The Use of Social Networking Site to Increase Students' Reading Achievement of State Junior High School 3 Of Rambang Niru

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Abstract
This study aims to describe how social networking site could improve students' reading achievement of State Junior High School 3 of Rambang Niru. This research used the Classroom Action Research (CAR) which consists of four steps, namely planning, action, observation and reflection. Success Criteria of the Reasearch is the school minimal passing grade, which was 60. The result of this study is Social Networking Site can improve the students' reading achievement of the eight gare students as Junior High School 3 of Rambang Niru. It could be seen in the result of cycle III. There were 28 students who had met English standard score was 60, it was around 87.5% and the mean students was 75.62. It is possible to draw the conclusion that social networking sites are highly beneficial and have a significant impact on raising students' reading achievement based on the findings in the previous chapter. Students can use social networking sites (SNS) to learn English outside of the classroom at any time and from any location, regardless of time or space constraints. Students utilized social networking sites (SNS) for studying, particularly English, as it was effective and adaptable.

Keywords: Social Networking Site,Reading, English

1. INTRODUCTION

Social networking site (SNS) is something that has become a daily necessity for life in the modern era. In the 21 century, all activities can be done easily, quickly, and practiced both in the economic, social, cultural, especially in the field of education. Based on (Rianto & Farid, 2016), Social Networking Site is a web-based service that allows each individual to build social relationships through cyberspace such as building a profile about himself, showing one's connections, and showing what relationships exist between one member and another member in the system provided. Based on Meilinda, (2018) media is the digitization of the development of technology and science, which is manual to be automated and of all complicated becomes concise and can be said to be digital communication technology that is computerized and connected to the internet network. The world seems to be within our grasp if we can make the right use of social networking sites. With social networking sites we can communicate with each other, share information and exchange opinions through flatforms that are increasingly sophisticated.

According to the results of national research conducted by the Indonesian Internet Service Providers Association (APJII, 2022), the increasing penetration of these social networking sites continues to grow the digital population to encourage higher use of social media in Indonesia. As of January

2021, Indonesia had around 170 million active social media users, and there were 215 million internet users in the period January 2022 until January 2023, it was indicated that internet users in Indonesia increased by 2.1 million between 2021 and 2022 and got the third rank after China and India in the Asia Pacific (Statista.com, 2022), with this number, Indonesia was still in the third place with the most internet users in Asia (internet world stats, 2022). Based on the Jakpat Survey, YouTube is the most widely accessed social networking site in Indonesia, YouTube had 139.0 million users in Indonesia in early 2022, this means that YouTube ads research 67,9% of Indonesia's total internet users in January 2022.

Previous research is a review of previous work. The study of obtaining information about a library is used for theory related to the title of the research and used for existing theories gaining the foundation of scientific theory. In this previous study researchers will relevance to the title of this previous thesis that exists. The thesis works are:

Utilization of The Internet For English Learning At SMK Negeri 1 Palangka Raya by Catharina Elmayantie (2018). With the problem formulation: How to use the internet in English learning by teachers of SMK Negeri 1 Palangka Raya? What are the problems and obstacles faced by teachers of SMK Negeri 1 Palangka Raya in terms of internet utilization in English language learning? The researcher finds teachers use the internet as a media in teaching and learning English to support students learning resources, enhance students' English skill, and attract students' learning interest. The similarities between Catharina's study and this study are in using the same methodology, it is qualitative method, and the instrument is using interview and questionnaires. But the differences between Catharina's study and this study are Catharina's study focus on the untilizing the internet for teaching and learning English but this study is focus on the power of social networking site for learning English.

The Use of Youtube As A Medium of English Learning by Renda Lestari (2021). With the formulation of the problem of how the use of Youtube can be used as a learning medium as well as an unconventional learning source that is familiar with their daily lives? The researcher finds Youtube can be classified into two types. First, videos on YouTube can be used as a source of learning English. In addition, other English videos such as interview videos can be used as a source of data on language variations. The study also showed that subjects have a positive perception of Youtube use in English classes. The similarities between Renda's study and this study are in using the same methodology, it is qualitative method, and the instrument is using interview. But the differences between Renda's study and this study are Renda's study focus on the untilizing YouTube in learning English but this study is focus on the power of social networking site especially YouTube and Instagram for learning English.

