

Trends of Using Facebook and its Impact on The Work Productivity of Lecturers at Higher Education in the City of Jambi

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Abstract

This study aims to explore the information about the trend of using facebook and its impact on the work productivity of lecturers at higher education in the city of Jambi. This research was developed from various sources related to the facebook findings of Mark Elliot Zuckerberg at Harvard University since 2004. Data collection in this study was collected using the interview and literature review. Interviews were conducted directly with several sources, while literature review done through collecting journal regarding the research problems. The finding show that the lecturers from 14 higher education in the city of Jambi who have used facebook service because the reason not to say technology stutter (1.88%), spreading of issues and provocation (1.72%), looking for friends (1.43%), frank (1.30%), educational and work purposes (0.47%). This study proves that the using facebook has a contribution on the work productivity of lecturers at the fourteen higher educations in the city of Jambi.

Keywords: Facebook, work productivity of lecturers, higher education

1. Introduction

Since 2006 facebook has been a passionate media in Indonesia, because the Higher Education in the Ministry of Education Republic of Indonesia has built the network; Indonesia Higher Education & Research Network” (we abbreviated into Inherent). In 2008 inherent has connected to 203 higher education around Indonesia. The main goal of the developing Inherent was to improve the university access and quality in Indonesia through the useage of communication and information technology. By Inherent, the university directed at developing applications and digital teaching materials to be shared between higher education. Through video tele-conference, e-learning, blended learning, and digital learning like e-journal, e-book, recently also penetrated into other applications such as facebook. Facebook is different between Myspace and Friendster is designed to connect people, or lead social networking site. Facebook can share photograph as individuals, join groups of friends with one another, and personal information (Hew, 2011).

Previous studies related to use facebook in education focused more on the academic student. Researchers have yet to attempt to link the using facebook for lecturer’s work productivity. Kirschner & Karpinski for example, have found that facebook users reported having lower GPAs and spend fewer hours or weeks studying than nonusers (Kirschner, 2010). This study suggests, in agreement with Habes (Habes, 2018), that the using facebook should be noticed because it could affect academic activities and their results on the lecturer’s work productivity in the university. Some dominant factors associated with decreased work ability like productivity included “High home responsibilities (sole breadwinner, financial concerns, and raising children), poor working conditions (heat, poor work organization, and verbal abuse), and health concerns (high body mass index, sleep problems, and fatigue)” (Letvak, 2008)

There is not any research that relates the trend of using facebook for lecturer work productivity, nor is there any such research that encourages such a link as an essential part that has to be built by lecturer as a academician in the university. This is important because a lecturer in an educational institution, is responsible for developing students to expand the students’ capacity. The term lecturer’s work productivity refers to the involvement of lecturer inside of the university to initiate productivity of

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the university's work. Thus, work productivity is interpreted as an effort to encourage the lecturer to help the productivity of the university. The focus of the study is lecturer's work productivity concerning facebook use. The purpose of the study is to determine the contribution of the using facebook trend to lecturer's work productivity in the fourteen higher educations in the city of Jambi.

By the development of Information Technology (IT) through a very rapid educational information system today, it has been felt that it provides many conveniences in various aspects of education, as well as in the business aspect. In the context of education, the role of IT in various aspects of educational activities, for example, can be done through academic administration services, recruitment of new students, lecture contracts, tuition payments, e-learning, databases, electronic journals, portals and so on, so that they are easily accessible by the public needy parties. Such a service system, provides a wider scope for university which is no longer limited to 'person to person', but is more 'person to multimedia'. Thus, it can be understood that university is very important to implement an educational information system as a technology that focuses on setting up multimedia-based information systems with the use of computers. This is felt considering that multimedia-based information technology can meet the information needs of university very quickly, timely, relevantly, and accurately.

It is also stated that currently IT has become a basic need for every company, especially in carrying out all aspects of organizational activities. In the context of university, it is also necessary to use information systems based on IT or multimedia in order to grow university towards more professional services and no longer maintain old ways and management with conventional patterns, which are not only slow but also less accurate and impressed convoluted.

