled. [4]. Fulfilling information needs is important for students. One way to do this is by using social media with popular communication and information platforms, which have great potential as educational sources.[4]. An educational account is a facility or online platform that provides various learning materials relevant to school or university curricula. The use of educational accounts has become one of the solutions to expand students' access to learning resources that may not be available in the classroom or library. Internet users today face several problems such as excessive information, information provided that is not relevant or valid, inaccurate content, unimportant types of information, and even information that is available but cannot be trusted. Therefore, information becomes a basic need for certain users, so if that need is not met, it becomes a problem for information users. The information required aims to increase insight and knowledge as well as improve skills, which ultimately can change attitudes and behavior.

In a previous study by Muhammad Akram Mursalim and Sitti Mayasari Pakaya [5] The results found that there is a significant relationship between the preferences of Hasanuddin University students and the use of social media as a source of learning information. Isep Sunandi et.al. [2] The results obtained show that increased access to learning materials allows students to access materials anytime and anywhere, develop digital skills for students in the workplace, and improve collaboration and communication. Research by Agnes Pertiwi Sutrisno dan Ira Dwi Mayangsari [6] It was also found that research based on t-test hypothesis testing, simple linear regression analysis, and coefficient of determination, gave results showing that the variable of social media use (X) has a significant positive effect on the information needs variable (Y), meaning that social media use has a positive influence on information needs.

Therefore, the stronger the use of Instagram @humasbdg, the higher the followers' information needs.

After reviewing several previous studies, it turns out that some of these studies have similarities, but there are differences in terms of research focus, objectives, location, time, and research methods. The author is increasingly convinced that this research is different from other studies considering that not many have conducted similar research. The success of an organization is not only measured by its goals and objectives, but also by whether the organization has been achieved. In other words, the only important thing when defining effectiveness is the desired results or objectives. [7]. Effectiveness in an activity or any kind of action requires attention to several indicators [8] namely program understanding, targeted, timely, achieving objectives, and real change.

In Indonesia, social media has a varied impact. The intensity of social media use among teenagers is now considered a symptom of 'addiction.' This symptom is not regarded by users as a mental health concern but is perceived as a lifestyle in the digital age. [9]. This shows that the presence and development of social media today have had many positive and negative impacts on its users. There are several aspects according to [10] stating that the aspects that shape intensity and are related to social media are duration, attention, and engagement.

METHOD

The data analysis technique in this study uses Nvivo 14 software. NVivo software is qualitative data analysis software developed by Qualitative Solution and Research (QSR) International. NVivo was originally NUDIST software (NonNumeric UnstructuredData, Index Searching, dan Theorizing) [11]. NUDIST was created by a programmer named Tom Richards since 2002, and NUDIST was renamed NVivo. The "N" stands for NUDIST and "Vivo" is taken from the second term in grounded theory research, 'in-vivo,' which means coding based on data actually experienced by participants in the field. Ghazali [12] stating that the use of NVivo in qualitative data analysis can help researchers manage and track large amounts of unstructured data. The steps in NVivo data analysis techniques include data import, coding, data visualization, data presentation, and drawing conclusions.

RESULTS AND DISCUSSION

The Impact of Using Social Media

The use of social media is becoming increasingly popular among university students and school students. Social media is not only a place for online communication and obtaining interesting information, but it has also become a part of the lifestyle. [13]. In addition, social media can also be a place to earn income; we can also create groups or communities with the same interests to share information or discuss certain topics. Therefore, it is important to have self-awareness, emotional well-being, and healthy social interactions in the real world. The impact of social media usage is caused by various interconnected factors, including the following :

1. Frequency of Social Media Use

The frequency of using social media is related to gathering or calculating how long and how often someone uses social media in their daily life. [14]. This can be measured using the following indicators :

a. How many times you open social media

This indicator measures how often users access their social media accounts. This measurement can be done by counting the number of times users access social media within a certain period, such as a day, a week, or a month. This is what Restu, a fourth-semester student, experienced, saying: "Around 5-10 times at most, usually only in the evening, because I attend college while working and don't hold my phone." (Restu, 28 Mei 2024). The interview results indicate that users access social media 5 to 10 times a day. Thus, the higher the frequency of use, the greater the impact on the behavior and habits of social media users.

