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The Role of Continuing Education in Improving Learning Quality Based on Netizen Responses on Social-Media

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Abstract

Continuing education plays a crucial role in improving the quality of learning and developing superior human resources amidst increasingly rapid social and technological developments. This study aims to examine the role of continuing education in improving the quality of learning and developing superior human resources based on netizen responses on social media. This study employed a netnography method with a qualitative approach. Data were collected through observation and documentation of netizen posts and comments on social media discussing education issues, particularly public views on the importance of schools and formal education. Data sources consisted of primary data in the form of netizen responses and secondary data obtained from journals and relevant scientific articles. Data analysis was conducted using descriptive qualitative methods by categorizing and interpreting netizen responses according to the research focus. The results indicate that the majority of netizens have a positive view of continuing education and view it as a long-term process that plays a role in shaping individual mindsets, character, and maturity. These findings demonstrate that continuing education contributes to improving the quality of learning and supports the formation of superior human resources. The conclusion of this study emphasizes the need for continued development and support from various parties to produce human resources with high academic and character qualities. Keywords: Continuing education, Quality, human resource development, netnography.

Keywords: Continuing Education, Improving Learning, Social Media

1. INTRODUCTION

Education is a key factor in shaping the quality of human resources. Through education, individuals not only acquire knowledge but also develop the skills, attitudes, ethics, and values needed in social life. Therefore, improving the quality of education is crucial and must be carried out continuously to meet the challenges of

increasingly complex developments (Novianti, 2025). The concept of continuing education exists as an effort to ensure that the educational process does not stop at a certain stage, but continues continuously and sustainably. Education is also essential for every human being. Many things must be sacrificed to obtain a proper education. With the onslaught of globalization that is rampant and even dominates every aspect of

life, education has become one of the foundations of everyone's defense against the various impacts of globalization (Prasetya Wibawa & Ririn Agustina, 2019). Continuing education emphasizes the importance of improving the quality of learning, developing student competencies, and adapting to advances in science and technology. Continuing education plays a crucial role in human life, especially amidst the increasingly rapid development of the times. Education is not only needed at a specific level, but must be carried out continuously so that an individual can continue to learn and develop. With continuing education, the learning process does not stop after completing formal education but continues according to the needs and changes occurring in society (Herlambang et al., 2023; Wahid et al., 2022; Yunansah et al., 2022).

One of the reasons for the importance of continuing education is also the ever-changing development of science and technology. Much of the knowledge and skills needed today differ from those needed in the past. Continuing education helps students and the community continually update their knowledge and skills to keep up with the times. This is crucial for individuals to adapt to change, especially in the digital age.

Continuing education is also crucial in improving the quality of learning. Through continuing education, educators are encouraged to continuously improve their teaching methods, use more engaging learning methods, and utilize appropriate learning media. Continuously developing learning will make the learning process more effective and less boring. This way, students can more easily understand the material and be more active in learning activities.

Furthermore, continuing education plays a crucial role in developing superior human resources. Superior human resources possess not only knowledge but also strong skills and attitudes. Continuing education helps shape individuals with critical thinking skills, a sense of responsibility, and a willingness to continue

learning. This is crucial for enabling the younger generation to face future challenges. Continuing education also plays a role in shaping students' character. Through the ongoing educational process, students can learn values such as discipline, cooperation, and honesty. These values are essential for developing a positive personality and contributing to social life. Through continuing education, students not only become academically proficient but also develop positive attitudes.

Beyond individual benefits, continuing education is also crucial for society and the nation. Quality, sustainable education can help improve public welfare and drive national progress. A well-educated population is better able to think critically and contribute positively to development. Therefore, continuing education needs to be a shared concern to ensure its broad and sustainable benefits. Therefore, it needs to be continuously implemented and developed to effectively achieve educational goals (Wahid & Herlambang, 2022).

With the implementation of continuing education, it is hoped that the learning process will be more effective and relevant to the needs of students and society. In the context of learning quality, continuing education plays a crucial role in encouraging educators to continuously improve the quality of learning methods, media, and strategies. Quality learning is not only characterized by academic achievement, but also by students' ability to think critically, collaborate, and demonstrate a sense of responsibility. In Indonesia, the Freedom to Learn policy has encouraged universities to adopt formative assessment as an integral part of the learning process. This approach emphasizes the importance of Diagnostic, reflective, and constructive assessments place students at the center of learning (Tafonao, 2025). This aligns with the educational goal of producing superior human resources, individuals who possess a balance between intellectual ability, skills, and character. The increasingly rapid development of social media has also impacted the world of education. We know

that human resources are the driving force or one of the main components of all activities. Although the implementation of activities has various alternatives or the assistance of sophisticated equipment, this is meaningless without the active role of human resources (Septianda et al., 2024).