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Based on the first observation at the State Junior High School 3 of Rambang Niru, it was found so many problems in English learning, most of students' score was low, lack of vocabulary, and got so many difficulties in understanding English, and the root of the problem is not about the interesting learning method, but the low of students' motivation in learning English. With the high score of the internet users among adolescents in Indonesia, the writer was interested in conducting research on SNS to improve students' reading achievement, using YouTube and Instagram as the most widely accessed social networking site in Indonesia, to find out how can SNS improve students' reading achievement.

2. RESEARCH METHODOLOGY

This research used the Classroom Action Research (CAR). Classroom Action Research is action research conducted by the teacher directly to improve the learning process for which the researcher responsible. According to Fraenkel (2017), an action research is conducted by one or more individuals or groups for the purpose of solving a learning problem or obtaining information for local and classroom learning practice. Classroom action research is conducted in a teacher education context, where teachers conduct classroom research with the aim of improving teachers' understanding and mastery of classroom teaching and learning issues while improving learning. This research was conducted at Junior High School 3 of Rambang Niru. It is located at *Jl. Pertamina, Ds. Gemawang, Kab. Muara Enim, Sumatera Selatan*, 31172. This research was carried out in 3 cycles and began in the end of August. Each cycle was carried out during 3 weeks where the first cycle was implemented in the half of August, and the second cycle was implemented in the middle of August 2023. This research was carried out according to the schedule. The research was conducted in the first semester of the academic year of 2023/2024. The following timeline is the schedule of the action research, it is a guideline for the writer to carry out this research. The research schedule and timeline had been arranged by the third week of August 2023 and would be accomplished in September 2023.

The school minimum passing grade, or Kritria Kelulusan Minimal (KKM), at the VIII grade class semester 1 academic year 2023/2024 of Junior High School 3 of Rambang Niru, which was 60, was used to determine whether the students had succeeded or failed in completing the activities in this study. At the start of the semester, all of the English teachers had created this KKM using a variety of analyses that addressed difficult, teaching tools, and students in take. If 80% of the students are able to meet KKM, then the use of the Social Networking Site's power is seen as an accomplishment in reading for the students. Moreover, social networking sites are said to aid in improving students' reading proficiency.

The techniques employed in research activities were utilized to gather and acquire data. Three cycles of data collection were employed, utilizing three different types of data gathering techniques: task and observation. Three stages of qualitative analysis were used to assess the acquired data: data reduction, data presentation, and conclusion formulation. Descriptive quantitative analysis is used to finish the study and determine the reading achievement score of the students. This study is an example of classroom action research, and the researcher will employ tests and observation as data collection methods. The researcher employed three cycles: first, she used social networking sites to teach reading, then she administered tests, analyzed the results, and created new lesson plans for each cycle.

3. RESULT AND DISCUSSION

The purpose of this study was to determine whether using social networking sites during English lessons may improve students' reading abilities. A teacher teaching English could use social networking sites to help students become better readers. According to the researcher's findings, social networking sites can be useful or successful tools for teaching reading. The tables that demonstrated the growth in test I and post-test II and test III student scores made this clear. The rising because the instructor established an interactive classroom and knew how to maintain control over the class. In addition, the social networking site made the material easier for the pupils to absorb.

The collaborator and the researcher assessed the outcome of carrying out the action. Only 20 students, or 62.5% of the total, completed the KKM, while 12 students, or 37.5%, passed the exam I. lost the race. The average student score was 64.78, with 20 students achieving success (62.5%) and 12 students on the other side Cycle I's test is classified as unsuccessful. The minimum standard of success criteria result was greater than 80%. Next, in an attempt to ensure that 80% of the students in the classes passed the KKM, the researcher and their partner changed the course of action for the following cycle. Rather, even if not all of the goals had yet been reached, the writer and the teacher were sufficiently content with their attempts to help the students' reading skills as seen by the grades they received. Aside from that, the action learning technique seems to help the students assimilate the material with ease. As a result of the previous reflecting phase, further work needs to be done to use action learning strategies to increase students' reading proficiency.

