

Perilaku pencarian informasi melalui media daring di Lembaga Dakwah Kampus SALAM UI mengenai berita terkait isu-isu internasional = Information seeking behavior through online media in Islamic organization at Universitas Indonesia (SALAM UI) regarding news on international issues

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Abstrak

Di era informasi ini, setiap orang dapat dengan bebas menyebarkan informasi yang belum teruji kebenarannya. SALAM UI merupakan lembaga dakwah mahasiswa membutuhkan informasi yang teruji dan valid agar kegiatan dakwahnya berjalan lancar. Melihat fenomena tersebut, penelitian ini bertujuan untuk memahami mengenai kebutuhan informasi dan perilaku pencarian informasi melalui media daring di lembaga dakwah kampus SALAM UI terkait informasi dan berita mengenai isu-isu internasional. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Pengambilan data dilakukan dengan wawancara dan analisis dokumen. Model penelitian yang digunakan adalah model perilaku pencarian informasi Ellis dan dilanjutkan dengan hambatan yang diambil dari intervening variables pada model perilaku pencarian informasi Wilson.

Hasil penelitian menunjukkan kebutuhan informasi terkait dengan isu-isu internasional dilihat dari urgensi dan kawasan regional tempat isu tersebut terjadi. Terkait perilaku pencarian informasi semua tahapan dalam perilaku pencarian informasi Ellis dilakukan dan sumber informasi utama adalah portal berita daring yang diakses melalui web maupun aplikasi di smartphone dan dilakukan evaluasi kualitas informasi dalam organisasi melalui quality control. Hambatan yang ditemui antara lain hambatan individu, hambatan dalam organisasi dan hambatan sumber informasi yang cukup signifikan terkait keberpihakan media dan bagaimana membuat pemberitaan yang senetral mungkin. Beberapa hal yang disarankan terkait hambatan yang ditemukan antara lain pemberian job-desk yang efisien antar staf, bekerja sama dengan organisasi-organisasi kemanusiaan internasional, menjalin korespondensi dengan jurnalis lokal, serta menggunakan tools seperti google alerts dan RSS dalam proses pencarian. In this information age, everyone can distribute unproven information freely.

.....This has potential problem since it could lead people to be misinformed and disinformed. The phenomenon of misinformation and disinformation occurred in many different conditions, including student activities organization. SALAM UI is an Islamic student organization in Universitas Indonesia. One of the main activities of SALAM UI is to dawah (to increase the awareness and practice of Islam) in Universitas Indonesia. SALAM UI requires proven facts that is based on valid information for its dawah activities to run smoothly. Looking at the phenomenon, this study aims to understand the information needs and information seeking behavior through online media in SALAM UI regarding information and news on international issues. This research uses qualitative approach with case study method. Data collection is done by interview and document analysis. The research model used is the Ellis information seeking behavior model and followed by the identification of barriers in seeking information taken from the intervening variables on the Wilson information seeking behavior model.

The results show the need for information regarding international issues viewed from the urgency of the

issues and the regional region where the issue occurred. Regarding information seeking behavior in SALAM UI, all stages in Ellis's information seeking behavior are carried out and done quite well, while the main source of information is the online news portal accessed through the web as well as the application on the smartphone and they evaluate the quality of information within the organization through quality control. The obstacles that they encountered during information seeking including individual barriers, organizational barriers and significant information source barriers related to medias partiality and how to make their report regarding certain issues to be as neutral as possible. A few suggestions related to the barriers mentioned before include making an efficient job-desk delivery among staffs, working with international humanitarian organizations, establishing correspondence with local journalists, and using tools such as google alerts and RSS in the search process.