

**ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA ON LEARNING
OUTCOMES OF ELEMENTARY SCHOOL STUDENTS
(Qualitative Research Literature Study)**

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ABSTRACT

This study has the following objectives: 1) to determine the effect of social media (whatsapp) on learning outcomes of elementary school students, 2) to determine the effect of social media (whatsapp) on elementary school student behavior. The research method used is qualitative research so that it will produce descriptive data in the form of words that are library research (library research). The data sources of this research are primary data sources directly from the research subject, and secondary data sources from literature, books, and documents. Data collection techniques in this literature study research were collected and processed by editing, organizing, and finding. Data analysis used is deductive, inductive, and comparative methods to analyze existing data. The results showed that: 1) social media has a positive effect on learning outcomes of elementary school students, 2) social media has a negative effect on elementary school student behavior.

Keywords: *social media (whatsapp), learning outcomes, elementary school student behavior.*