

## **The Effectiveness of Social Media Facebook IAIN Parepare in Providing Information to Prospective New Students at Sman 3 Parepare**

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### **Abstract**

*Social media is online media that makes it easy for audiences to provide and get information, now social media has many platforms such as Facebook. Facebook has many users who can update daily and others. The purpose of this study was to determine the effectiveness of IAIN Parepare's Facebook social media in providing information to prospective new students at SMAN 3 Parepare by covering three indicators namely frequency or intensity, duration, and activity. The method used in this research is descriptive quantitative research instrument in the form of a questionnaire given to 55 research samples (respondents) 3rd grade students of SMAN 3 Parepare. The results of this study indicate the ineffectiveness of IAIN Parepare's Facebook social media in providing information for several reasons, one of which is not using Facebook to find information regarding prospective new students. It can be concluded in this study that IAIN Parepare Facebook is not effective in providing information to prospective new students at SMAN 3 Parepare.*

**Keywords:** *effectiveness; Facebook social media; providing information.*

### **INTRODUCTION**

Communication is an activity that humans do every day. Etymologically, the word communication comes from the Latin "communicare" which means to convey. Communication is the delivery of information from the communicator to the communicant. Media is a tool or everything that is used to convey messages or information. Along with the development of technology, there are various kinds of communication in the media, in this discussion the more basic discussion is related to social media. The presence of social media brings many changes in human life, technology makes the work of many people easier. Social media or also called online media is a communication that becomes an interactive dialogue. There are many types of popular social media sites, for example, Twitter, Facebook, Instagram to YouTube.

This research focuses on the type of social media, namely Facebook. Currently, there are several opinions about social media that have a negative impact on society

because of some negative posts that affect the minds of children who currently use Facebook. If you look at Facebook, it is in great demand by many people, both among children, teenagers, and adults. However, Facebook can have a positive impact in getting or looking for the information needed. People also use Facebook more often as an online promotion medium because of its wide reach so that people can contribute or participate so that what is conveyed on a Facebook account can be well received by other people.

This study wants to see how effective Facebook users are in conveying information so that this study is entitled "Effectiveness of Social Media Facebook IAIN Parepare in Providing Information to Prospective New Students in SMAN 3 Parepare".

Based on the above background, the formulation of the problem from this research is what percentage of the effectiveness of social media facebook IAIN Parepare in conveying information to prospective new students at SMAN 3 Parepare. By looking at the 3 indicators, it is formulated namely what percentage of the frequency limit, what is the duration limit, what percentage of IAIN Parepare's Facebook social media activity in providing information to prospective new students at SMAN 3 Parepare.

In this study, choosing media theory or media ecology theory is a study of how media and communication processes affect human perceptions, feelings, emotions, and technological values that affect communication through new technologies. This theory focuses or centers on the principles that society cannot be separated from the influence of technology because technology will be the center of public attention. In the perception of this theory, it is the medium that influences our consciousness, not the message. The message does not form the medium, but on the contrary it is the medium that forms the message. That is, electronic media has radically changed society. Now society is very dependent on technology that uses media.

## **RESEARCH METHODS**

In this study using a quantitative approach because this research was carried out by relying on research instruments in the form of a questionnaire so that the results were in the form of mathematical numbers such as (%) or analyzed using statistics. This research belongs to the type of quantitative descriptive research because the results of this study are depictions using numbers.

There are two data collection techniques in this study, namely primary data and secondary data. The primary data are; In this study using data collection techniques in the form of closed and open questionnaires. This questionnaire aims to determine the effectiveness of IAIN Parepare's Facebook social media in providing information to prospective new students. While the secondary data are; In this study the data related to

the total number of 3rd grade students and the number in the class to determine the number of population and samples to be studied so that the data collected was correct and from the school itself.

The population is the whole of the research subject, while the sample is part of the population. The population is the total number of units or individuals whose characteristics will be studied, and the unit is called the unit of analysis, it can also be in the form of people, institutions, objects, etc. . (Djarwanto, 1994:420). While the sample is part of the population whose characteristics will be studied (Djarwanto, 1994:420). In this study, the population was 125 3rd grade students of SMAN 3 Parepare, therefore, to determine the research sample, the researcher used the Slovin formula. So the results obtained using the Slovin formula are 55 samples or 55 research respondents.

The research instrument used was a closed and open questionnaire. The closed questionnaire aims to find out the respondent's answers by giving the researcher's choice not based on the respondent's choice, while the open questionnaire aims to provide the respondent's own choice in filling out the answers to the questionnaire. After the respondent filled out the answers to the questionnaire given, the researcher continued to analyze the data using coding books, coding sheets and accumulative calculations. Furthermore, descriptive data analysis is to describe or describe the data in the form of these numbers.