As a university, of course, we are faced with a number of administrative, academic, cultural, economic, student, service issues, information systems, recruitment of educators and education staff (lecturers/employees) and a number of other problems, including the use of Facebook among lecturers. Therefore, the leadership of university with an online education information system pattern is expected to synergize to develop education in a more professional, directed, fast and easy way for stakeholders and education users. However, the differences in the characteristics of IT users in higher education are also influenced by many factors, one of which is the behavioral aspect. This behavior is influenced by the user's perception of IT which is

theoretically described by IT development experts as users and its effect on computer use.

Based on the behavioral aspects of users which also influence perceptions and attitudes in accepting the use of IT, the implementation of this IT-based information system will face a number of obstacles, especially positive behavior of IT users and the possibility of technology stuttering. Seeing the increasingly widespread reality of the positive and negative impacts caused by this globalization process, the Indonesian nation is faced with various challenges on a global scale. The challenges of globalization not only cause the transformation of world civilization through the process of modernization, industrialization, and the information revolution, but also cause changes in the structure of life in various fields, both in the social, cultural, economic, political, and educational fields.

Along with the development of the world of education, business, information and so on, mastery of the internet is an obligation. We can use the internet to improve the quality of our education, work and business (Setyaningsih, tt.). In the word internet contained a word "net" which means connection. Therefore, the internet can be interpreted as a connection / relationship between personal computers (PCs) both in homes, companies and government institutions. In this sophisticated era, we are introduced to an unlimited information media which is often referred to as cyberspace, just like in real life, which has a lot of black and white, in cyberspace there are positive and negative sides.

The internet can provide information that is educational, positive and beneficial for the benefit of all human beings, if used properly and properly. However, the internet can also be used for evil and ugliness if used carelessly. All of this depends on the intention of the internet user himself (Setyaningsih, tt.).

There are so many services or facilities provided on the internet. We can access the information we need, send letters, communicate with friends, and even help us in sending files, pictures to movies. The internet as a means of communication, the internet provides various applications, one of which is facebook (Setyaningsih, tt.). Recently, the most popular and popular social networking site is facebook. Facebook is a social networking website where users can join communities such as cities, work, schools and regions to interact with other people. People can also add their friends, send messages, and update their personal profiles so that others can see about themselves (Setyaningsih, tt.).

The presence of facebook especially in higher education as a result of the development of "Inherent" is to improve the quality and access of higher education which aims to support "tri dharma" activities and

university management. In addition, it is expected that there will be the use of shared resources, both information resources, learning resources, computing resources, and human resources. However, the impact of the using facebook can also affect the tendency to decrease work productivity, especially lecturers in higher education due to the large number of accessing the internet like Facebook during working hours. Whereas the problem of productivity is an important problem for higher education.

The importance of work productivity includes many things, starting from productivity of worker, organizational productivity, capital productivity, customer satisfaction productivity, graduate productivity, financial productivity and scientific work productivity. In general, productivity is actually defined as the relationship between tangible and physical outputs and actual inputs. It is also defining productivity as the ratio between the totality of expenditure at a certain time divided by the totality of inputs during that period.

Facebook has more effect to the users. Kirschner & Karpinski stated that facebook users reported having lower GPAs and spend fewer hours or weeks studying than nonusers (Kirschner, 2010). Facebook is different between Myspace and Friendster is designed to connect people, or lead social networking site. Facebook can share photograph as individuals, join groups of friends with one another, and personal information (Hew, 2011). Indonesia, like more other facebook users like Malaysia, and many other countries has undergone by the facebook phenomenon (Ainin, 2015). Haq has noted that facebook statistic in 2011, people spend the time on facebook over 700 billion minutes per month, and members log in daily over 50 percent from more than 850 million active users (Haq, 2012). The using of facebook for lecturer or student could affect academic activities. the study indicated that the students more focus on facebook, which in negatively affect their results (Habes, 2018). But as actually has shown the positive outcome side (González, 2016).

However, facebook affects work productivity. Relating to work productivity, worker work deficiency has a negative contribution on work productivity (Lerner, 2003). Factors associated with decreased work ability like productivity included high home responsibilities (sole breadwinner, financial concerns, and raising children), poor working conditions (heat, poor work organization, and verbal abuse), and health concerns (high body mass index, sleep problems, and fatigue) (Letvak, 2008).