b. Duration of use

This indicator measures how long users spend accessing social media each time they log in. All informants are active social media users. On average, they use social media platforms every day, but there are differences in usage duration among the informants. The interview results regarding the time spent accessing social media. Fuzi, an eighth-semester student, said: "Approximately 2 hours a day on social media to look for information." (Fuzi Fajriatul, May 8, 2024). Unlike Aulia in the third semester, she said: "I think I usually use the night to study. During the day, like now when I come home from campus, it's around 1 to 2 o'clock, sometimes there's a break." (Aulia, March 5, 2024). The results of the interview show that the majority of students spend more than 2 hours a day on it.

According to the Indonesia Gen Z Report released by the IDN Research Institute, most Gen Z admit to spending 1-6 hours per day using social media. Meanwhile, respondents reported spending more than 5 hours online. Therefore, the long duration of use indicates a high level of interest and focus of users on social media content. However, this is supported by research. [15] The ideal duration for online activities in a day is 257 minutes or about 4 hours and 17 minutes. If we use gadgets for more than that time, they are considered capable of interfering with brain function. Therefore, it is important to limit gadget usage so as not to exceed the recommended duration, in order to maintain brain health.

c. Types of student activities when using social media

This indicator measures the types of activities students engage in when using social media. Measurement can be carried out by observing user behavior while using social media. In an interview with Restu, a fourth-semester student, he stated that the activities he undertakes on social media are as follows: "Viewing the latest news, Watching content from creators focused on education and entertainment, Checking updates from accounts followed, whether related to news, education, or entertainment." (Restu, May 28, 2024). Upon closer examination, most informants admitted to using social media to access information related to education and the latest news. In addition to being a

source of information and education, these informants use social media to build social relationships and seek entertainment. To obtain a more detailed picture and explanation of the types of activities students engage in when using social media, qualitative data analysis in the form of students' responses to questions was conducted using NVivo 14 software. [16]. Data analysis begins with an analysis of word frequency or a word cloud as visualized.



Figure 1. Word Cloud of the word “News”

Source: Data processed with Nvivo 14 Application (2025)

Based on the word cloud feature, it was found that the word “news” is the most frequently appearing word in the data, followed by the words “information” and “entertainment.” Figure 1 shows how the information “news” becomes a type of activity for students when accessing social media. From the word cloud visualization, it is evident that the word “news” indicates that students’ activity in accessing social media to find news and information as a source of education is important and will impact the effectiveness of learning. According to Rahardaya & Irwansyah, [17] Digital literacy has become quite an important consideration for social media platforms, especially since 71% of people get their news from social media platforms. In addition, students also believe that searching for information on social media is very helpful in terms of fulfilling information needs. Therefore, informants believe that social media makes it easier for someone to search for information. This finding was also studied by Rahadi. [18] In his research, social media is considered an effective and efficient means to convey information to other individuals or groups. In addition to issues regarding the types of activities students engage in when accessing social media, the data collected in this study found that students often use social media across various platforms such as YouTube, Instagram, TikTok, Google, and Twitter. To identify the types of social media most frequently used by students, a Nvivo 14 hierarchy chart was used, as shown in Figure 2 below.

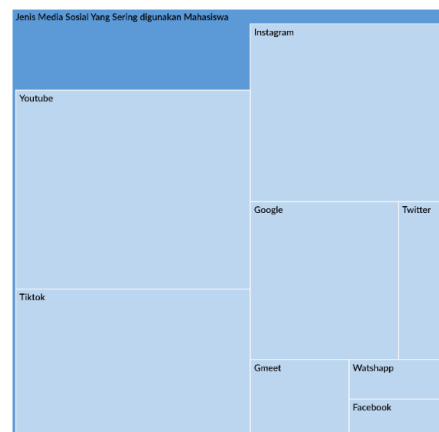


Figure 2. Hierarchy Chart of Types of Social Media Used by Students

Source: Data processed using Nvivo 14 Application (2025)