## RESULTS AND DISCUSSION

### Results

<b>Variable</b>			
<b>No</b>	<b>Question Type</b>	<b>Unit</b>	<b>Pescentatio</b>
1.	Visit IAIN Parepare's Facebook social media	8	14,5%
2.	Accessing Iain Parepare's Facebook Social Media, Did You Get Information About New Student Registration	6	11%
3.	Participated In Disseminating Information Regarding New Student Registration On Iain Parepare's Facebook Social Media Account	15	27%
4.	Take Each Time You Access Iain Parepare's Facebook Social Media To Get Information More Than 10 Minute	17	31%
5.	Satisfied With The Information Provided By The Iain Parepare Facebook Social Media Account?	50	91%

**Total Sample : 55**

Based on the table above, it can be seen that the 3rd grade students of SMAN 3 Parepare who very often visit IAIN Parepare's Facebook social media are only 5.45% of which it is known that there are only 3 people. or 5 people. While the respondents who answered that they did not often visit IAIN Parepare's Facebook social media were 85.45% or 47 people. Based on this, it can be concluded that the students of SMAN 3 Parepare, most of them rarely visit the IAIN Parepare social media facebook.

Based on the table, it is known that there are 11% or 6 people who when accessing social media facebook IAIN Parepare get information about new student registration. On the other hand, respondents who did not get information about new student registration when accessing IAIN Parepare's Facebook social media were 89% or 49 people. It can be concluded that most of them did not find information regarding the registration of new students on IAIN Parepare's Facebook social media.

Based on the table, it can be seen that there are only 2% of students of SMAN 3 Parepare who often participate in disseminating information related to new student registration on the IAIN Parepare Facebook social media account. The respondents who sometimes participate are 25% or 14 people. Meanwhile, there were 73% or 40 students who never participated in disseminating information. It can be concluded that most of them have never participated in disseminating information regarding new student registration on the IAIN Parepare Facebook social media account.

Based on table 4 above, it can be seen that students of SMAN 3 Parepare in accessing social media Facebook IAIN Parepare to get information for less than 10 minutes as many as 69% or 38 people. Respondents who access for 11 to 20 minutes as many as 22% or 12 percent. As for respondents who access for more than 20 minutes as many as 9% or 5 people. So it can be concluded that most students access social media Facebook IAIN Parepare to be able to get information for less than 10 minutes.

Based on table 5 above, it can be seen that the students of SMAN 3 Parepare who were very satisfied with the information provided by the IAIN Parepare Facebook social media account were 7% or 4 people. Respondents who are satisfied with the information are 84% or 46 people, while students who are not satisfied with the information provided are 9% or 5 people. So it can be concluded that most students are satisfied but have not met the target set by the researcher on the information provided by the IAIN Parepare facebook social media account.

## **Discussion**

According to Crish Garrett, social media is a tool, service and communication that facilitates the relationship between people and each other and has many fans, including teenagers, even minors who already have social media accounts provide personal social media accounts. The emergence of various kinds of social media has a direct influence, either positive or negative.

The focus of the discussion in this research is social media facebook, whether Facebook IAIN Parepare is effective in conveying information to prospective new students. Although Facebook is very popular, it is not necessarily used as a medium of educative information. In this discussion there are 3 indicators that will be discussed, namely; frequency or intensity of social media, duration, and social media activity. And one of the social media used in this research is facebook social media. The frequency of social media facebook IAIN Parepare in providing information to prospective new students at SMAN 3 Parepare.

Based on the results of the overall analysis, social media is an online media that users can easily communicate, share with each other and create content that is not limited by space and time. Social media makes it easier for users to get information and provide information to the public or the wider community. One of the social media is Facebook, which is the social media that has the most users with more than 2.85 billion monthly active users of the application.

The Facebook application certainly has advantages that are favored by many users, as for the advantages as follows:

Easy to use

One of the advantages of Facebook is that it is easy to use, Facebook makes it easy for users to use it. Not infrequently people do not use Facebook either among children to adults. Although it can be said that currently Facebook is no longer in the spotlight of some teenagers because they consider Facebook to be a place for delivering the latest things, meaning that the information they seek takes a long time so that they are lazy to use Facebook.

### Business place

The next advantage of having a Facebook account is as a place of business. Facebook, which has many users, can be a place for starting a business, for example a promotion or other place. Facebook is used by users to upload their products or goods to get responses from other users. They even created a grub on Facebook so that it can be used as a forum for business users to sell their sales. Some people just create a facebook account to start a business but some of them use a facebook account to find the latest information whether it's business information or other information so users have to spend

- lot of time to be able to sort out correct and factual information.

