

## OPTIMIZING THE USE OF SOCIAL MEDIA AS A SOURCE OF INFORMATION AND COMMUNICATION

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### Abstract

*The ease of accessing information in this 4.0 reformation era has become indispensable, because the high number of active social media users in Indonesia continues to soar. Publication in the mass media is very important, because all series of activities can be accessed very easily by users and will reflect good quality in the eyes of the community, this is the basis for the creation of official social media partners of English Education Department of UIN Alauddin Makassar. On the other hand, there are still obstacles when wanting to access information, both distance, time, and energy barriers. Especially for students, optimizing social media is a solution because it can make it easier to access and get information or news. This was welcomed by English Education partners and students in this service activity. With the existence of social media as a medium of communication and a means of obtaining information in the English Education Department, it can make it easier for users to find information and can find out the developments in the English Education study program. As for the method of implementing this service, there are several stages such as interview with partners, surveys of students, preparation, and socialization. It is hoped that the optimization of social media will continue to be improved to be applied to various other types of social media applications, so that the English Education Department of UIN Alauddin Makassar can be known by many people with a good image and this social media as a forum for making achievements.*

**Keywords:** Information, Communication, Ease, Social Media Optimization



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### INTRODUCTION

English Education Department study program is part of the scope of the Faculty of Tarbiyah and Teacher Training which has an address on Jl. H. M. Yasin Limpo No.36 Romangpolong Kec. Sombaopu Kab. Gowa South Sulawesi. Formerly named Tadris English Education then changed on July 16, 2002. Based on BAN-PT Decree/ 0670/SK/BAN-PT/Akred/S/VI/2016. became the English Education Department until now. There are 18 permanent lecturers with S-2 and S-3

education and 6 lecturers, both permanent non-civil servant lecturers and contract lecturers, who have a Master's degree in English Education.

Currently, English Education Department of UIN Alauddin Makassar continues to develop and optimize the development of technology and information to make it easier for students to access information directly from the official social media accounts of the English Education Department.

Social Media often referred to as media social is a digital platform that facilitates users to communicate with each other or share content in the form of writing, photos, and videos and is a digital platform that provides facilities to carry out social activities for each user (Nimda, 2012). Social media plays a very important role in everyday life in the current era of technological development and we cannot deny being able to escape from the grip of technology because of the development and easy access to information, it can also eliminate barriers to communication for people who want to establish friendship with others. With social media, we can easily search for information about any subject and object and from anywhere. Therefore, the English Education Department has an official social media account to increase student interest in being able to utilize and optimize social media as a means of providing information and communication on various digital platforms that can be accessed via the internet such as Instagram, Facebook and Website.

Facebook is the number 1 social media most accessed by Indonesians (Ridho Azalam Ambo Asse, 2018). Facebook is a social networking site that has services for users to post photos, post information, post comments and share interesting content (Barokah et al, 2021). The purpose of this Facebook account is to publish information in the English Education Department.

Instagram is a social media application that allows users to take photos, apply digital filters (giving effects to photos), and share them (Michell Wifalin, 2016). In terms of information dissemination, it is found that Instagram users are more than Facebook users, especially for English Education Students, therefore the purpose of making this Instagram as an alternative as well as a provider of information and a means of communication in the English Education Department.

Website is all web pages contained in a domain that contains information (Yuhefizar, 2013). In the 4.0 era, the existence of a website is one of the leading steps that will improve and show a trusted image in the eyes of the community, making it easier for students and lecturers to get information. By always updating the website, it can create an integrated academic information system and later can help and promote the English Education Department.

With the social media of the English Education study program, it can optimize information, disseminate activities in the department, and to help students know the developments in the study program and publish achievements that will improve the accreditation of the department.

## **METHOD**

As for the method of implementing this service activity, there are several stages that have been done including, interviews with partners regarding the types of social media needed and information to be shared, conducting direct surveys on students regarding the types of social media commonly used, preparing accounts

and socializing to disseminate social media accounts of the English Education study program.

## **FINDINGS AND DISCUSSION**

The results of this implementation show that users have started following the official account of the English Language Education study program and participants are also increasingly aware of the positive benefits of the official account. In general, the service process carried out has several stages including the following:

### **Interview Stage**

At this stage, interviews were conducted with partners, namely head and secretary of the English Education department. The results of this identification are to produce several problems related to the English Education study program in disseminating information. As shown in figure 1, the interview process with partners.