Through this feature, it can be seen that students prefer social media, one of which is YouTube, which is the most favored by students for educational searches because it provides explanations, offers various unique information and more complete and easy-to-understand tutorials. YouTube is also very suitable for those who want to find information without having to read articles, followed by TikTok and Instagram. These platforms present detailed information in a more engaging way with their short-duration audio and visuals. With the many filters and templates, users are encouraged to try new things. Then there is Google, which is used to search for literature, because Google provides references that can support arguments in completing various tasks. Meanwhile, Twitter and Facebook are used to share information obtained from Google, and then there is Google Meet, which is used for group learning through video calls, similar to WhatsApp. WhatsApp has become the most important communication tool that can be used by everyone. WhatsApp also greatly helps students in receiving and sharing personal information. This means that all informants use social media as an educational resource in their information search.

2. The Use of Social Media as an Educational Resource

Social media has emerged as the most accessible medium and has an extraordinary influence, even surpassing closeness with family. With just a single tap, today's generation and society in general can access both academic and non-academic information. [19]. Currently, education heavily relies on the internet. The internet helps us access information that was previously difficult to obtain. With social media, all the information sought by its users becomes easier and faster to find, which can increase their motivation to learn. This can be felt by all groups of students, one of whom, Fajar, a sixth-semester student, stated: 'Yes, very motivated, especially since the information needed is very easy to obtain.' (Fajar, May 15, 202). It is very important for students to always be enthusiastic in seeking information in the form of education, as high learning motivation can help someone learn better and more effectively. Social media has long been used by students because of educational needs.

Several studies show that the use of social media has both positive and negative impacts. As expressed by Ardi, an eighth-semester student: “Maybe the positive impact is that it’s easier for me to find information and more time-efficient, and it makes things easier, less burdensome. If we were to look for information not on social media, we’d need transportation or other costs, but now it’s much easier. As for the negative impact, maybe it just makes me lazy, and if used for too long, it strains my eyes.” (Ardi, March 5, 2024). From the results of the interview, social media not only has positive impacts but also negative ones. Social media can influence interactions between people and shape mindsets. Dependence on social media can also occur due to excessive use. Therefore, social media has two sides that need to be considered: its benefits in terms of information and communication, as well as its risks to health. Thus, the use of social media becomes a very useful tool for students. Based on observations and interviews conducted with several students and various literature, there are both positive and negative impacts from the use of social media.

Table 1. The Impact of Social Media Use

Positive Impact	Negative Impact
A means to express oneself to the world.	
A means of communication and socialization with family and friends.	
Saves time in accomplishing tasks.	Lack of interaction in the real world.
Makes it easier to develop talents and hobbies.	
As a means of enjoyable learning.	
A means to express oneself to the world.	Becoming addictive, leading to laziness in doing tasks.
A means of communication and socialization with family and friends.	Causing wastefulness in terms of costs, because a significant amount of money is spent on internet data.
Saves time in accomplishing tasks.	Reducing study time and potentially damaging students' morals, as they can easily access various content that should not be viewed by them.
Makes it easier to develop talents and hobbies.	
As a means of enjoyable learning.	
A means to express oneself to the world.	Becoming addictive, leading to laziness in doing tasks.
A means of communication and socialization with family and friends.	Causing wastefulness in terms of costs, because a significant amount of money is spent on internet data.
Saves time in accomplishing tasks.	Reducing study time and potentially damaging students' morals, as they can easily access various content that should not be viewed by them.
Makes it easier to develop talents and hobbies.	
As a means of enjoyable learning.	
A means to express oneself to the world.	
A means of communication and socialization with family and friends.	
Saves time in accomplishing tasks.	
Makes it easier to develop talents and hobbies.	
As a means of enjoyable learning.	
A means to express oneself to the world.	It can affect eye health and mental health.
A means of communication and socialization with family and friends.	For college students and school students, social media can reduce academic

