

REPRESENTATION OF PHYSICAL EDUCATION IN SOCIAL MEDIA: A QUALITATIVE STUDY THROUGH BIG DATA ANALYTICS

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ABSTRACT

The purpose of the current study was to understand the representation of physical education (PE) in social media. We used big data analytics to access the data of the representation and to map out the large scale of representation in four major social media platforms. Qualitative analysis was performed to explore the more in-depth meaning of PE in those social media platforms. The data were collected by extracting social media posts from January to December 2020. This involved big data analytics by which information has been ranked, categorized, and classified through its machine learning. Qualitative data were gathered from the big data analytics providing rank of topics regarding PE. Data analysis included computational analytics producing data visualization and thematic analysis on how PE has been represented in social media. Results showed three overarching themes. These themes were (1) the representation of PE along with its contributors in social media, (2) PE representation as school subject, and (3) the images of PE teachers in social media. We concluded that the themes could be a new addition to the literature in a way that we provided a new perspective on the on-going debates about the social construction of PE through gigantic large datasets.

Kata Kunci: *representation, physical education, social media, big data analytics.*