WhatsApp Social Media Use Patterns in Fulfillment of Mataram Open University Student Information

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Abstract

The purpose of the study was to determine the analysis of the pattern of use of the WhatsApp social media community by UT Mataram students and what factors were related to the pattern of use and to determine the analysis of the level of fulfillment of the information needs of UT Mataram students through the WhatsApp social media community and what factors were associated with it. level of information fulfillment. The method used in this research is a descriptive correlational survey. The respondents in this study were active students of UPBJJ-UT Mataram who were members of the WhatsApp social media community. The results of the study obtained community dataas social media WhatsApp UPBJJ-UT Mataram students are twenty-one communities with 953 members. The results showed thatThe pattern of using the WhatsApp community for Mataram Open University students is as follows; 1) The frequency and time used by respondents in seeking information in the WhatsApp community is high. The types of information most sought by respondents were tutorials and grades. ICT ownership factors and motives for seeking information have a very significant relationship with the pattern of use of the WhatsApp community, while the factors of gender, age, occupation and the most sought-after information do not have a significant relationship; 2) The level of fulfillment of student information needs through the WhatsApp community is high. The pattern of using WhatsApp community factors such as the number of days of visits, the number of visits, and the number of times of contact have a very real relationship with the level of fulfillment of student information.

Keywords: *WhatsApp Social Media; Fulfillment of Student Information*

Introduction

The development of science requires that the Open University and its students are able to adapt and always be up to date on all these developments, especially those related to technology and applications. This is an obligation due to the distance learning education system implemented by the Open University. This system means that there is a separation between lecturers and students so that the learning process is carried out independently using various media, both print media (modules) and non-print media (audio, video, computer, internet, radio broadcasts, and television).

Article 28 F of the 1945 Constitution is an acknowledgment of human rights in the freedom to seek, obtain and disseminate information. The Indonesian Legal Aid Foundation in the book Guide to Legal Aid in Indonesia states that the right to information has received very broad recognition and protection guarantees in international law. This right is part of the right to express opinions (freedom of expression) as stated in Article 19 of the UDHR and Article 19 of the Convention on Civil and Political Rights which regulates: Parks; Everyone has the right to defend his opinion without coercion, Second; Everyone has the right to freedom of expression, this right must include the freedom to seek, receive and impart all kinds of information and ideas, either orally, in writing or in print.

The search and dissemination of information cannot be separated from the role of the media(Juditha, 2017; Khatimah, 2018). Various ICT tools or media have been successfully created and developed by utilizing the development of science. The main purpose of this creation and development is to make human life easier. One of the media that is widely used or utilized by the community is mobile phones. The rapid development of science has a very significant impact on increasing the ability of HP. Where previously the use of cellphones was only limited to calling and sms. With the addition of sophisticated technology in HP and supported by the development of applications that are increasingly diverse and easy to use, it has an impact on changes in communication, dissemination and access to information to be unlimited.

The level of fulfillment of farmers' information needs through community radio is high but the results are different for each radio listener (Atika et al., 2017). The factor that is significantly related to the level of fulfillment of information needs through community radio is the frequency of listening to the radio, while the factor that is very significantly related to the level of fulfillment of information needs is the duration of listening to community radio. Next Karman (2013) states that the implications of this study support the Uses and Gratification Theory with regard to social and psychological backgrounds, needs, expectations, mass media or other sources that cause patterns of media exposure, thus needing gratification and other consequences, which may be largely undesirable.

The formulation of the problem in this study are 1) What is the pattern of using the WhatsApp social media community by UT Mataram students and what factors are related to this usage pattern?; 2) How is the level of fulfillment of the information needs of UT Mataram students through the WhatsApp social media community and what factors are related to the level of fulfillment of that information?

Research purposes; 1) Analysis of the pattern of use of the WhatsApp social media community by UT Mataram students and what factors are related to the usage pattern, 2) Analysis of the level of fulfillment of the information needs of UT Mataram students through the WhatsApp social media community and what factors are related to the level of fulfillment that information.

Method

The method used in this study is a descriptive correlational survey, a descriptive correlational survey research is a study of a group under study, the relationship between variables in depth, detail and comprehensively.(Adiyanta, 2019). This study seeks to describe the actions of students in using the WhatsApp social media community, analyze and explain the factors associated with these usage patterns. This study seeks to explore information from students about information motives in using the WhatsApp social media community, followed by analyzing aspects of its use, such as frequency, duration, choice of information type, and student participation in student activities. The next step is to analyze the level of fulfillment of student information needs through the WhatsApp social media community.

There are two sources of data used in this study, namely primary data and secondary data. Primary data is quantitative data, while secondary data is qualitative data that serves as supporting data obtained through student interviews as members of the WhatsApp social media community and administrators who manage WhatsApp social media communities for Open University students.

