THE ANALYSIS OF CONTENT MESSAGES AND THE EFFECT OF SOCIAL MEDIA TWITTER IN UNIVERSITAS TERBUKA

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One of the great things at the beginning of 2018 was the social media in Universitas Terbuka Twitter through official account @univ.terbuka won first place at the national level at the 2017 State and Private Universities in Public Relations Award. For universities with distance learning, the importance of social media is one of the tools for communication between staff at the university and the academic community, the importance of up-to-date information to the information needs of academic activities in for all academicians. This research analyzes the content and Twitter usage for 7 active social media used by Universitas Terbuka and regional offices as information and communication. The method used in this study is content analysis, by looking at the purpose of data, statistics and developmental traffic at any time in the discussion on social media. The content analysis was carried out starting from Twitter activity activities from the number of followers, the number of tweets, visitor statistics, average hits of the week, month and year, favorite cheats, replies from accounts to the most popular and involvement with other twitter accounts. In addition, message content analysis is conducted to look at specific topics and themes in information from registration, tutorials, examinations to questionable complaints and analysis.

Keywords : Analysis, Twitter, Universitas Terbuka

Introduction

One of the great things at the beginning of 2018 was the social media in Universitas Terbuka Twitter through official account @univ.terbuka won first place at the national level at the 2017 State and Private Universities in Public Relations Award. This is something to be proud of because social media is moderated by Public Relations staff The Open University has proven to be able to compete and be the best in delivering academic information for students and society in general.

For universities with distance learning, the importance of social media is one of the tools for communication between staff at the university and the academic communities, the importance of up-to-date information to the information needs of academic activities in for all academicians. Nowadays, there are many social media used by organization in providing two-way communication networks with users, starting from Facebook, Twitter, Instagram to Google+ and Path.

In many of the social media owned by Universitas Terbuka, one of the most popular social media is Twitter. At present, there are many accounts with the name Open University, in which there are accounts that are run by staff from Universitas Terbuka itself, students, managers, study groups up to certain study programs. In general, there are around 14 official Twitter accounts owned by head office and regional offices, but there are some that are active and also passive.

The Use of Twitter Social Media

The rapid growth and popularity of Twitter services has become one of the latest phenomena of the Internet, which opens opportunities for every organization in general to communicate with its users quickly and precisely.

At first Twitter was presented with the name "twttr" in 2006, this media combines two types of social networking formats with blogs, so it is known as microblogging. [Twitter, 2018]

Twitter became popular very quickly in the first half of 2009 and now has more than 319 million registered users each month in 2016. Currently, Twitter is one of the most popular microblogging sites in the world and also ranks third among social networking sites. the most visited one that was only surpassed by Facebook and MySpace [bluecorona.com], In general, there was a lot of access to Twitter as much as 82% via cell phone. [Twitter, 2018]

Twitter is also a social media even though it is limited by its character content in "tweets" (twit, tweet or tweets) with 140 characters and can be conveyed by mentioning certain people or agencies through "@username" or collection of specific topics or themes of certain messages using (hashtags) " # ". A person can also respond using "reply" or continue using "retweets". In general, the usefulness of social twitter media is not only as information but also as a forum for extensive discussion in unlimited networks. [Boyd, 2010]

Overall, Twitter as a communication instrument and tool is perfect for the following four goals: (a) market research and feedback, (b) publicity and reputation, (c) business networks, and (d) customer service and customer relations. [Bachman, 2010]

Methodology of Research

As stated in the introduction, this survey observed, monitors and analyzes the development of Twitter accounts for 7 active social media used by Universitas Terbuka and Regional Offices as information and communication. The method used in this study is content analysis, by looking at the purpose of data, statistics and developmental traffic at any time in the discussion on social media.

The population of content analysis consisted of 7 Universitas Terbuka official accounts moderated by Universitas Terbuka staff, namely @univ.terbuka (Universitas Terbuka Public Relations) with 754,000 followers, @ut_jakarta (Jakarta Regional Office) with 3,528 followers, @ut_sby (Surabaya Regional Office) with 420 followers, @UTBanjarmasin (Banjarmasin Regional Office) with 193 followers, @utbatam (Batam Regional Office) 193 followers, @Upbjj_palu (Palu Regional Office) with 59 followers and @UTJambi (Jambi Regional Office) with 27 followers.