In recent years, information and communication technology (ICT) has developed rapidly, with the internet as the primary communication tool in high demand by the public. This is the background to the shift in communication technology from conventional to modern and digital (Harahap, 2019). The use of the internet as a means of communication has accelerated since it became accessible via mobile phones, and the term "smartphone" emerged. Smartphones have become increasingly diverse in their communication capabilities, including chat, email, SMS, MMS, browsing, and social media. (Afandi, 2019) Social media has become a platform for the public to express opinions, critique, and express expectations regarding the existing education system. Netizen responses on

2. METHOD

This research uses the netnography method, a qualitative research approach used to study social and cultural phenomena in digital spaces, particularly through social media. According to (Nasih et al., 2020), qualitative research provides insight and understanding into a set of problems or issues. This qualitative research is included in the exploratory research method, where data collection is unstructured and the sample size is small. Netnography originates from the development of ethnographic methods, which are usually used to directly examine the social and cultural life of communities. The difference is that netnography is conducted in digital spaces, such as social media, online forums, and various other online platforms. The netnography method was chosen because it can describe in depth the views, attitudes, and responses of netizens to emerging educational issues (Sari, 2022). In this study,

social media often reflect public views on the quality of learning and the quality of human resources produced by educational institutions. Freedom of expression is one of the most fundamental human rights. Freedom of expression allows individuals to express their aspirations, voice their opinions, and actively participate in various discussion events. Freedom is one indicator of a country's ability to realize its democracy (Mas'ud et al., 2025). Therefore, social media can be utilized as a data source to understand public perceptions of the implementation of continuing education.

Based on this background, this article discusses the role of continuing education in improving the quality of learning and developing superior human resources by examining netizen responses on social media. This study is expected to provide an understanding of the importance of continuing education and serve as a reflection for the world of education in efforts to improve the quality of learning and human resources in Indonesia.

netnography is used to examine the role of continuing education in improving the quality of learning and developing superior human resources based on community responses on social media. In this study, the netnography method is used to understand the role of continuing education in improving the quality of learning and developing superior human resources based on netizen responses on social media. Using this method, researchers can gain insight into public views on education, as well as the hopes and criticisms expressed through social media.

Data collection was conducted through non-participant observation of netizens' activities on social media. Non-participant data collection involves observation conducted in a free-flowing environment, without any limiting factors; manipulated situations involve observation conducted in a manipulated environment (Hasanah, 2017). Researchers did not directly participate in discussions but instead acted

as observers, recording and documenting various posts and comments relevant to the research topic. Data were collected from several widely used social media platforms, such as Instagram, TikTok, Twitter, and Facebook. The data collection process was conducted over a specific period of time using keywords related to continuing education, learning quality, and superior human resources.

The data sources in this study consisted of primary and secondary data. Primary data was obtained directly from netizens' responses in the form of comments, opinions, and responses to posts discussing continuing education issues on social media. This data was collected through documentation techniques, such as note-taking and screenshots, to ensure data authenticity. Meanwhile, secondary data is obtained from various written sources, such as scientific journals, books, and articles relevant to the research topic, which function as support and comparison in the analysis process (Qomaruddin & Sa'diyah, 2024).

3. RESULT & DISCUSSION

Based on observations of several social media posts discussing education issues, particularly regarding the perceived unimportance of formal education or college, a variety of responses were found from netizens. Data were obtained from posts containing controversial statements about education, such as the notion that college is unimportant, as well as netizens' responses to these posts. These responses demonstrate public attention and concern for the role of education in life. According to Pratomo (2011), concern can be defined as paying attention, heeding, and paying attention to an object, situation, or goal. Attention has two definitions: 1) Attention is the concentration of psychic energy directed at an object, and 2) Attention is also the extent to which a person's perspective accompanies an activity.

Observations show that the majority of netizens responded in support of the importance of continuing education. Many

netizens believe that education and schools play a crucial role in shaping a person's mindset, maturity, and character. Education is considered not only for obtaining employment but also as a means of developing personality and critical thinking skills needed for long-term life. Because education is a conscious and planned effort to create a learning atmosphere and process so that students actively develop their potential to possess spiritual and religious strength, self-control, personality, intelligence, noble character, and the skills needed by themselves, society, the nation, and the state (Isnaini H, & Fanreza, 2023).