The respondents in this study were active students of UPBJJ-UT Mataram who were members of the WhatsApp social media community. Based on the pre-research survey, community data was obtainedas social media WhatsApp UPBJJ-UT Mataram students are twenty-one communities with 953 members. Data on the WhatsApp social media community of UPBJJ-UT Mataram students can be seen in the table 1.

Table 1. Data on Social Media Community of UPBJJ-UT Mataram Students

No	WA group name	Amount
1	UT Mataram	210
2	UT Mataram 82	223
3	UT PGPAUD MS TA	45
4	Bidikmisi and CSR of UT Mataram	53
5	Class 1a	20
6	Class 2b	20
7	Study groups	34
8	Semester 10	22
9	1 PGPAUD	13
10	Online tutorials	30
11	S1 PGSD for 2016/2017	40
12	BI class pgpaud	22
13	pkp group 1 pgpaud	24
14	SIPAS NON TTM UPBJJ	42
15	PGSD LOTIM	5
16	UT Non Pendas Sumbawa	40
17	UT Law Faculty	42
18	UT BI Sumbawa	22
19	UT PAUD PG	21
20	UT Cross Forces	94
21	Non Pendas	21
22	PGSD BI I	19
23	AKPMM	12
24	PGSD BI semester 2	13
25	PGSD BI semester 3	14
26	PGSD enter high school	8
27	S1 PAUD BI	18
28	MM	21
29	FOLDER	16
30	UNSID	14
	Amount	1.178

The sample was selected using a simple random method. The sampling technique used was quota sampling as much as 25% of the total population, namely 295 people. The instrument validity test was carried out using the Spearman Rank test at the level of = 0.05 and processed using SPSS for Windows 20.0. The results of the validity test obtained the lowest value for the student characteristic variable was 0.148 and the highest was 0.752, the motive for seeking information was 0.1000, the pattern using the WhatsApp social media community the lowest value is 0.177 and the highest value is 0.473, while the level of information fulfillment is 0.1000. Thus it can be concluded that the measuring instrument to be used is valid.

The results of the instrument test that have been carried out on 30 respondents at the Mataram Open University who have used and joined the WhatsApp social media community. The results of the analysis using SPSS version 20.0 on all research instruments obtained from 30 respondents obtained the number 0.571. Thus the measuring instrument used to collect data in the field is moderately reliable and can be used as a tool to collect data. Student characteristics (X1) are characteristics inherent in the respondent's personality, including age, occupation, ownership of communication technology.

Table 2. Student Characteristics (X1)

Indicator	Operational definition	Parameter	Measurement Category
X1.1 Age	The life span of the respondent to become a respondent.	The respondent's age was calculated from birth to the time of the research interview.	1. Young(< 20 years) 2. Adult(21 - 35) 3. Old(>35 years old)
X1.2 Formal Education Jobs	Respondent's occupation	Jobs that have been or are being occupied by the respondent at the time of the research interview.	1. entrepreneur 2. civil servant 3. TNI/POLRI 4. Private sector employee 5. Farmer 6. Fisherman 7. Student 8. Other: …..
X1.3 Ownership of Information and Communication Technology facilities	The type of communication technology owned by the respondent.	It is calculated based on the number of communication technologies owned (landlines, mobile phones, and computers with internet) at the time of the interview.	1. Very Low (1 type) 2. Low (2 – 3 types) 3. Medium (4 - 5 types) 4. Height (>5 types)
X1.4 Most searched information	The type of information most sought by respondents	Calculated based on the type of information that is most sought after at the time of the interview	1. Registration 2. Tutorials 3. Exam 4. Score 5. Graduation

Table 3. Motives for Seeking Information through WhatsApp Social Media (X2)

Indicator	Operational definition	Parameter	Measurement Category
X2.1 Amount of information sought	What information are students looking for?	Calculated based on the amount of information sought by students	1. Very Low (1 type) 2. Low (2 – 3 types) 3. Height (4 - 5 types) 4. Very High (>5 types)

Table 4. WhatsApp Social Media Community Usage Pattern (X3)

Indicator	Operational definition	Parameter	Measurement Category
X3.1Frequency	Number of days spent interacting in WA groups	Calculated based on the number of days spent interacting in WA groups	1. Very Low (1 day) 2. Low (2 – 3 days) 3. High (4 - 5days) 4. Very High (>5 days)
X1.2Duration	The length of time it takes to search for information.	Calculated based on the length of time looking for information.	1. Very Low (1 – 2 minutes) 2. Low (3 - 5 minutes) 3. High (5 – 10 minutes) 4. Very High (>10 minutes)
X1.3Amount of Information	Various types of information sought and obtained by respondents.	Calculated based on the number of types of information obtained during interviews.	1. Very Low (1 type) 2. Low (2 – 3 types) 3. Height (4 - 5 types) 4. Very High (>5 types)