The content analysis was carried out starting from Twitter activities from the number of followers, the number of tweets, visitor statistics, average hits of the week, month and year, favorite cheats, replies from accounts to the most popular and involvement with other twitter accounts.

In addition, message content analysis is conducted to look at specific topics and themes in information from registration, tutorials, examinations to questionable complaints and analysis of #university open tags, #UT, #upbjj, #uas and #pokjar. The following is an overview of the twitter account that will be examined:

Twitter Homepage of @univ.terbuka

Twitter Homepage of @ut_jakarta

Twitter Homepage of @utbatam

Twitter Homepage of @Upbjj_palu

Twitter Homepage of @UTBanjarmasin

Data collection techniques used in this study are:

1. Data Collection Techniques

      a. Primary Data Collection

      - Observation

Observing activities on the Open University twitter account.

      - Interview

Conducting direct interviews with interviewees (activities, rules, reasons to account activity policies on twitter) are related to get overall information directly on the use of the Open University twitter account.

b. Secondary Data Collection

      Study books and articles related to research on social media.

2. Content Content Analysis

      Conduct analysis through statistical data on admins in each Open University twitter account as well as responses, input and suggestions from users both staff, tutors, students and policy makers on the Open University twitter usage activities.
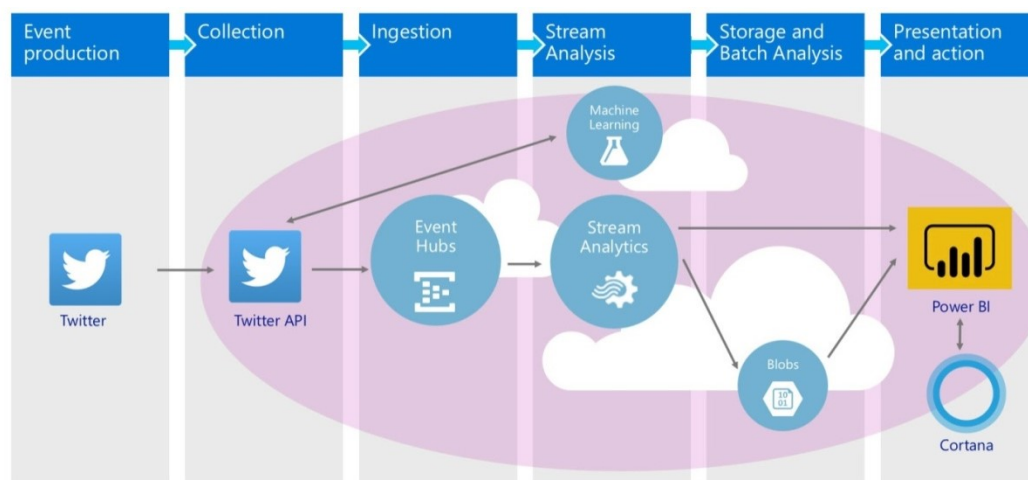
Analyzing twitter pattern (channel9.msdn.com)