According to test II results, the average student score was 65.31, and 22 students passed the KKM, or 68.75% of the total. Ten students failed, or 31.25% of the total. Cycle II tests are classified as unsuccessful. The minimum

standard of success criteria result was greater than 80%. Next, in an attempt to ensure that 80% of the students in the classes passed the KKM, the researcher and their partner changed the course of action for the following cycle. Rather, because 62.5% of the students in cycle I and 68.75% of the students passed the KKM, the writer and the teacher felt that the results were sufficient. It indicates that, even though not all of the goals have yet been reached, their efforts to help pupils become better readers are demonstrated by the grades they receive. Aside from that, the use of social networking sites like YouTube as an active learning technique appeared to pique the students' interest in reading activities. As a result of the previous reflecting phase, further work needs to be done to use action learning strategies to increase kids' reading proficiency.

According to test III results, the mean student score was 75.62, 28 students passed, or 87.5% of the total, and 4 students failed, or 12.5% of the total. Cycle III's test was classified as successful. The minimum standard of success criteria result was greater than 80%. The researcher examines cycle III's outcome. The majority of kids actively respond to their teachers. Additionally, the process of teaching and learning is executed flawlessly. The pupils' considerable improvement over their results on tests I, II, and III gave the researcher great satisfaction. Upon reaching the research goal of at least 80% of students passing the KKM, the researcher made the decision to conclude the Classroom Action Research since it had proven to be successful.

Thus, it is possible to draw the conclusion that the study's findings supported the idea that social networking sites could help students become more proficient readers. The data indicates that students' performance improved in test II compared to test I and in test III compared to test II. The cycle I, the total score of students was 2090 and the number of students was 32 students. The mean students was 64.78 and 20 students got successful or it was 62.5% and the other side 12 students got failed score or it was 37.5%. Test in cycle I is categorized unsuccess. The result of standard of success criteria minimum was > 80%. In cycle II, the total score of students was 2090 and the number of students was 32 students. From the analysis above, students' reading skill in English lesson got increasing. The mean of students was 65.31 31 and 22 students got successful or it was 68.75% and the other side 10 students got failed score or it was 31.25%. Test in cycle II is categorized unsuccess. The result of standard of success criteria minimum was > 80%. cycle III, the total score of students was 2420 and the number of students was 32 students. From the analysis above, students' reading skill in English lesson got increasing. The mean of students was 75.62.

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minimum was > 80%. The school minimum passing grade, or Kritria Kelulusan Minimal (KKM), at the VIII grade class semester 1 academic year 2023/2024 of Junior High School 3 of Rambang Niru, which was 60, was used to determine whether the students had succeeded or failed in completing the activities in this study. At the start of the semester, all of the English teachers had created this KKM using a variety of analyses that addressed difficult, teaching tools, and students in take. If 80% of the students are able to meet KKM, then the use of the Social Networking Site's power is seen as an accomplishment in reading for the students. Moreover, social networking sites are said to aid in improving students' reading proficiency.

4. CONCLUSION

In line with the findings of this classroom action research and also based on the results of the data analysis, the researcher be able to draw the coclusion to discribe how could social networking site improve students' reading achievement of State Junior High School 3 of Rambang Niru?

First, Social Networking Site can improve the students' reading achievement of the eight gare students as Junior High School 3 of Rambang Niru. It could be seen in the result of cycle III. There were 28 students who had met English standard score was 60, it was around 87.5% and the mean students was 75.62. It is possible to draw the conclusion that social networking sites are highly beneficial and have a significant impact on raising students' reading achievement based on the findings in the previous chapter. Students can use social networking sites (SNS) to learn English outside of the classroom at any time and from any location, regardless of time or space constraints. Students utilized social networking sites (SNS) for studying, particularly English, as it was effective and adaptable. However, occasionally, issues such as poor signal strength and data caps arise.

Social Networking Site is employed in the classroom. For instance, students use YouTube videos to learn English at home or complete homework assignments when their teachers assign them in the form of audio or video. On the other hand, students can take advantage of the technology that is already in place by using SNS capabilities to gather assignment-based video conversations via links. The researcher discovered that Rambang Niru Junior High School 3 had already made the most of social networking sites to aid in the teaching and learning process.

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AUTHOR CONTRIBUTION STATEMENT

This study has a group of authors who all contributed. In the paragraph that follows, we will briefly go detail what each person did to ensure that the research was broad and comprehensive. The primary research work is credited to the first author, who implemented the study, gathered data, and analyzed and interpreted the collected data. The second author serves as the primary advisor, providing direction and monitoring. As a secondary advisor, the third author contributed additional ideas and input.

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