Table 5. Information Needs Fulfillment Rate (X3)

Indicator	Operational definition	Parameter	Measurement Category
YLevel of fulfillment of information needs	The level of fulfillment of student information needs	Calculated based on the fulfillment of the number of student information	1. Very Low (1 type) 2. Low (2 – 3 types) 3. Height (4 - 5 types) 4. Very High (>5 types)

Results

Mataram Open University in carrying out its functions and roles as one of the UT units until this research was carried out had a total of 2,230 students consisting of 1,291 (S1 PGSD and S1 PGPAUD Programs) and 939 (Diploma and Bachelor Programs). UT Mataram students in pursuing higher education at UT have used ICT media, specifically to find and share information with fellow students. One of the ICT media used is a smartphone, which currently with various advantages is able to facilitate users to access and disseminate information. this is supported by more and more applications being developed to make it easier for smartphone users. One of the applications developed and widely used is WhatsApp.

The WhatsApp application has been widely used among UT Mataram students. Students use this application to form learning communities and share information among members. Until the time of this research, there were 30 student community groups with 1,178 members (52.83%). Respondents in this study were UT Mataram students as respondents who registered in the period 2019.1. The characteristics of the students studied included gender, age of respondents, occupation of respondents, ownership of communication information technology, and the most sought-after information

Table 6. Distribution of respondents according to the characteristics of Open University students (X1)

	Student Characteristics	Amount	Percentage (%)
Gender	Man	100	33.9
	Woman	195	66.1
Age:	Young(< 20 years)	11	3.7
	Adult(21 - 35)	197	66.8
	Old(>35 years old)	87	29.5
Work:	entrepreneur	16	5.4
	civil servant	60	20.3
	TNI/POLRI	15	5.1
	Private sector employee	18	6.1
	Farmer	1	0.3
	Fisherman	124	42.0

	Student	61	20.7
	Other: …..		
Information technology ownership:	Very Low (1 type)	78	26.8
	Low (2 – 3 types)	90	27.1
	Height (4 - 5 types)	135	45.8
	Very High (>5 types)	1	0.3
Most searched information	Registration	57	19.3
	Tutorials	125	42.4
	Exam	30	10.2
	Score	78	26.4
	Graduation	5	1.7

Based on table 6. above, it is known that the majority of UT Mataram students are women, as many as 195 people (66.1%). This shows that the level of women's awareness of the importance of education is already high. Understanding and thinking about positions and roles have begun to change. People no longer think that girls don't need schooling to a higher level because in the end they will only take care of the household and the husband will work. This also shows that there has been an awareness of parents about equal rights and obligations in educating their children. Parents no longer distinguish between their children's educational rights. This is indicated by the increasing number of girls who are receiving education up to the university level.

The age of the respondents in this study were mostly adults (21-35 years) as many as 197 people (66.8%) and 87 people (29.5%). Meanwhile, in terms of occupation, most of the respondents answered that they were students, as many as 124 people (42.0%). This shows that UT students are currently dominated by fresh graduates and productive age. There is a paradigm shift regarding UT students who used to be dominated by old people, especially elementary and kindergarten teachers. The emergence of public awareness and needs, especially among fresh graduates and workers about increasing competence to a higher level that can be done without having to leave work through UT.

The majority of respondents' ownership of information technology is high (4-5 types) as many as 135 people (45.8%). This shows that the economic level of the respondents who are pursuing higher education at UT is quite good and has the ability to access and disseminate information which is quite high. This also means that some respondents already understand and understand the importance of the existence of information technology in life, especially in pursuing higher education at UT which implements the distance higher education system. The most sought-after information by respondents during their higher education at UT was information about tutorials, as many as 125 people (42.4%).

Table 7. Motives for Seeking Information through the WhatsApp Social Media Community (X2)

Motives for seeking information		Amount	Percentage (%)
Amount of Information sought:	Very Low (1 type)	2	0.7
	Low (2 – 3 types)	20	6.8
	Height (4 - 5 types)	176	59.7
	Very High (>5 types)	97	32.9

Table 7 the above shows that most of the respondents have a high motivation for seeking information (4-5 types) as many as 176 people (59.7) and very high (>5 types) as many as 97 people (32.9%). This shows that most of the respondents already have a high awareness of the importance of being active in seeking information both administratively and academically during their higher education at UT. The high motive for seeking information is supported by the high number of ICT media owned by respondents. This can be understood because the higher the level of ownership of ICT media, the higher the level of interaction of respondents with various sources of information.