3. Account Evaluation

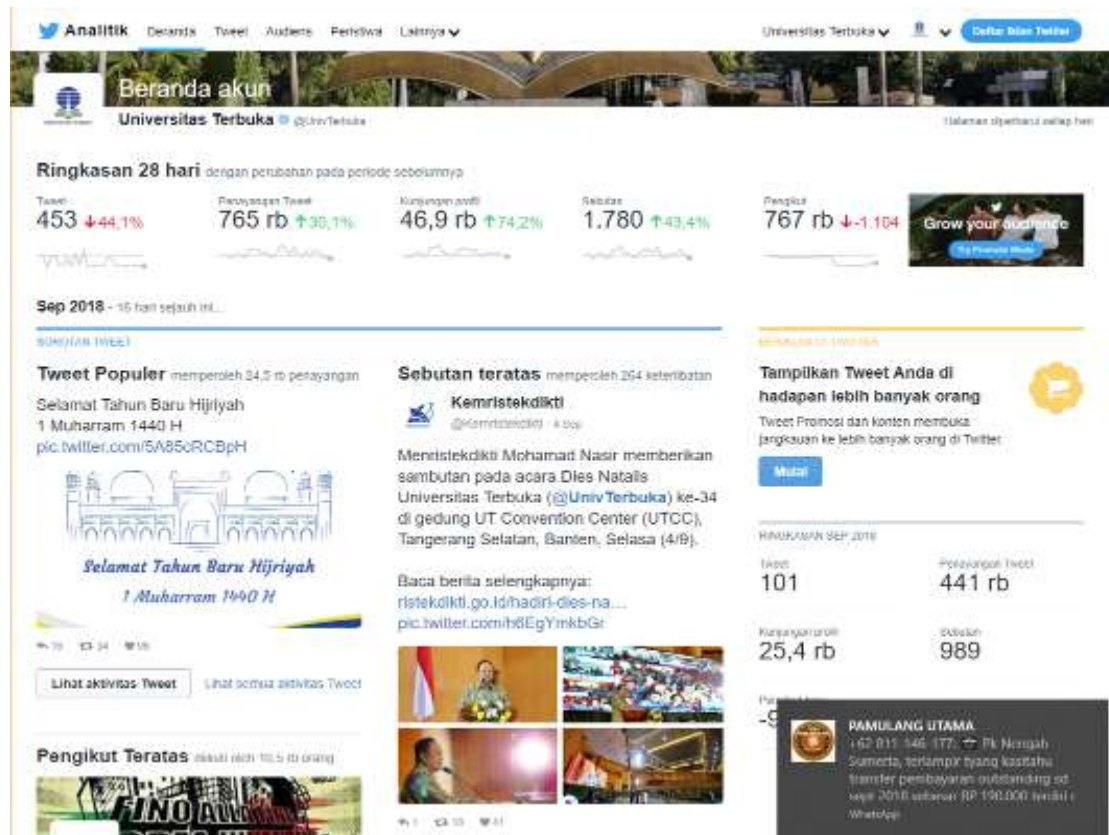   Analyze and evaluate data that has been entered.

4. Documentation

      Making report results to be discussed and further informed.

