The Role of Social Media as a Media for Disseminating Academic Information to Journalism Students at UIN Syarif Hidayatullah Jakarta

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Abstrak− Perkembangan Teknologi Komunikasi merupakan masalah khusus yang tidak dapat diselesaikan. Hal ini berimplikasi pada perubahan perilaku manusia saat berinteraksi. Salah satu kelompok yang sangat rentan terhadap perkembangan teknologi komunikasi adalah kelompok mahasiswa. Tujuan penelitian ini adalah untuk lebih memahami peran media sosial sebagai sumber berita akademik bagi mahasiswa Program Studi Jurnalistik UIN Syarif Hidayatulah Jakarta. Penelitian ini menggunakan metodologi kualitatif dan metode pengumpulan data menggunakan wawancara mendalam dengan delapan mahasiswa. Menurut penelitian ini, informan menggunakan waktu 5 hingga 10 jam setiap harinya untuk mengakses internet, dan sebagian besar waktu tersebut dihabiskan untuk media sosial. Saat ini, media sosial menjadi sumber utama yang digunakan oleh jurusan untuk mencari informasi akademik dibandingkan dengan mendatangi langsung ke dekan, kantor rektorat, atau lokasi lainnya.

Kata Kunci: Media Sosial, Informasi Akademik, Mahasiswa

Abstract− The development of Communication Technology is a special issue that cannot be resolved. This has implications for changes in human behavior when interacting. One group that is very vulnerable to the development of communication technology is the student group. The purpose of this study is to better understand the role of social media as a source of academic news for students of the Journalism Study Program at Syarif Hidayatullah Islamic State University, Jakarta. This research uses a qualitative methodology and data collection methods using in-depth interviews with eight students. According to this study, informants use 5 to 10 hours every day to access the internet, There are two specific apps that are used in this scenario: Instagram and WhatsApp. Currently, social media is the main source used by departments to find academic information compared to going directly to the dean's, rector's office, or other locations.

Keywords: Social Media, Academic Information, Students

1. INTRODUCTION

As for some previous research related to this title, namely the benefits of social media.

(Nuraeni & Sugandi, 2017) state that Social media exists as a technological development, as a new medium, social media is adopted and utilized in all fields, including journalistic work. Social media is used by journalists as an initial idea or topic in news search. This study discusses the role of social media in journalists' duties by examining the use of social media in journalistic tasks and forms of responsibility of journalists in reporting that originates from social media with case studies of journalistic tasks in print and online media journalists.

(Widada, 2018) states that Information technology has brought changes to all aspects of life for today's modern world. The Internet is increasingly popular and familiar as a source of information. Social media is media on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form social bonds virtually. Types of social media with all its characteristics bring a positive influence in building a service model. In research at the Library of Muhammadiyah University of Surakarta (UMS), social media users are Facebook (29%), Youtube (22%), Instagram (21%), Twitter (17%), Blogs (7%), and Wikis (4%). Facebook is the most popular and most popular social media, allowing it to be developed as a means of online meetings and discussions that interact with each other.

(Zarkasyi, 2022) state that Journalistic Jurisprudence, as the basis for ethics for students of the Syariah Miftahul Ulum Lumajang College of Science, carries ethical principles based on Islamic sources, including in carrying out the duties of a journalist, he should convey information based on

facts that can really be confirmed, because of manipulating research results is the same as guarding by not spreading fake news or hoaxes so that provocative parties appear, and more .The important thing is not to access pornographic websites and not to use social media to sell prohibited items.

(Rosemarwati & Lindawati, 2019) state that Citing social media content in news is actually a contemporary phenomenon of journalism that is happening all over the world. Although there have been many studies investigating this phenomenon, not many similar studies have been conducted in Indonesia. Therefore, researchers are trying to map the pattern of social media use as a source of news by online media journalists in 23e Indonesia. This usage pattern relates to the process of selecting and sorting content on social media, as well as how journalists build trust and verify social media content. Researchers conducted offline and online surveys of 77 journalists from 19 online media in Indonesia. This research shows the high adoption of social media as a source of news, although the majority still use it as a secondary source. Information that can be accessed quickly and easily is the main reason journalists use social media as a source of news. This research also found that there are different preferences among journalists regarding topics, types of social media, types of content, and figures that their content usually uses to write news. Interestingly, despite the high use of social media as a news source, most of the journalists in this study did not really trust the information they used.

(Hamna, 2017) states that Social media that has emerged recently has indeed changed the landscape of journalism in Indonesia. This is especially true regarding the process of gathering news, the process of making news, and the process of spreading news. Journalism of the Future—old and new—must refer to how people use news and what they need from journalists.

(Juanda, 2017) states that Social media is one of the platforms most used by society today. The presence of social media quickly opens space for community interaction in cyberspace. The Aceh Government Public Relations and Protocol Bureau has an important role in disseminating government information to the public. This paper will discuss how the Aceh Government Public Relations and Protocol Bureau uses social media in disseminating information on government activities using a qualitative descriptive method with a content analysis approach. The results of the study show that in disseminating information to the public, the Aceh Government Public Relations and Protocol Bureau uses social media such as Facebook, Instagram, Twitter and YouTube to broadcast government information. The information received responses and formed a positive image for the government.