Positive Impact	Negative Impact
Saves time in accomplishing tasks.	performance because they often spend too much time on social media if it is not used wisely. It can also lead to cyberbullying.
Makes it easier to develop talents and hobbies.	It can affect eye health and mental health.
As a means of enjoyable learning.	For college students and school students, social media can reduce academic performance because they often spend too much time on social media if it is not used wisely. It can also lead to cyberbullying.
Makes it easier to find information and increase knowledge. And serves as a means for selling.	It can affect eye health and mental health.
Entertainment facilities	For college students and school students, social media can reduce academic performance because they often spend too much time on social media if it is not used wisely. It can also lead to cyberbullying.

Sumber : Data diolah Aplikasi Nvivo 14 (2025)

Social media in its use tends to have a negative impact with the presence of various types of content, including negative news and hoax information. [20] This is in accordance with the research that was conducted [1] which states that many teenagers still ignore the various impacts of social media and that there is no specified duration for its use when accessing social media, which can lead to mental health problems. However, the research results by Keisha Fathika Absyari and Melani Rahmalia Wibowo [18] This does not align with this analysis; the negative impact of social media is also reinforced by the positive impact of social media in learning, making it a supporting factor and social media increasingly popular among students.

The Effectiveness of Using Social Media as an Educational Resource

As students who are still in the field of education, information about learning materials is certainly very much needed. With the various advantages offered by social networks, it is hoped that, in addition to making it easier to disseminate information to students, the benefits will also be received by other students in searching for the same information for research or fulfilling the information they want. Therefore, the effectiveness of using social media as an educational resource is very important in the learning process so that students can learn well and enhance their creativity. Efektivitas penggunaan media sosial sebagai sumber edukasi dapat diukur melalui beberapa indikator sebagai berikut:

1. Level of Educational Information Fulfillment

The ease of access and interactive nature of social media enables information to spread quickly and widely. The level of educational information fulfillment through social media, as shown in Figure 3, has several important backgrounds, namely easy access to information and providing a platform that is easily accessible to anyone, without spatial and temporal limitations.



Figure 3. Hierarchy Chart of Information Fulfillment Levels

Source: Data processed using Nvivo 14 Application (2025)

Ease of access to social media will increase the effectiveness of social media as an educational resource. Informants stated that easy access to information will affect the level of information fulfillment. Furthermore, diverse educational content on social media offers various types of educational content, ranging from articles, videos, infographics, to live streaming. This educational content is packaged in an engaging and easy-to-understand manner, making it appealing to users from different backgrounds. Similarly, students enjoy social media because of its attractive appearance and diverse information. Additionally, there is the role of influencers and communities, with some social media platforms focusing on education. They provide high-quality and reliable educational content, as well as build a supportive community in the learning process. Lastly, interaction and discussion—social media allows interaction and discussion among users, enabling them to share information, knowledge, and experiences. This can help users gain a deeper understanding of an educational topic. Students' understanding of the messages received from social media is important and can help someone fulfill their information needs more easily and quickly.

2. Quality and Credibility of information

Indikator lain dari efektivitas penggunaan media sosial dapat dikatakan efektif apabila terdapat kualitas dan kredibilitas informasi. Informasi dikatakan berkualitas dan kredibel apabila terdapat beberapa hal seperti kelengkapan informasi, pesan yang disampaikan relevan dan sumber informasi yang terpercaya. Kualitas dan kredibilitas suatu informasi harus memiliki tiga aspek sebagai berikut :

- a. Completeness of information; is very important to obtain information according to needs, because on social media there is a lot of incomplete information, so students need to be more careful in searching for quality and credible information.
- b. Message; what is conveyed through social media must meet the needs of students. This means the message must be useful.
- c. Reliable sources; Credible sources are references that are unbiased and supported by real facts. By using reliable sources, in addition to enhancing the quality and credibility of work or college assignments, it also strengthens arguments. High-quality and credible information on social media will increase the effectiveness of social media as an educational resource.