**The Analysis Universitas Terbuka Twitter Accounts**

      The official account of Universitas Terbuka managed by the Public Relation team is one of the official accounts that has the most followers from all existing accounts including from Regiona Offices throughout Indonesia. In September, there was a decrease in statistics of users around 44.1%, which was as many as 453 points but there was an increase in users, the profile was around 30.1%, 74% and 43.4%. In this month, the most popular thing at the event was the Islamic New Year celebration which received more than 24 thousand views and also another event was comments by the Ministry of Hihger Education on the 34th UT Anniversary event. This September was an active data message produced by the Universitas Terbuka twitter account, this can be seen from 6 months previously.
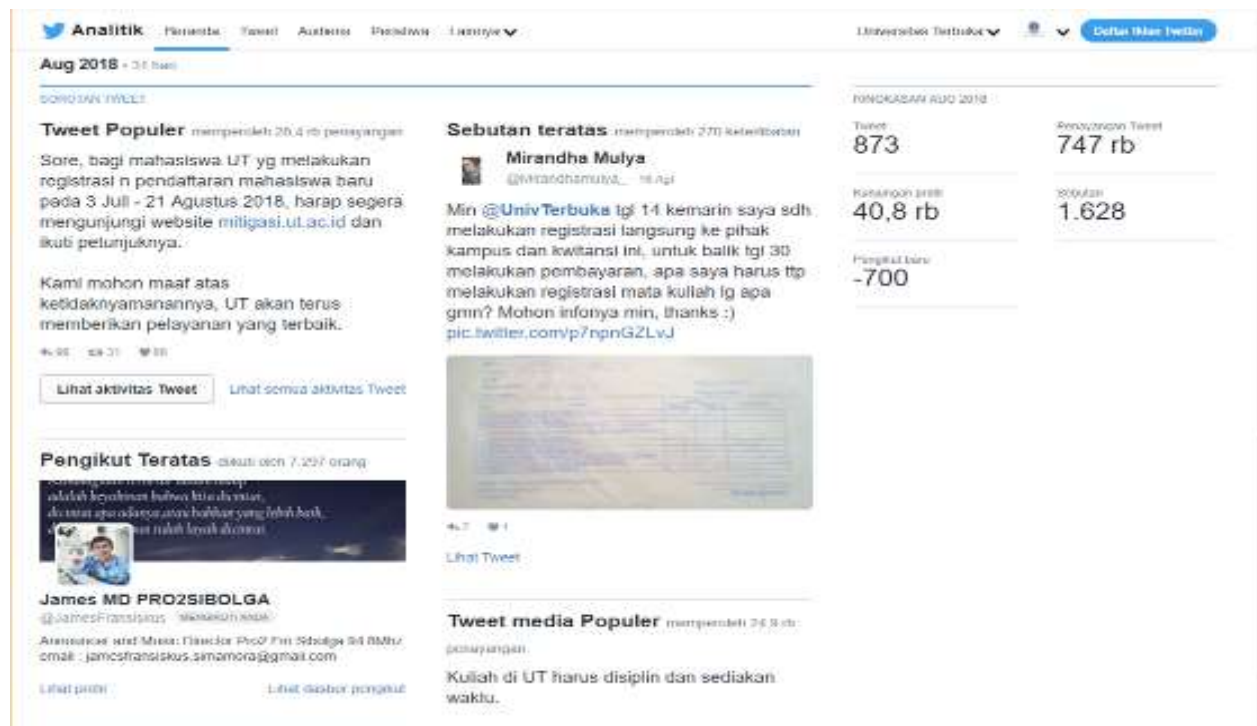
In August, the most popular question was about student registration, this month the activities of social media activities were quite high due to data problems in the Universitas Terbuka system, many questions and credit points for up to hundreds of thousands. In August, there were more than 40 thousand follower account visits at the Universitas Terbuka and more than 1500 designations that responded to the Universitas Terbuka account.