In addition to supportive responses, several comments were also found that were critical of the education system. Netizens highlighted that not all individuals have equal educational opportunities and emphasized the importance of the family environment in supporting the educational process. Nevertheless, netizen responses generally demonstrated an awareness that education continues to play a crucial role in developing superior human resources. The research also showed that netizen responses on social media reflect the public's view of the importance of continuing education in improving the quality of learning and human resource development.

Netizen support for education indicates that the public understands education as a long-term process that is not solely oriented towards instant results but also focuses on developing character and mature thinking skills. This aligns with the concept of continuing education, which emphasizes lifelong learning. Netizen responses emphasizing the importance of school and college as a means of maturing demonstrate that continuing education plays a role in improving the quality of learning. The quality of learning is not solely measured by academic grades, but also by students' ability to think critically, make decisions, and act wisely in facing life's challenges. Continuing education enables students to continuously develop their potential in line with current developments.

Furthermore, the critical responses from netizens clearly demonstrate that continuing education requires support from various parties, including families and the social environment. This demonstrates that developing superior human resources is not solely the responsibility of educational institutions but also requires support from the surrounding environment. With continuing education supported by various parties, it is hoped that human resources will be created who are not only academically intelligent but also possess strong attitudes, character, and skills.

Therefore, netizen responses on social media can serve as a reflection of the importance of continuing education in improving the quality of learning and developing superior human resources. Social media provides an effective platform for directly gathering public views, thus providing input for the education sector in efforts to continuously improve the quality of learning. Therefore, netizen responses on social media can serve as a reflection of the importance of continuing education in improving the quality of learning and developing superior human resources. The various comments, opinions, and responses expressed by netizens demonstrate how society views the current state of education. Social media is an effective platform for directly assessing public opinion, as it allows people to express their opinions openly without having to go through a complicated process. This makes social media a crucial source of information for understanding the current state of education. We are the public's perception of education.

Netizen responses on social media also demonstrate public concern for the quality of learning and educational outcomes. Many netizens criticized learning systems deemed ineffective and offered suggestions for continued development in line with current developments. In addition to criticism, there were also positive responses demonstrating support for efforts to improve educational quality through continuing education. These responses can

be used as considerations in evaluating and improving learning.

Furthermore, social media also provides insight into public expectations regarding the development of superior human resources. Netizens hope that education will produce graduates who are not only academically intelligent but also possess strong skills, attitudes, and character. This expectation demonstrates that the public desires education that is sustainable and able to meet real-world needs. Therefore, netizen responses can be used as valuable input for educators and educational institutions.

By utilizing netizen responses on social media, the education sector can gain a broader picture of the conditions and needs of society. Social media can serve as a means of reflection and evaluation on the implementation of continuing education. Through understanding public perspectives, it is hoped that efforts to improve the quality of learning and develop superior human resources can be carried out in a more focused and sustainable manner.

4. CONCLUSION

Based on the results of the netnography study, it can be concluded that netizen responses on social media indicate a strong awareness of the importance of continuing education in improving the quality of learning and developing superior human resources. Netizens view education not merely as a means to obtain employment, but as a long-term process that plays a role in shaping an individual's mindset, maturity, character, and critical thinking skills. These findings demonstrate that continuing education plays a strategic role in creating adaptive human resources who are ready to face social challenges and modern developments.

Theoretically, these research findings reinforce the view that education is a lifelong learning process that must be implemented continuously to achieve optimal learning quality. Continuing education has proven relevant to the needs of modern society,

which demands a balance between knowledge, skills, and attitudes. Meanwhile, in educational practice, these findings imply that educational institutions and educators need to continue developing learning strategies oriented toward long-term character and competency development, while also involving the role of the family and social environment. Thus, continuing education can serve as an important foundation in efforts to improve the quality of learning and develop superior human resources in a sustainable manner.

Netizens view education not merely as a means to obtain a job or a degree, but as a long-term process that plays a role in shaping an individual's mindset, maturity, values, and character. This view demonstrates that society increasingly understands the crucial role education plays in both personal and social life.

Research also shows that continuing education is viewed as a necessity that cannot be ignored, especially amidst the increasingly rapid development of the times. Netizens believe that changes in technology, information, and social life require individuals to continuously learn and adapt. Continuous education is considered capable of helping individuals keep up with these developments. Therefore, continuing education plays a strategic role in developing human resources that are adaptive, flexible, and capable of facing future challenges.

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