3. Benefits of Social Media

The presence of social media now provides many significant benefits. In this advanced era, social media has eliminated distances between people in any matter, making it effective for shortening communication time as well as information searching. Here are three benefits of social media in Figure 4.



Figure 4. Social Media Benefit Map Project

Source: Data processed using Nvivo 14 Application (2025)

From the image above, it is known that the presence of social media has provided considerable benefits to its users. These benefits are particularly felt by students, including the advantages of social media for socializing. With social media, students now find it easier to socialize with friends, colleagues, entrepreneurs, and even collaborate with others from a distance. This is also experienced by Ari, an eighth-semester student: “Social media allows users to easily and quickly access various information from different sources. With just a few taps or clicks, someone can search for information on any topic they are interested in.” (Ari Saputra, May 8, 2024). Besides being useful for socializing, social media can also help build relationships and make it easier for users to find information. Nowadays, students do not need to worry about meeting their information needs, because there are many ways to access a wide variety of information available on social media, and their information needs will be fulfilled.

4. Changes in Students Using Social Media

Social media has changed the mindset and behavior of society, including students. According to previous research, many students use gadgets and are active users of social media. Social media can influence various aspects of students' lives. One of the changes is increasing knowledge and then applying it to daily life, which becomes a motivation to keep learning. Fuzi, an eighth-semester student, stated that: “One of them is changing the mindset that used to think learning could only be obtained through books, but with the existence of social media, we can explore educational information more widely and effectively” (Fuzi Fajriatul, May 8, 2024). The same goes for Ari's opinion in the eighth semester that: “One of the most obvious changes is an increase in knowledge on various topics. Through easy access to information and educational resources, social media users can broaden my insight into various subjects, ranging from science to the arts.” (Ari Saputra, May 8, 2024). From the results of the interview above, it can be said that content related to education is able to change one's way of thinking. In addition, they can apply it in daily life.

With diverse content, students will be more enthusiastic about learning, as stated by Restu, a fourth-semester student: “Yes, social media can increase learning motivation because of the abundance of educational and inspiring content that drives the spirit to learn more and work diligently.” (Restu, May 28, 2024). It can be proven that social media is used not only to enhance knowledge but also to motivate students in their learning process; however, it should be noted that students need to be critical in selecting and filtering the information obtained from social media. Based on the research data, it can be said that the use of social media as a source of education for information fulfillment is effective because students seeking information accessed through social media gain significant benefits, and the information accessed through social media is related to courses or other assignments. Thus, the information accessed from social media is very useful and beneficial and can meet students' information needs.

This is in accordance with what Keisha Fathika Absyari and Melani Rahmalia Wibowo [21] The result is that social media plays a very important role in students' lives because of the availability of means to easily provide information, such as several applications that can be used for learning media like YouTube, Instagram, and TikTok. However, this is different from the research by Arlinah and Rahma Do Subuh. [22] that social media clearly does not function as an effective learning tool for students in meeting their needs. Because social media platforms are more intended not for searching literature or sharing materials for college assignments, but rather as a means of self-expression.

CONCLUSION

The results of the data analysis and discussion that have been presented regarding the analysis of the effectiveness of using social media as an educational resource for fulfilling information needs among students are as follows:

1. Social media has a significant impact; the positive effects of social media can influence interactions between people and can shape a more creative mindset. However, the negative effects of excessive use can make a person lazy and lead to dependence on social media. It was found that most students spend between 5 and 10 hours on social media, and some students spend more than 2 hours every day. These findings indicate that social media is very useful for students to access information and interact with others without having to wait long. However, it needs to be used wisely and responsibly to minimize its negative effects.
2. Social media plays a very important role for young people as well as university students. Its effectiveness as an educational resource can be enhanced by applying various indicators such as accessibility, content quality and credibility, the presence of influencers, and interaction. The results show that social media is an effective way for students to fulfill information needs. This study also found that social media platforms such as YouTube, Instagram, TikTok, Facebook, Google, WhatsApp, and Twitter are popular among students. However, students need to be more creative in selecting information sources, managing their time well, and maintaining their mental health while using social media, in order to improve the quality of their learning.

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