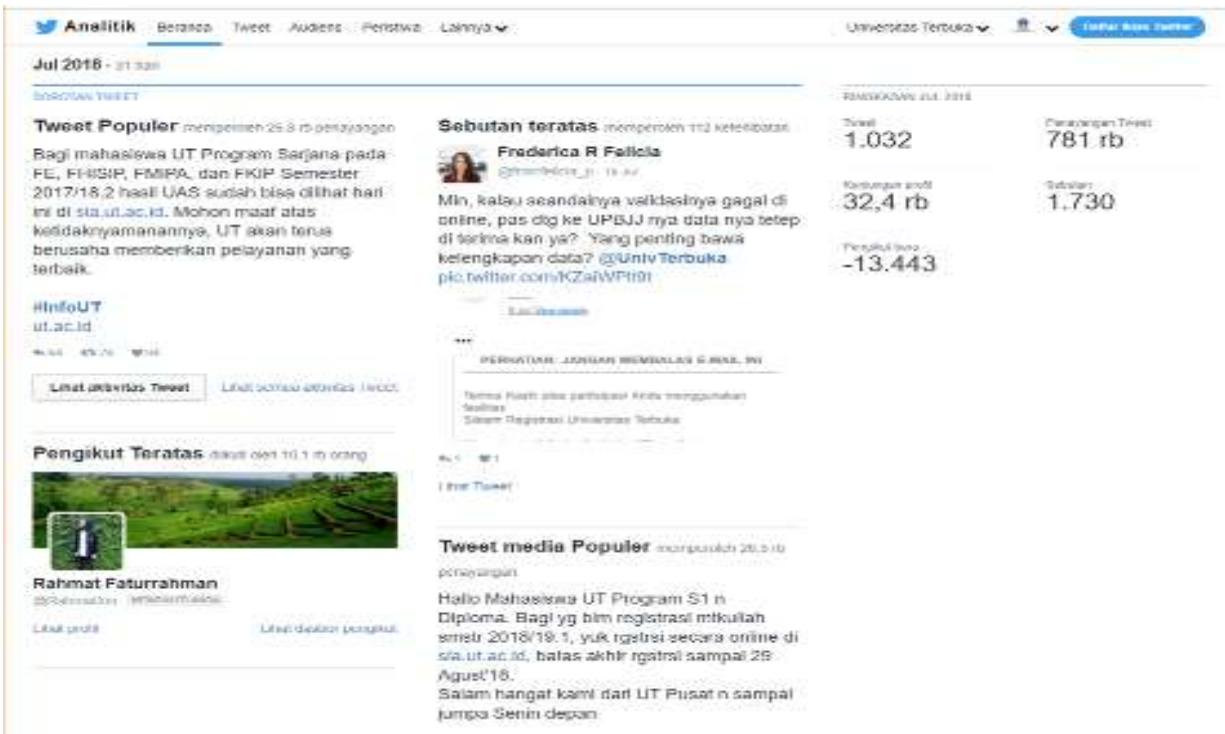
During July, content analysis regarding the Universitas Terbuka program was about the activities of registering new and advanced students as well as a list of exam scores that could be accessed by students. This month, there was an increase in tweets activities of more than 1000 songs conducted by the public relations team on several academic activities in July, the increase also occurred in profile visits as well as higher tweets from the previous month and even doubled from June.
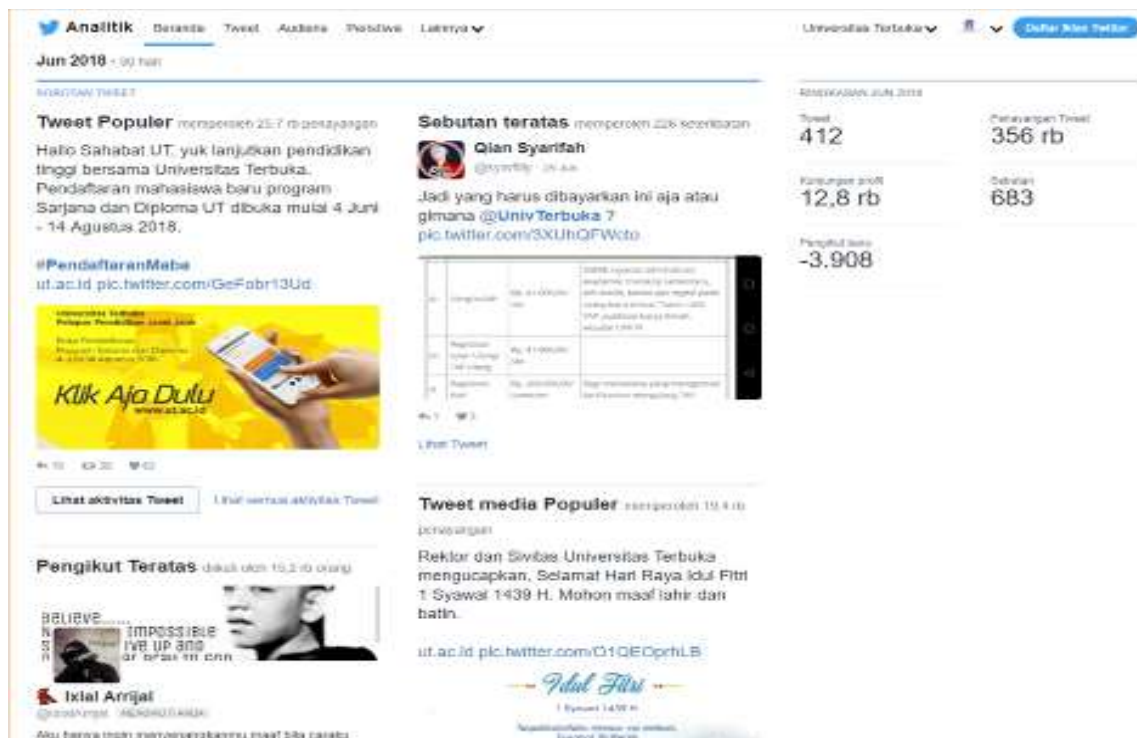
In June, the statistical data of tweets desribed both the tweet activity carried out by the Universitas Terbuka Public Relations on his Twitter account was higher than the previous 3 months, one of the popular information was about the registration activities of the course for advanced students and new students, besides that many also response questions from students regarding registration and payment procedures. This month, new activities began to rise because after the Eid-ul-Fitr festivities and long holiday, this was proven by the joy of the Eid al-Fitr holiday by the Universitas Terbuka rector and academicians who received more than 19 thousand impressions.

