

USAGE OF THE FACEBOOK APPLICATION AMONG STUDENTS OF THE DIPLOMA IN INFORMATION TECHNOLOGY OF POLITEKNIK UNGKU OMAR

Azrul Junaidi B. Abd Aziz¹, Saharudin B. Selamat², Zalinda Bt. Ibrahim³

1(Jabatan Teknologi Maklumat & Komunikasi, Politeknik Ungku Omar, Malaysia)

2(Kolej Komuniti Jasin Melaka, Malaysia)

3(Jabatan Teknologi Maklumat & Komunikasi, Politeknik Ungku Omar, Malaysia)

ABSTRAK: *Internet Development and communication technology such as WEB 3.0 have impacted the development of a more dynamic and interactive application in our modern world today. Applications developed further enhanced the formation of the network community, social networking and online communication process. It's growing popularity since the existence of Facebook's social networks. Facebook is one of the earliest social media applications in its existence. Facebook Social Media has now become a daily use with other various applications for social relationships. The study aims to study Facebook usage among the Diploma in information technology. The objective of this study is to learn student frequency surfing Facebook and Facebook Apps that frequently used. The design of the study is a quantitative form whereby the instrument of survey shaped with a sample of 42 distributed to the students of the Diploma in Information Technology (network) in Politeknik Ungku Omar. The Data collected was analysed through the WEKA software. The findings of this study indicate that the majority of students are using Facebook for 3 hours a day. The most frequently used Facebook apps are related to information sharing and photo.*

KEYWORD: *Facebook, Social Media, computer literacy, Polytechnic*

1. INTRODUCTION

1.1 Background Review

Facebook is a popular social media that is often used by consumers. Facebook is the world's largest social network and is most popular with its number of users over 500 million people (Mat, 2011) [1]. The user of this social site is mainly made up of teenagers who are still in school. For the use of Facebook in Asia, Malaysia is the highest eighth country with 13.3 million active users registered on Facebook (online, 2013) and ranked four in Southeast Asia after Indonesia, the Philippines and Thailand in terms of consumer numbers Facebook (phone P, 2013) [2]. Facebook provides a new platform for users to socialise in a virtual environment using the Internet. Users can interact, change opinions, share interests, share-share pictures without any restrictions. The objective of this study is to find out how often students are browsing Facebook and what types of Apps are used on Facebook most frequently for diploma students in information and communications technology in Politeknik Ungku Omar. The study also aims to identify the frequency of Facebook usage among students. The design of the study is a quantitative survey using questionnaires as a research instrument.

1.2 Problem Statement

In May 2017, the total number of Internet users in the world was 4,422 million people (www.internetworldstats.com) [3], making the cyber world as a place of gathering, socialising, and forming groups based on their interests. Users enter this cyberspace for various purposes such as finding friends, education, fun and seeking support or assistance from online communities from time to time. In Malaysia, the most populous group of people using Facebook are those 18 – 24 years of age, which is 37% and followed by those 24 – 34 years of age, at

31 per cent. This data shows the students of a Diploma in polytechnic between 18 – 23 years old, including the most common groups using Facebook. Reportedly about 60,000 students aged between 12 to 18 years a in the country were detected to spend at least four hours a day surfing the internet, especially in Facebook's social pages (Mat, 2010) [1]. What about the trends of Facebook's usage hours among polytechnic students?

Too long browsing times will cause Facebook addiction. Addiction to Facebook cause students to be involved in problems such as wasting time, frequent cheating, stealing, anti-social and turn to be a liar if their desire cannot be fulfilled.

According to Brandtzæg and Heim (2009) [4], the reason for using social media is to find a new relationship (31%), in relation to friends and close contact (21%), socializing like sharing experience (14%) and social support (14%), obtaining information (10%) and discussed a topic (6.5%). According to Joinson (2008)[5], the involvement of fellow social site users consists of nine ways, which is to view photos, tagged on photos, labelling photos, new applications used by friends, manage and participate in the Council, receive requests for friends, see Other users ' statuses, search for users with specific features using the search engine, and join the group (group). This shows that a lack of studies regarding Facebook usage among polytechnic students. Based on the above statement, then one study on the frequency of using Facebook and Facebook Apps is most commonly used among the Diploma in information technology students.

1.3 Objectives

1.3.1 Identify application in Facebook that students in Information Communication and Technology Department, Polytechnic Ungku Omar often use.