Figure 1. Interview with Partner

### **Survey Stage**

After conducting interviews with partners, the next activity is to survey students regarding the types of social media that are commonly used. Based on the results of the survey that has been conducted with partners, the results show that social media that are commonly used are Instagram, Facebook, and Website.

### **Preparation Stage**

After conducting interviews and survey, the next activity is to make preparations for making social media accounts for the English Education study program. As for this stage, what is done is as follows:

#### *Determining Account Name*

After interviewing with partners and surveying students regarding social media accounts to be used, the results obtained for using the official name as an English Education Department account, users can find out the latest news/activity information uploaded by the English Education Department that can be accessed by users.



Figure 2. Coordination with the Secretary of the English Education Department

In Figure 2 there is a form of coordination regarding the logo name and information to be shared. Given the high number of active social media users in Indonesia and following the guidance of the times along with the demand for information. In the future, technology like this will play an important role, especially in optimizing the use of social media, so that students will always know the development of information about the English Education Department.

#### *Determining Logo*

After coordinating with the secretary of the department, we will then determine the logo that will be used as the basic symbol of the social media accounts both Instagram, Facebook, and Website.

Figure 3 and 4 show the profile page of the Education study program's Facebook and Instagram social media accounts that store data, information, photos and videos related to the study program. Where all visiting social media users can access as well as see and get information related to the study program and it is hoped that all workers, lecturers, and students can follow these media accounts to find out the latest information about the English Education Department.



Figure 3. Facebook homepage

Figure 3 is the front page of the English Education Study Program Facebook page. On this initial page, users can find out information on the latest news or activities as a form of application that can be accessed through the profile page. There is also a logo and information about the study program.



Figure 4. Instagram homepage

Instagram social media was chosen because it is one of the most widely used platforms in Indonesia and prioritizes the display of images and videos so that it is suitable for use as information media. Some English Education Department students do not have Facebook accounts, therefore Instagram is very suitable for millennials and it is easy to get information without any barriers to accessing information.

### **Socializing Stage**

After creating the account, the next activity is to socialize the accounts to students and lecturers of English Education study program. As for this stage, what is done is as follows:

*Share the name of the official Study Program account through WhatsApp group lecturers and students*

After the creation of the English Education Department social media accounts, the next step is to socialize to lecturers and students by distributing posters containing information on the names of official Facebook, Instagram and Website accounts through WhatsApp accounts.



Figure 5. Media social poster



Figure 6. Socialization in lecturer group

*Making x-banner in the department office*

We also made x-banner to be placed in front of department office so everybody who passed through the office can see the office the information.



Figure 7. X-banner in the department office

In order to be more optimal in socializing to all lecturers and students, the English Education study program has the initiative to make x-banners in the department office so that all students and lecturers as well as the academic community of the Faculty of Tarbiyah even within the scope of UIN Alauddin Makassar can find out by accessing information related to the English Education Department.



Figure 8. Socializing

Socialization is carried out by sharing the official Facebook and Instagram account names of the study program through the WhatsApp group of lecturers and students by providing an explanation of what social media is, types of social media applications, benefits and benefits that can be obtained from social media. Social media applications that are utilized as a means of training this time are social media types of Instagram, Facebook and Website.

In addition to being informed online, the English Education Department also conducted socialization to students directly which coincided with the Workshop activities held by the English Education Study Program.

## CONCLUSION

This community service activity was carried out well and achieved the target. This can be seen from the positive response from students, when socialization was held, both when sharing the official account name of the study program through the WhatsApp group of lecturers and students and during direct socialization. Students who previously claimed to miss information / news and had obstacles when they wanted to establish communication such as distance, time, cost, socio-cultural barriers, including gender and age barriers. With social media, we can easily search for information about any subject and object and from anywhere and after following the official English Education Department account, students become critical to improve their skills and make it easier for them to obtain information.

It is hoped that the English Education Department can continue to develop information, especially regarding scholarships, student exchanges, volunteers, study abroad and academic activities, and ask all students of the English Education



Department to follow the official account to make it easier to access and get information.

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