The main view on the Universitas Terbuka Jakarta twitter account. This display has the theme of the 34th Anniversary of Universitas Terbuka and combined with the design drawings of the Jakarta regional office. This display is one of the display templates presented as the official identity of Universitas Terbuka Jakarta's twitter. In the results of interviews with several respondents, they acknowledged and suggested that a face-to-face display on Twitter must indicate the identity and symbol of the institution.

This image describes the average statistical data level starting from the link, discussion, engagement level, retweet or number of likes or likes per day. Based on this graph data, it can be seen that the days and weeks appear to increase especially at the link, while the level of involvement tends to be stable, and for response responses from students and other accounts are quite high and varied every day.
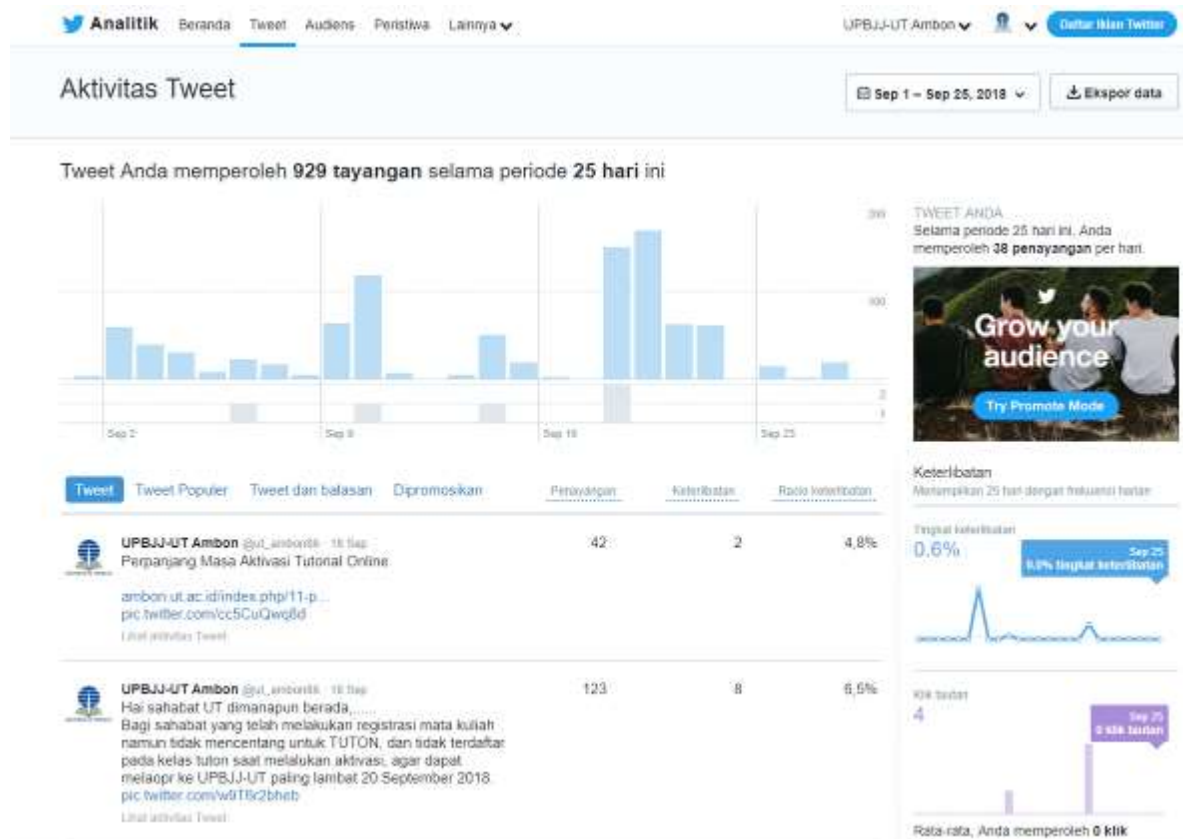
Based on the overall data, in September Ambon regional office received around 929 impressions for only 25 days, the highest activity was in mid-September, which was on September 16, it received almost 200 impressions. Tweets is quite popular about activating online tutorials as well as information about technical and new service facilities online tutorials that must be checked.