As we know, the academic communities chose many different ICT channels which enable communication between lecturers and students. Cloete was found that

two thirds of the students were satisfied with their lecturers being members of Facebook when they interviewed, while others find it awkward (Cloete, 2009).

2. Method

This study was conducted in fourteen higher educations in the city of Jambi by using a mixed-methods design. A quantitative method data was obtained using a questionnaire to explore variables. The process of collecting and analyzing data are the important level to ensure the success or failure of a study (Kassim, 2005). In this study, the main information obtained is direct information from the sample through a questionnaire, interview, and documentation (Samsu, 2017).

The preliminary data were analyzed by descriptive quantitative. The supporting data are the work productivity of lecturers in the fourteen higher educations in the city of Jambi. The data were analyzed using descriptive statistical analysis and inference. This mixed-methods design was used to understand the trend of using facebook in the university.

The total population of this study was 2.455 lecturers, and we have chosen 394 lecturers as a sample around the university. Each of them, UIN Sulthan Thaha Saifuddin Jambi (75), Universitas Jambi (100), Universitas Batanghari (45), Universitas Terbuka (50), Universitas Nurdin Hamzah (5), Universitas Dinamika Bangsa (2), Universitas Muhammadiyah (4), STIKES Harapan Ibu (25), STIKBA Baiturrahim (50), Politeknik Kesehatan (25), STIE IKABAMA (2), Politeknik Jambi (3), Akademi Telekomunikasi (1), STITEKNAS (7).

3. Result and Discussion

This section discusses research findings to answer research questions, namely trends in Facebook use, forms of Facebook use, contributions and the influence of Facebook on lecturers' work productivity of higher education in the city of Jambi. The first, second, and third problems was answered with descriptive statistical analysis by *mean*, deviation standard to show the condition of facebook use relating to the work productivity theory. The fourth and the fifth problems was answered with inferencial analysis by regression to show the influence/contribution of facebook relating to lecturer's work productivity in the city of Jambi. As overall, trend in using facebook in the fourteen higher educations in the city of Jambi as below:

Table 1. Trend in facebook use as overall

Higher Education	Trend in Facebook Use		
	Mean	Deviation Standard	Interp
1) UIN STS Jambi	4.65	0.99	Highest level
2) Univ. Jambi	3.28	0.44	High level
3) Univ. Batanghari	4.89	1.30	Highest level
4) Univ. Terbuka	4.88	1.26	Highest level
5) Univ. Nurdin Hamzah	4.30	0.57	Highest level
6) Univ. Dinamika Bangsa	6.00	0.00	Highest level
7) Univ. Muhammadiyah	5.87	0.25	Highest level
8) STIKES Harapan Ibu	4.64	0.79	Highest level
9) STIKBA Baiturrahim	4.99	1.37	Highest level
10) Politeknik Kesehatan	4.76	1.52	Highest level
11) STIE IKABAMA	4.50	0.50	Highest level
12) Politeknik Jambi	6.00	0.00	Highest level
13) Akatel	6.00	0.00	Highest level
14) STITEKNAS	4.84	1.17	Highest level
Overall	4.97	0.72	Highest level

As overall, the table shows that trend in facebook use for fourteen higher educations in the city of Jambi was in the highest level. Score mean of the trend in facebook use for fourteen higher educations in the city of Jambi was in the highest level, except in Jambi University was in the higher level (mean=3.28).

In relation to the five constructs proposed (frank, not to said technology stutter, looking for friends, spreading issues and promotions, educational and work purposes). The interview shows that university, and academy

lecturers state that the existing constructs are at a high level, like statement below:

“Saya rasa, karena facebook ini dapat menampilkan fitur-fitur (gambar-gambar menarik, maka banyak pengguna facebook termasuk dosen yang tertarik untuk menggunakan facebook ini. Bagi saya penggunaan facebook yang dominan adalah berkisar pada masalah mencari pertemanan dan tidak jarang saya menemukan di facebook rekan-rekan saya menggunakan facebook untuk penyebaran isu dan provokasi”.