Table 8. WhatsApp Social Media community usage patterns (X3)

Patterns of using WhatsApp social media communication		Amount	Percentage (%)
Number of days	Very Low (1 day)	1	0.3
	Low (2 – 3 days)	27	9.2
	High (4 - 5 days)	151	51.2
	Very High (>5 days)	116	39.3
Number of visits	Very Low (1 time)	4	1.4
	Low (2 – 3 times)	30	10.2
	Height (4 - 5 times)	157	53.2
	Very High (>5 times)	104	35.3
Total visit time:	Very Low (1 – 2 minutes)	4	1.4
	Low (3 - 5 minutes)	30	10.2
	High (5 – 10 minutes)	157	53.2
	Very High (>10 minutes)	104	35.3

The pattern of using the WhatsApp social media community by respondents is classified as medium and high. This is in accordance with the data presented in table 11 where the frequency of respondents' visits to the WhatsApp social media community mostly answered medium and high. Respondent visits every week were dominated by high (4-5 days) as many as 151 people (51.2%) and very high (> days) as many as 116 people (39.3%), the number of visits was high (4-5 times) as many as 157 people (53.2%) and very high (>5 times) as many as 104 people (35.3%), and the number of visits high (5 – 10 minutes) as many as 157 people (53.2%) and very high (> 10 minutes) as many as 104 people (35.3%). This shows that the level of information need, awareness of the importance of community during higher education, and respondent interaction are quite high.

Table 9. Information Needs Fulfillment Rate (Y)

Information Needs Fulfillment Rate		Amount	Percentage (%)
Fulfillment Rate	Very Low (1 type)	2	0.7
	Low (2 – 3 types)	16	5.4
	Height (4 - 5 types)	136	46.1
	Very High (>5 types)	141	47.8

The results of the study in the table 9above shows that most of the respondents answered the level of fulfillment of information needs is very high (> 5 types) as many as 141 people (47.8%) and high (4 - 5 types) as many as 136 people (46.1%). respondents in the WhatsApp social media community during their higher education at UT have been fulfilled. Respondents feel satisfied and comfortable with the existence of the community. This is what causes respondents to voluntarily join and share information in the community.

Table 10. Correlation coefficient value between characteristics respondent with WhatsApp Social Media Community Usage Pattern

	WhatsApp Social Media Community Usage Pattern		
Respondent Characteristics	Number of days	Number of Visits	Total Visit Time
Gender	0.033	0.048	0.068
Age	0.032	0.056	0.060
Work	0.012	-0.008	-0.003
ICT Ownership	0.153**	0.153**	0.168**
Most searched information	-0.182**	-0.118**	-0.125**

**correlation coefficient value is significant at =0.01

Based on the test results between the characteristics of the respondents and the pattern of using the WhatsApp community in table 10, it can be stated that the first hypothesis cannot be accepted or

rejected, that is, there is no real and positive relationship between the characteristics of the respondents, which do not have a real and positive relationship with the pattern of using the WhatsApp community.

Table 11. The value of the correlation coefficient between the Searching Motive and WhatsApp Social Media Community Usage Pattern

Motives for seeking information	WhatsApp Social Media Community Usage Pattern		
	Number of days	Number of Visits	Total Visit Time
Motives for seeking information	0.484**	0.473**	0.506**

**correlation coefficient value is significant at =0.01

Based on the test results presented in table 11, it shows that there is a real and positive relationship between the motive for seeking information and the pattern of using the WhatsApp community. This shows that the second hypothesis In this study it was accepted, that there was a real and positive relationship between the motive for seeking information and having a real relationship with the pattern of using the WhatsApp social media community.

Table 12. Correlation coefficient value between WhatsApp social media usage patterns and Information Fulfillment Level

WhatsApp Social Media Community Usage Pattern	Information Compliance Rate
Number of days	0.584**
Number of visits	0.572**
Total Visit Time	0.582**

**correlation coefficient value is significant at =0.01

The real and positive relationship that occurs between the pattern of using WhatsApp social media and the level of information fulfillment shows that the third hypothesis in this study is accepted, namely that there is a real and positive relationship between the pattern of using the WhatsApp community that has a real relationship with the level of information fulfillment.

Conclusion

The conclusions from the results of the research on the pattern of using the WhatsApp community of Mataram Open University students are as follows; 1) The frequency and time used by respondents in seeking information in the WhatsApp community is high. The types of information most sought by respondents were tutorials and grades. ICT ownership factors and motives for seeking information have a very significant relationship with the pattern of use of the WhatsApp community, while the factors of gender, age, occupation and the most sought-after information do not have a significant relationship; 2) The level of fulfillment of student information needs through the WhatsApp community is high. WhatsApp community usage pattern factors such as number of days of visits, number of visits.

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