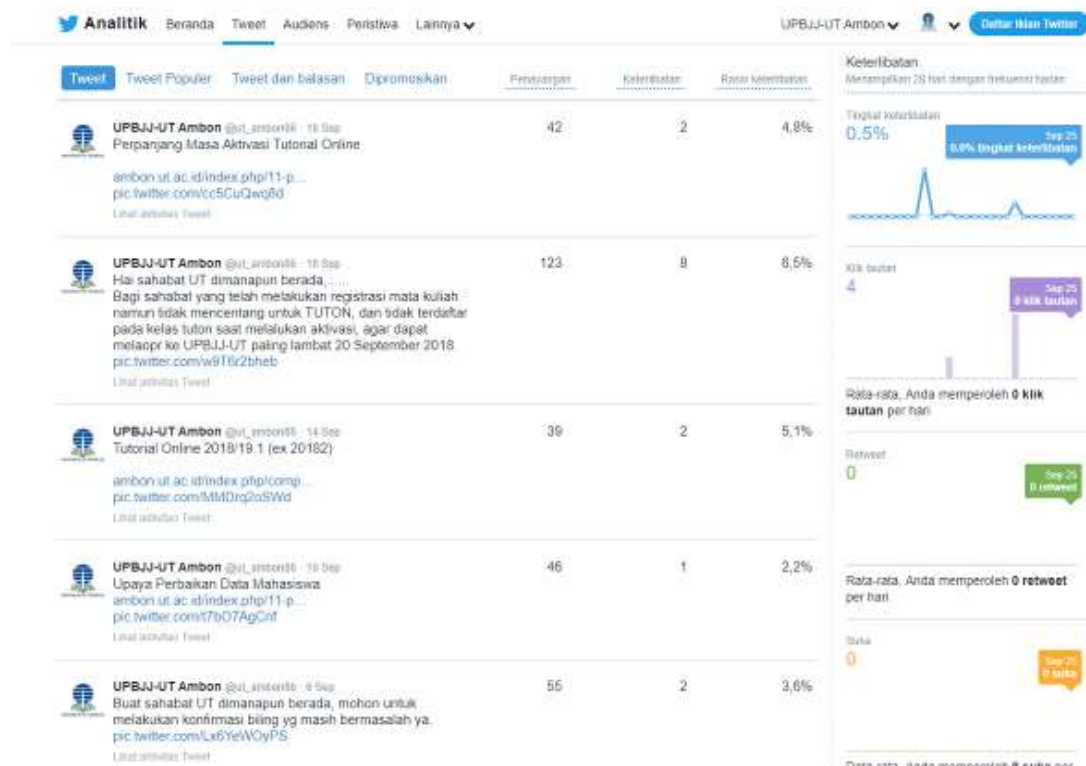
On top of that, there are a number of questions that get enough attention for Ambon regional office followers account, they are information about the implementation and also technical online tutorials, efforts to improve student data, confirmation of student data that is still problematic. This influenced the attention of students more than 40 shows in overall and the highest related to online tutorial activities

Conclusion

Based on Twitter content analysis that has been implemented and in-depth interviews with informant sources, the following conclusions can be made:

1. In terms of material and content, social media as a means of promotion both owned by the Open University public relations team and UPBJJ has been very good and helps students in getting information related to academic activities in an updated manner.

2 There needs to be some additional information, the role of the admin as the person in charge of the material and also the updating of the content that can see twitter activity as a whole

3. Socialization and promotion of social media use must be improved

4. The content of Twitter at Open University has been very good, hopefully in the future it will be more maximal and comprehensive to all UPBJJs throughout Indonesia.

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