- Games (game features available)

Facebook is now doing many innovations to make it easier for users to access Facebook, one of which is the game available on the Facebook application. If some of Facebook's users use Facebook to find information or places of business, on Facebook there are also many people who log in or log into Facebook to play the games provided. Especially for children or maybe it is intended for children, judging from the majority of them under age have used Facebook.

### Accessibility

The number of Facebook users can prove that Facebook is easy to use. Now with smartphones, Facebook users can access Facebook anywhere and anytime. Also presented is an application which is also a Facebook application, namely Facebook Lite. The difference could be due to some of the shortcomings of Facebook Lite which the original Facebook does not have, depending on the comfort of the user using it.

### User

As explained above, that the Facebook application has a lot of users from various circles such as children, young to old. Users are not compared to other platforms such as Instagram. Facebook has many users even though it is famous for previous social media, but Facebook always updates their features so that they are not outdated compared to other social media. Apart from the advantages of the Facebook application, the disadvantages are as follows:

- a. Reducing one's productivity. When using Facebook for a long time without any control, productivity will decrease and users continue to have fun using Facebook.
- b. Very addictive. It's not like drugs, Facebook is also made addictively where users need to control the time, turn off notifications so they don't open Facebook often. It is undeniable that the content presented is related to the user so that users will continue to see it.
- c. Negligent in schoolwork. Because the productivity of facebook decreases, many students are negligent in their assignments and prefer to play with Facebook. Facebook has a variety of information both entertainment and educational. This can affect children who have not been able to distinguish between important and less important.
- d. Feeling insecure. There are many posts of someone that can reduce their self-confidence. The perfection of a person's photo makes users sometimes feel insecure. And as for posts that are offensive so that those who feel insecure can corner themselves.
- e. The spread of hoaxes that are too easy. There are also those who use Facebook as a crime, such as spreading hoaxes. If users find information that is highly desirable, they should look for the source because. Facebook is also often used to spread bad news and unfounded hoaxes. Users need to be vigilant so that they do not get the wrong information so that unwanted things occur such as noise, division, and social conflict.

There are many advantages and disadvantages of Facebook social media, but it depends on the person who uses it. Facebook today, although many users do not mean everyone is a Facebook user. Social media is not only Facebook but there are so many other online media that can be used to convey information.

From the explanation above, it can be concluded that Facebook is very effective if it is used as a place to find information and a place to share information. With the existence of Facebook social media, it can help agencies or others in providing information such as IAIN Parepare's Facebook which is intended for the wider community to know and get information related to the IAIN Parepare Tosca green campus.

Based on the research instrument used in the form of a questionnaire at SMAN 3 Parepare, grade 3 students as well as prospective students who are the population and sample, most of them do not often or never open IAIN Parepare facebook to find information related to the registration of prospective new students. This means that students open IAIN Parepare's facebook when they want to find out the information they want and judging by some of their responses that they never visit the facebook account because they don't have facebook.

Based on the results of quantitative data analysis with the question "Do you often visit IAIN Parepare's facebook social media" students who answered very often visited IAIN Parepare's facebook social media account, namely 5.45% or 3 people, students who answered frequently were 9.1% or totaling 5 people, while students who answered 47% amounted to 85.45% or totaled 47 people. So, it can be concluded that the lack of prospective students looking for information on the IAIN Parepare Facebook social media account is because they do not use Facebook. So that IAIN Parepare's facebook is not effective among students or prospective students to get information related to new student registration at SMAN 3 Parepare in terms of some of them who do not use facebook.

Duration of social media facebook IAIN Parepare in providing information to prospective new students at SMAN 3 Parepare There are many social media that people use to find information, if Facebook is not effectively used as a delivery of information among students, they may only use Facebook to find out whether the information is true or not. Successful information is conveyed not only when the user understands the meaning of the information but also looks for more details of the information. Facebook was opened to search for entertainment content, it doesn't feel like the time is spent, but what about the information sought for education? Facebook does make it easier to find information but Facebook can provide less accurate information so it takes a long time to dig up that information.

Based on the results of quantitative data analysis, it is said that the length of time respondents open Facebook IAIN Parepare social media in providing information to prospective new students at SMAN 3 Parepare, the longer they open the Facebook account, the more effective Facebook social media is in conveying information. Based on the research instrument in the form of a questionnaire with the question "How long does it take each time you access IAIN Parepare's Facebook social media to get information?" Respondents answered that in less than 10 minutes they accessed IAIN Parepare's Facebook social media which was 69% or as many as 38 people, respondents who answered 11 to 20 minutes they



visited IAIN Parepare's Facebook social media, which was 22% or as many as 12 people. While there are 9% or as many as 5 people who answer more than 20 minutes.