(Andriani & Sulistyorini, 2022) state that Social media is one of the tools used to support the lecture process during the Covid-19 pandemic. The purpose of this research is to find out the use of social media among students during online lectures. This research was conducted online by distributing questionnaires to PGSD students at the Faculty of Education, Semarang State University semesters 2, 4 and 6 of the 2019/2020 Academic Year. The sample technique used uses the Slovin formula with a tolerance of 1% so that there are 851 students out of 919 students. The questionnaire was made in the form of a google form which was given to the sample. The results showed that students used social media for more than 2 years (97.2%), long before the pandemic. Whatsapp is the most used social media, namely 99.6% by students, Instagram 98% and Youtube 87.2%. Social media is used to find various information (91.4%), to communicate (64.6%), and to eliminate boredom 62.1%.

(Maulina & Darmawan, 2015) state that In this increasingly advanced era, technology is also growing, now there are more and more media that can be used to make it easier for users to communicate. After print and electronic media, online media is also present. With this media, users can communicate with each other without having to meet face to face. With the presence of online media, there are more and more social media applications, one of which is Twitter. Denis Mcquail divides the motives for using media into four, namely Information, Personal Identity, Social Interaction and Integration and entertainment. In this research, the researcher will explain the role of Twitter social media in fulfilling student motives. The method used in this research is a quantitative descriptive study regarding the role of Twitter social media in fulfilling student motives for using the media. The results of his research are that Twitter social media is considered to be able to fulfill only 3 user motives, namely information, interaction and social integration and entertainment.

(Hamzah, 2015) states that The development of information and communication technology is gradually becoming more prominent and used in the educational process and other organizational sectors. Most studies recognize that collaborative learning supported by computers is an important part of effective learning, which enables students to communicate with each other through social media. This research is to find out how students use social media, as well as explore the uses and limitations of social media that users may experience. The formulation of the problem taken is: "How do students use social media to support their educational learning, what benefits and limitations do students feel when using social media to support educational learning?". This study uses a qualitative descriptive method that aims to understand students' perceptions of social media, then their decisions about what is included in social media and what is not included in social media. The results of the study show that social media supports collaborative learning and makes it more efficient by enabling students to have dialogue or discussion across distances without the need to be in a specific geographic location. Using social media makes interactions more efficient by increasing student flexibility and independence. In addition, it allows them to share knowledge, send files to other students more easily and quickly, and build effective communication.

(Syafutri et al., 2022) states that The use of social media is widely used by several groups, both children, adolescents and adults. Social media is a communication medium that is carried out online to communicate with each other and share content in the form of writing, photos, videos, and so on. The results obtained from this study, students use social media as a means of fostering Indonesian. Social media is widely used to do business, for education, and so on.

This study aims to analyze the role of social media as a medium for disseminating academic information to journalism students at the Faculty of Da'wah and Communication at Uin Syarif Hidayatullah Jakarta. Research Methods This research is qualitative research. This study aims to describe, explain, and describe a phenomenon accompanied by evidence from various sources that have been narrated in scientific form. The location of this research was in the Department of Journalism, Faculty of Da'wah and Communication Studies, Uin Syarif Hidayatullah, Jakarta students who were used as informants for this research.

The difference between the research above and this research is as follows:

This research focuses on the role of social media as disseminating academic information to journalism students at the Faculty of Da'wah and Communication Studies at Uin Syarif Hidayatullah Jakarta. This analysis was carried out in order to find out how important social media is to find out academic information for journalism students at Uin Syarif Hiidayatullah Jakarta.

The following are the basic research theories that are used as the basis for this research, namely:

1. As previously discussed, one of the new media is the internet, creating life all over the world with social media that invites us to communicate without boundaries, space and time (McQuail, 1991). New media can not only facilitate the circulation of information to a global audience, but much more. This new communication media is a very influential tool for communication activities.
2. (Levinson, 2012) refers to it as "new new media" -or media that is newer than new media. This media is not only a tool for easy information dissemination but also a social media tool that aims to convey media content and provide easy interaction between readers and writers. In recent years, social media can be categorized under one platform, namely social networks. Sometimes, the definitions of social media and social networking are often used synonymously.
3. (O'Reilly, 2005) defines an important feature of web 2.0, namely as the development of messages that involve the masses or audiences in collective social activities. This social network is a manifestation of the efforts of users to represent themselves and their interests on social platforms and increase activity with others on social media channels. On social networks, users have access to meet each other without having to meet face to face. Starting from several pilot sites such as Friendster, Myspace, and Facebook in 2008, now social networks have become popular all over the world as a place for groups or people who have the same desires and interests to interact and take action. Social

networking itself is a social tool for building relationships with almost 90% of friends and acquaintances wherever they are.

The reasons for choosing the important role of social media are as follows:

To analyze how important social media is for academic information needs for journalistic students at Uin Syarif Hidayatullah Jakarta. And what are the reasons students prefer social media to find out academic information.