For another lecturer in the Institute, and academy shows that the existing constructs are at a highest level, like statement below:

“Bagi saya, penggunaan facebook ini terbatas pada dosen-dosen muda termasuk karyawan ya. Jadi tidak dapat digeneralisir bahwa pengguna facebook bagi semua dosen yang ada di institut ini. Akan tetapi dalam pengamatan saya, penggunaan facebook saat ini highest level. Selain karena agar jangan dikatakan gagap teknologi (gaptak), mencari pertemanan juga karena iseng dari pengguna facebook itu sendiri. Saya rasa kalau ini yang digunakan oleh pengguna facebook akan berdampak pada produktivitas kerja perguruan tinggi”.

For another lecturer in the college shows also that the existing constructs are at a highest level, like statement below:

“Ya, kalau bicara tentang facebook, sebenarnya kan kita bicara tentang informasi dan pertemanan. Bagi saya yah sah-sah saja kalau di perguruan tinggi menggunakan facebook ini. Facebook bisa saja berdampak positif dan negatif, tergantung kepada penggunaannya. Bagi saya penggunaan facebook saat ini sudah mencemaskan karena cenderung tidak digunakan untuk tujuan positif, hal ini disebabkan karena facebook menawarkan gambar-gambar menarik dari pertemanan yang ada”.

The relationship between the trend of using Facebook and the work productivity of lecturers based on the Pearson Correlation analysis to test the proposed hypothesis can be described in Table 2.

Table 2. Correlation Between Trend in Facebook Use within Lecturer's Work Productivity in the Fourteen Higher Educations in the city of Jambi.

Elements	Higher education in the city of Jambi	
	coefficient correlation (r)	Hypothesis (Sig.)
Frank	0.36	Accepted (0.00)
Technology stutter	0.43	Accepted (0.00)
looking for friends	0.38	Accepted (0.00)
Dissemination of issues and provocation	0.42	Accepted (0.00)
Educational and work purposes	0.22	Accepted (0.00)

df= (n-2); n =Respondent;
 $\rho < 0.05$ (α) =Rejected hypothesis
 $\rho > 0.05$ (α) =Accepted hypothesis

The analysis shows that the relationship between the using facebook for frank elements and the work productivity of lecturers at fourteen higher educations in the city of Jambi is at a significant stage ($r = 0.36, > 0.01$). The results also show that the relationship between the using of facebook not to say technology stutter elements and the work productivity of lecturers at the fourteen higher educations in the city of Jambi is acceptable ($r = 0.43, > 0.01$). In other words, the hypothesis which states that there is a relationship between the using facebook for not to say technology stutter elements and the work productivity of lecturers is proven. The analysis also shows that the relationship between the using facebook for looking for friends with the work productivity of lecturers at the fourteen higher educations in the city of Jambi is acceptable ($r = 0.38, > 0.01$). The results also show that the hypothesis states the relationship between the using facebook for spreading issues and provocation elements with the work productivity of lecturers is accepted ($r = 0.42, > 0.01$). The results also show that the relationship between the using facebook for educational and work purposes and the productivity of lecturers at the fourteen higher educations in city of Jambi is also acceptable ($r = 0.22, > 0.01$). In other words, the hypothesis which states that there is a relationship between the using

facebook for educational and work purposes elements and the work productivity of lecturers is also proven.

For the contribution of the trend in using facebook within lecturer's work productivity in the fourteen higher educations in the city of Jambi. Those section shows that the five elements of the trend in the using facebook, a significant contribution or influence ($\rho > 0.01$) to the number of variants of lecturers' work productivity in the fourteen higher educations in the city of Jambi, like belows:

Table 3. Linear Regression Analysis of the Using Facebook that Affects the work Productivity of Lecturers at Fourteen Higher Educations in the City of Jambi

Variables (X)	B	Beta (β)	t-value	Sig. -t	R ²	C (%)
Frank	0.123	0.361	8.956	0.000	0.130	1.30
Not to say technology stutter	0.060	0.433	11.120	0.000	0.188	1.88
Looking for friends	0.103	0.378	9.442	0.000	0.143	1.43
Dissemination issues & provocation	0.134	0.415	10.550	0.000	0.172	1.72
Educational & work goals	0.069	0.218	5.159	0.000	0.047	0.47