Based on the results of quantitative data analysis, it is said that no matter how short the respondents access IAIN Parepare's Facebook social media, if they are accessing, getting information about new student registration, the content of Facebook in conveying information is said to be effective. The research instrument used by the researcher was in the form of a questionnaire in which the question was "Did you get information about new student registration while accessing IAIN Parepare's facebook social media?" Respondents who answered yes received information while accessing IAIN Parepare's facebook social media, namely 11% or as many as 6 people. As for those who did not get information, namely 89% or as many as 49 people.

So, it can be concluded that respondents who are prospective new students, many students access and do not get information regarding the registration of prospective new students on the social media accounts of IAIN Parepare. It can be said that the information provided to students is not understood, so that respondents are not satisfied with getting information and the time they spend looking for information is only less than 10 minutes because respondents do not seek further and detailed information regarding new student registration.

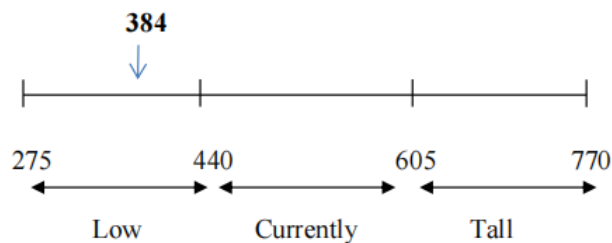
IAIN Parepare social media facebook activity in providing information to prospective students to prospective new students at SMAN 3 Parepare Based on media theory (medium theory) or media ecology theory is a study of how media and communication processes affect human perceptions, feelings, emotions, and technological values that affect communication through new technologies. Effectiveness will be successful if the goals that have been set are successful in supporting a predetermined goal. The high effectiveness is seen from how high the results approach the desired goal. Social media in addition to a wide reach in various parts of the world, social media is also an alternative in providing solutions faced by getting support from people. However, social media is often neglected if the message conveyed is less attractive. Social media, especially Facebook, can affect users who use it, for example, when using Facebook, the thing you want to look for is information regarding prospective new students, among the many information on social media, only those that are selected are selected. most interesting. So the effectiveness of an information is when the intended audience is interested and participates and digs deeper into the information.

Based on quantitative data analysis, it is said that social media, especially Facebook social media, is said to be effective if there is openness, participation or conversation by respondents on IAIN Parepare's Facebook social media. Due to the activity of the respondent, it means that the information conveyed has succeeded in influencing the respondent so that it participates, there are positive comments that make a good image, and expressions both in the form of questions and statements.

Based on a research instrument that uses a questionnaire with the question "Have you ever participated in disseminating information regarding new student registration on IAIN Parepare's Facebook social media account?" respondents who answered often participated in disseminating information related to new student registration by 2% or as many as 1 person. The respondents who answered sometimes participated by 25% and respondents who answered never participated in disseminating information related to new student registration by 73% or as many as 40 people.

Regarding the second question "Are you satisfied with the information provided by the IAIN Parepare social media facebook account?" respondents who answered satisfied with the information provided were 7% or as many as 4 people, respondents who answered satisfied were 84% or 46 people and respondents who answered that they were not satisfied with the information provided by the IAIN Parepare Facebook social media account by 9% or as many as 5 people. scheme

**scheme**



Based on the above scheme, it can be seen that the lowest value is 275 to 439 while the highest value is from 605-770. in this study, based on the calculation of the coding sheet with a total score of 384. the location of the number is in the low category, so it is said that in this study the effectiveness of social media facebook IAIN Parepare in providing information to prospective new students at SMAN 3 Parepare is in the LOW category . This means that according to prospective students from SMAN 3 Parepare that they do not use Facebook to find information about IAIN Parepare.

So it can be concluded that the low effectiveness of IAIN Parepare's Facebook social media in providing information to prospective new students at SMAN 3 Parepare is due to the lack of prospective students using Facebook as a medium for seeking information related to new student registration and information that is not innovative so that it does not become the center of attention of candidates. new student at SMAN 3 Parepare. In addition, some prospective students argue that the information is lacking, which means that the information on Facebook regarding prospective new students on the IAIN Parepare Facebook social media account has not been maximized.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

Based on this research, it can be concluded that the effectiveness of IAIN Parepare's Facebook social media in providing information to prospective new students at SMAN Parepare is said to be less effective. Because many of the respondents who became the research sample did not use Facebook to find information about IAIN Parepare but on other social media accounts. Besides that, there are some who use Facebook, but did not find any information related to new student registration because the time respondents spent searching for information was only less than 10 minutes while the information on IAIN Parepare's social media accounts had a lot of information. Then even though the respondents occasionally visit the IAIN Parepare social media facebook account, the respondents are satisfied with the information submitted regarding the IAIN Parepare campus.

### **Recommendations**

It is hoped that this research can help agencies in providing information on social media so that they pay attention to how audiences or users use social media to be interested in the information provided.

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