Based on the explanation above, this study determines the formulation of the problem as follows:

1. What are the roles and functions of social media in seeking student academic information ?
2. The use of social media for journalism students at Uin Syarif Hidayatullah Jakarta?

2. METHOD

This research is qualitative research. This study aims to describe, explain, and describe a phenomenon accompanied by evidence from various sources that have been narrated in a scientific form (Soehartono, 1995). The location of this research is in the journalism department of Uin Syarif Hidayatullah Jakarta. The unit of analysis of this research is the individual, namely students as social media users. Students are used as informants for this research. Collecting data in this study is by filling out questionnaires and interviews. By using the contents of questionnaires and interviews.

Giving informants freedom to express opinions, views, thoughts, and feelings as well as life experiences without any rules and coercion from researchers. The aim is to allow the interviewees to be free to define themselves and their environment using their own terms regarding the phenomenon being studied. Results and Discussion Use Social Media for journalistic students at Uin Syarif Hidayatullah Jakarta. The term social media is composed of two words, namely media and social. Media means child of communication, while the word social is defined as a social reality that every individual takes action that contributes to society. So social media is a communication tool used by users in social processes. The birth of social media has made people's behavior patterns experience a shift both in terms of culture, ethics, and the norms that apply in society. The positive impact of social media is to make it easier for us to interact with many people, broaden associations, eliminate distance and time barriers, and information dissemination can also be done more efficiently at a much lower cost. But social media can also cause some problems including; decreased face-to-face interaction, addiction to the internet, privacy issues, and the possibility of conflict arising. These implications will apply differently to each individual. This depends on the individual's ability to digest and use social media properly and wisely. Among today's youth, social media is commonly used as a place to vent and a place to find more new friends very quickly. On social media, teenagers often talk about love, kinship, feelings, and so on. In addition to the personal lives of adolescents, the existence of social media in the academic world is also unavoidable because basically social media has occupied a fundamental position for its users, including the academic community. Considering that online activities carried out by audiences all over the world are massive and intensive, the pattern of information dissemination at the tertiary level has also experienced a shift. Students spend more time accessing social media so that the information obtained is also obtained from the media. In general, the use of the internet for the informants of this study has reached a sufficient point.

3. RESULT AND DISCUSSION

The term social media is composed of two words, namely media and social. Media means child of communication, while the word social is defined as a social reality that every individual takes action that contributes to society. So social media is a communication tool used by users in social processes. The birth of social media has made people's behavior patterns shift both in terms of culture, ethics, and the norms that apply in society. The positive impact of social media is to make

it easier for us to interact with many people, broaden associations, eliminate distance and time barriers, and information dissemination can also be done more efficiently at a much lower cost.

Based on the results that have been carried out through questionnaires and interviews, it is found that journalistic students at Uin Syarif Hidayatullah Jakarta, on average, all of them use Instagram social media. They also use Instagram social media for quite a long time. In a day they can use social media Instagram takes almost 7 hours in one day. On average, their students use social media Instagram. Many of them have used Instagram social media since they were 12 years old and until now. According to them, Instagram social media makes it easier for students to find out campus information even though they are not even on campus. They also use Instagram social media to get the latest information about news, and also promote the work of journalism students. To find information about the campus, Instagram social media also saves more time and you don't need to come directly to campus to find out this information, just go through Instagram social From the statement of the informant above, it can be concluded that the informant has a pattern use of social media for himself and have certain reasons in the election use of applications on social media. From the answers of the informants of this study as well It is known that students are now fluent in using social media because they already know the function and are able to carry out certain functions in the media social. The informants were also able to use the internet according to their needs, also how they can obtain and assess the information needed as well using the information search strategy. The motivation that encourages students to access this information is extrinsic information, namely information that is activated by external rewards, because students are encouraged to seek information related to the academic success of each individual. For informants, currently social media is a basic need, so that the portion of social media use is quite large in students' daily lives. This is also supported by easy access to social media for students, making it more comfortable and easier for them to get information from the media.

Social media can be said to have been internalized in the lives of teenagers, social media is also known to increase students' understanding of various problems in the teaching and learning process, as well as find new opportunities to improve performance in the field of education. In short, social media should be fully utilized by students and stakeholders in the education sector, so that it is not only an instrument in finding identity, but also a tool for developing knowledge, personality and character of students in academic terms.

4. CONCLUSION

In the era of smartphones and social media that are increasingly developing, there is a shift in how to get academic information for students in the journalism study program, namely by exchanging messages through social media applications. Informants spend 5-10 hours a day accessing the internet, and most of that time is used to access social media. In addition, social media is currently the main medium used by students to find academic information, for example related to taking academic transcripts, scholarship information, course attendance, confirmation of lecturer attendance, and activities on campus. Students prefer to look for academic information through social media rather than looking for information directly to the source, either at the dean's office, rectorate, or the campus' official website. Even so, information obtained through social media will be confirmed through the official website if it feels invalid. This proves that social media has invaded its users into the professional realm, for this reason, accuracy is needed in taking opportunities and utilizing social media as a medium that can help the learning process

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