

The Effect of Social Media in Learning Maharatul Kalam in Department of Arabic Literature Faculty of Literature Universitas Muslim Indonesia

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Abstract. Social media is an online media that supports the learning process including Arabic learning such as Maharatul Kalam. It is as an effective alternative learning media in the pandemic era and at the same time as a reference for reading resources in order to improve the achievement of learning competencies. Lecturers in the Maharatul Kalam course in Arabic Literature major found it difficult in the pandemic era the use of media as a source of learning. Lecturers of Maharatul Kalam are generally not able and know what to do in teaching Arabic by using social media. The research problem was how to apply the use of social media in teaching Maharatul Kalam for students of the Arabic Literature Department, Faculty of Letters UMI? What was the impact of using social media to increase Maharatul Kalam for students of the Arabic Literature Department, Faculty of Letters UMI? The purpose of the study was to describe the application of the use of social media in learning Maharatul Kalam for students of the Arabic Literature Department, Faculty of Letters UMI and the impact of using social media to increase Maharatul Kalam for students of the Arabic Literature Department, Faculty of Letters UMI. This study employed a qualitative approach with data collection on actual conditions on the research objects. This research was conducted through online media used as a learning medium for Maharatul Kalam with a population consisting of objects/subjects that have certain qualities and characteristics and the sample was students of the Arabic Literature Study Program, Faculty of Letters UMI. Data collection techniques were observation, interviews, documentation, and tests with data analysis and using data triangulation methods: data reduction, data presentation and conclusion drawing. Based on the results of the study, the application of the use of social media in teaching and learning Maharatul Kalam for students of the Arabic Literature Department, Faculty of Letters UMI was still limited. Lecturers generally teach via zoom and or use WhatsApp, even though the development of social media can motivate students to learn and help find learning resources more quickly, precisely, accurately so as to increase productivity in speaking Arabic. The impact of using social media to increase Maharatul Kalam for students so that Arabic language learning can run effectively and pleasantly as well as getting the latest learning resources and being able to discuss with lecturers/educators without being limited by space and time. With social media, students learn to speak (Maharatul Kalam) with native speakers, so that they can actively become a direct part of it, so that natural communication knowledge can be formed. Such as using Instagram, being able to get acquainted with Arabic native speakers, and watching videos showing material related to Muhadatsah so that he was trained to hear and pronounce Arabic fluently and can develop Arabic knowledge, therefore the development of Arabic learning in the IT era is expected to lecturers to be more adaptive, creative and able to see the opportunities of social media as a place and source of learning Arabic.

Keyword: social media, maharatul kalam, learning