

## **Integration Model Social Learning and Learning Management System for SMEs**

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### **Abstract**

Facebook and Instagram have brought us closer than before. Social media has recently grown in popularity in the education market. It enables instructors and students to connect outside of the formal classroom setting, exchange ideas, form peer groups to discuss curriculum content and activities, and create social circles to share their opinions about the course. The increase in social media users has the opportunity to make social media a tool for content development and distribution, one of the interesting combinations is the combination of social media and e-learning or social e-learning. The weakness of social e-learning is the unavailability of learning management, making it

difficult for e-learning users to manage the learning process in a systematic and structured manner. The purpose of this research is to build a model that integrates social learning with e-learning or Learning Management System (LMS) to produce a systematic and structured learning process. The integration model between social media and e-learning or LMS is a solution to the low knowledge of SMEs and the high involvement of SMEs in social media because so far the high use of SME social media has not contributed to increasing SME knowledge. So far, there are several SMEs that use social media to share knowledge and experiences, but because they are not managed properly, the output of the learning process is not optimal. By combining social media and e-learning, the learning process and knowledge transformation among community members on social media is more structured, directed and systematic.

### **Keywords**

E-Learning, Social Learning , LMS , systematic and structured learning process.