1.3.2 Identify the frequency of Facebook usage among Information Communication and Technology Department student in Polytechnic Ungku Omar.

Important of Study

1.4 Facebook is a social media that is a choice, especially for the young generation to do their social activities. This study is expected to help relevant parties in Student affairs to know the Internet activities often use by students. By using this data, promotion and activities can be implemented through frequently used social media for the students, so that the activities are carried out among students.

1.5 Limitation of studies

1.5.1 This study is limited to the Diploma in information technology students, Ungku Omar Polytechnic. Therefore, questionnaires were distributed only among students from Diploma in information technology and involving students from other programmes.

1.5.2 This study focus on the Facebook app reviewed an application often used by Facebook users

1.6 Scope of study

This study only focuses on Diploma in information technology students, Ungku Omar Polytechnic. Students are made up of semester two students.

2. LITERATURE REVIEW

Social Media is an Internet technology that justifies the use of, communicating and interacting to share and exchange information (Tapuhi, 2013) [6]. Social Media include a Facebook, blog, Twitter, email groups and instant messaging, encompasses text, photographs, image, video or audio files, (Tapuhi, 2013) [6]. According to Ismail Ahmad (2014) [7], The average day of 3.2 billion users like to comment and create likes on Facebook makes this number seen as Facebook is a high social media of its use around the world.

1.3 Facebook

Facebook was introduced in 2004 by Mark Zuckerberg, a university student at Harvard. Today, the number of registered users grows from time to time, reaching 124 million users by 2008, Bumgarner (2007) [8]. Until 2016, Facebook users registered on Facebook were 18 million users, with at least 13 million active users daily (Kosnon, 2016) [9].

1.4 Aplikasi Facebook

This Facebook app was developed by third parties aiming to improve the user experience when using Facebook. Based on the review on the Facebook website, <http://www.facebook.com> most basic apps are News Feed, Messages, Events, Saved, Games, Pokes, and Photo.

Table 1: Information about the Facebook app

Application	Description
<i>Feed</i>	<i>News Feed is a list of activities on the middle User's Facebook Web page. News Feed includes update status, pictures, videos, links, app activities, and like from Facebook users.</i>
<i>Messages</i>	<i>Messages or orders. Facebook users can send messages to friends. On Facebook friend profiles, there is also a delivery function Message.</i>
<i>Events</i>	<i>Event is a function that gives users the convenience to Create encounters, respond to Facebook friend invitations.</i>
<i>Saved</i>	Users can save what they see on Facebook and can view them again like video links posted by friends, upcoming events or images.
<i>Games</i>	Developed by third parties. This application provides more functions to Users. Users can choose which games to add to the App Center.
<i>Pokes</i>	Users use this app to say hi or to Get noticed.
<i>Photo</i>	Add images in the form of cover photos, create albums or Put the image on the wall.

Source: <http://www.facebook.com>

According to Stroud (2016) [10], the Facebook app is an interactive software application developed to improve Facebook technology in expanding the social media application framework. The Facebook app incorporates Facebook's News Feed, Notifications and various social channels and other features to generate awareness and interest in applications by Facebook users.

The study found that young people were rigid users who spent a lot of time browsing the Facebook app (Mahmud & Omar, 2013) [11]. According to Sheldon (2008)[12], many students spend at least 47 minutes a day to surf and access Facebook. Mohd Effendi (2010) [1] In a study of Facebook usage among school students found that 38% of students would predominantly use Facebook pages 2 hours a day. According to Rideout, Foehr and Roberts (2010) [13], his studies found that 25% of those 8 – 18 year old will allocate almost an hour each time accessing the

social pages.

According to Boyd (1990)[14], social media users want to interact with all who may have an interest or can provide useful information. According to Lampe, Ellison, and Steinfield (2006) [15], the media's use was driven by motives for maintaining relationships through "social searching" and "social browsing". According to Joinson (2008) [5], two main functions in maintaining relationships are through supervisory function, to know any matters about acquaintances and long-time partners, and as social capital coaching that refers to On construction and retention of a bond with a companion or contact that is far away (in terms of location).

3. METHODOLOGY

This study applied the sampling methodology for a 42 respondent Diploma in Information Technology Students (network) of Ungku Omar Polytechnic. Questionnaires are used to discover the frequency of Facebook usage in a day and frequently used Facebook apps. Data has been analysed by using the Weka software, and the mean value and standard deviation of each item are identified.