Interpretation:
 C = Contribution

Table 4. Analysis of Variants

Model	Sum of Squere	Degree of Freedom (df)	Mean Squere	F-value	Significant Level (ρ)
Regresion	215.434	5	43.087	49.373	0.000*
Residual	463.393	389	0.873		
Total	678.827	394			

Analysis of variance (table 4) shows that the five elements for the trend of using facebook, namely frank, not to say technology stutter, looking for friends, spreading issues and provocation as well as educational

and work goals, they state that they have an influence on the work productivity of lecturers in fourteen higher education in city of Jambi, namely 1) frank affects as much as 1.30% of lecturers' work productivity, 2) don't say technology stutter (1.88%) of lecturers' work productivity, 3) looking for friends (1.43%) of lecturers' work productivity, 4) dissemination of issues and provocations (1.72%) of productivity lecturers' work and 5) educational and work goals (0.47%) of lecturers' work productivity. The highest elements influence on the work productivity of lecturers in the city of Jambi are the construct not to say technology stutter (1.88%) ($\beta = 0.204$, $t = 3.534$ and $\text{sig.t} = 0.00$) and the spreading of issues and provocation (1.72%) ($\beta = 0.574$, $t = 8,467$ and $\text{sig.t} = 0.00$).

For another conclusion is the research decision shows the influence between the Y variable (lecturer's work productivity) and the overall trend of using facebook ($R = 0.563$). This finding shows that the influence of the variable Y (lecturer's work productivity) in the higher education in the city of Jambi and the linear combination of the five forecasting elements is high. The value of R square ($R^2 = 0.317$) indicates the stage of the correlation position and the influence of the selected elements with the lecturer's work productivity is high.

The study (table 4 show that the analysis of variance found the Fvalue = 49.373 (df = 5, 394) and was significant at the ρ level (sig. $\rho = 0.00$) < 0.01. It is mean, the value of $R^2 = 3.17\%$ is the contribution of the five elements observed. In generally, the five elements of the trend of using facebook that affect the work productivity of lecturers at the fourteen higher educations in the city of Jambi can be formed based on the following regression equation model:

$$Y = 2.609 + 0.130X_1 + 0.188X_2 + 0.143X_3 + 0.172X_4 + 0.047X_5 + 0.129$$

With interpretations:

Y	= Work productivity of lecturer in the fourteen higher educations in the city of Jambi
X ₁	= Frank
X ₂	= Not to say technology stutter
X ₃	= Looking for friends
X ₄	= Dissemination of issues and provocations
X ₅	= Educational and work purposes
Error	= 0.129
Constant	= 2.609

Based on the linear regression equation above, it can be proven that the hypothesis is true and proven. It is mean,

the trend of using Facebook and its impact on the work productivity of lecturers in the fourteen higher educations in the city of Jambi is proven. Therefore, the use of Facebook is an important matter that must be considered in its management and it is a premise in determining the work productivity of lecturers in the higher education in the city of Jambi.

4. Conclusion

Based on the results of regression analysis, it shows that the trend of using Facebook among university lecturers in the city of Jambi contributes to work productivity for the following reasons: 1) not to say technology stutter (1.88%), spreading of issues and provocation (1.72%), looking for friends (1.43%), frank (1.30%) and educational and work purposes (0.47%). This study proves that the five elements regarding the trend of using Facebook have a contribution/influence on the work productivity of lecturers at the fourteen higher educations in the city of Jambi. Thus, the tendency to use IT in the higher education must receive attention so that it does not have an impact on decreasing the work productivity of lecturers at higher education in the city of Jambi. Of the five existing research constructs, it shows that the use of Facebook also has a tendency to use it in a negative category, this is indicated by using Facebook only because it is not to say technology stutter (1.88%), spreading of issues and provocation (1.72%), and because it is a frank (1.30%). While the other two categories have a tendency to use Facebook with a positive category, namely looking for friends (1.43%) and educational and work purposes (0.47%).

Based on these findings, university leaders need to equalize perceptions about the positive use of Facebook, in addition to the need for continuous guidance, regarding the relevance, access, form and use of Facebook for lecturers in increasing work productivity.

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