4. RESULT AND DISCUSSION

The Data obtained is analysed using descriptive statistics. The Mean-shaped Data will be interpreted based on Mohd Najib's Interpretation (2003) shown in table 2 below.

Table 2: mean score Interpretation

Mean score	Mean Interpretation	Skor
1.00 - 1.50	Very Low	
1.51 - 2.50	Low	
2.51 - 3.50	Average	
3.51 - 4.50	High	
4.51 - 5.00	Very High	

Source: Mohamad Najib (2003)

First question Research

The first objective of the study is to find out the frequency of respondents browsing Facebook in a day.

Table 3: Number and percentage of respondent's frequency browsing Facebook

No	Item	Total	%
B1	Less than 3 hour	32	76.2
B2	4 – 5 hour	5	11.9
B3	6 hour and above	4	9.5

Table 3 shows the number and percentage of the respondent to surf Facebook in a day. As a result of the analysis, 76.2% (32 people respondents) browsing Facebook less than 3 hours, 11.9% (5 respondents) browsing Facebook 4 – 5 hours a day and 9.5% (4 respondents) browsing Facebook over 6 hours a day. A respondent did not answer the item. Second question Research

The second objective of the study was to know the Facebook applications used by students. Table 4 shows the mean score and standard deviation of the Facebook app that is often used by students. Based on the analysis, six

items are getting the high-level mean score. Three items are getting a low score, i.e. C5 item gets mean 2.38, item C6 gets the mean 2.00 and the item C4 gets min 1.93. Items – The item that gets the low min score is about Pages, Event and Group.

Table 4: Mean score and standard deviation for frequently used Facebook applications by students

No	Items	Mean	Deviation Standard
C1	Upload a picture	4.48	.671
C2	Create <i>Photo Album</i>	4.02	.749
C3	Changing <i>Cover Photo</i>	4.00	.765
C4	Create <i>Event</i>	1.93	.712
C5	Create <i>Group</i>	2.38	.936
C6	Manage <i>Pages</i>	2.00	1.036
C7	Attach a picture in a comment or Wall	4.40	.767
C8	Attach documents in Comment or Wall	3.98	.841
C9	Placing a link (Hyperlink) in a comment or Wall	3.93	.712

Based on the analysis conducted, the Facebook application associated with the image and typing skills recorded a high-level mean score, i.e. upload application (mean = 4.48), application to change Cover Photo (mean = 4.00) and application attach pictures in comments or Wall (min = 4.40).

5. DISCUSSION

Based on the results of the study, it is available that 76.2% of respondents allocated 3 hours a day to access Facebook. With the availability of Internet-connected gadgets, ease the Facebook page. It shows that Facebook has become a routine every time access to the Internet.

Based on the results of a study, the Facebook applications are related to the image followed by the comment app. Female users use social media applications to interact with friends, upload photos and update profiles on social sites. This is because, according to Bumgarner (2007) [8], Facebook users use Facebook for social activities. Normally, users see photos, read their profile with their friends and say it. Originally, Facebook was used as a medium for gossip or discussion. By using Facebook, people who are interested in an issue or gossip brings everything they need to discuss their subjects, from the picture to a list of their interests to the relationship status. Applications that are less interested in the respondent are the event and pages applications. Making the event is an application where users can invite Facebook friends to attend an activity or event. According to Miriam (2010)[16], app pages enable community figures, businesses, organisations and other entities to create a valid presence on Facebook. Facebook Pages can be viewed by everyone on the internet every user on Facebook, can connect to a fan and receive the latest info and get to communicate with them. According to Bumgarner (2007) [8], users use Facebook to learn how to contact someone, to allow other users to contact them if they need and to find their classmates for school work.

6. CONCLUSION

The study consisted of 42 respondents, Diploma in Information Technology and communication (ICT) Module for Networking. This research is focusing on the frequency of Facebook usage and Facebook apps that students are interested in. Based on research, respondents browse 3 hours a day Facebook page. The Facebook applications are related to the discussion of a topic of interest as well as photo and image sharing.

This study is expected to benefit researchers to know the activities of the students. Internet-oriented

scientific activities and using Facebook sites can be implemented in the future due to the active involvement of students in internet activities.

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