THE IMPACT OF SOCIAL MEDIA ON INDIVIDUAL PERFORMANCE IN AGRICULTURE AND FOOD OFFICE MAGELANG

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ABSTRAK

Penggunaan media sosial sosial telah merambah ke semua lini layanan kehidupan masyarakat, termasuk di instansi pemerintah. Media sosial digunakan untuk mendukung implementasi program dan kegiatan di instansi pemerintah, yang kemudian berdampak pada kinerja individu di dalamnya. Penelitian ini bertujuan untuk mengidentifikasi secara empiris dampak penggunaan media sosial terhadap kinerja individu di Dinas Pertanian dan Pangan Kota Magelang. Penelitian ini menggunakan metode analisis deskriptif. Pengambilan data dilakukan dengan penyebaran kuesioner dan wawancara kepada 40 (empat puluh) karyawan di Dinas Pertanian dan Pangan Kota Magelang. Hasil penelitian menunjukkan bahwa aplikasi media sosial memiliki dampak positif pada peningkatan kinerja individu di Dinas Pertanian dan Pangan, yaitu sebagai media komunikasi (koordinasi) dan tempat untuk berbagi informasi secara aktual. Sementara beberapa dampak negatif penggunaan media sosial yang perlu diantisipasi berupa konsentrasi karyawan yang berkurang sehingga dapat menyebabkan keterlambatan pada penyelesaian pekerjaan.

Kata kunci : Media Sosial; Kinerja Individu; Kota Magelang.

ABSTRACT

The use of social social media has penetrated into all lines of life services, including at government offices. Social media are used to support the implementation of programs and activities in government offices, which then have an impact on the performance of individuals in it. This study aims to identify empirically the impact of the use of social media on the performance of individuals in Agriculture and Food Office, Magelang. This research uses descriptive analysis method. Data is collected by filling in questionnaires and interviewing with 40 (forty) officer in the Agriculture and Food Office. Research shows that the application of social media has a positive impact on improving the performance of individuals in Agriculture and Food Office, namely as a medium of communication (coordination) and a place to share information actually. While some negative impacts that need to be anticipated include reducing the concentration that can cause delay in completion of work.

Keywords : Social Media; Performance of Individuals; Magelang.

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INTRODUCTION

Information Technology in the era of globalization is growing rapidly in people's lives. The use of increasingly sophisticated communication facilities provides opportunities for every individual to access information as they wish and can communicate easily without thinking about time. The development of increasingly sophisticated technology provides a major change in communication made by society in the modern era.

The development of the use of internet media as a means of communication has also become more rapid after the internet began to be accessed via cellular telephone and even then the term smartphone (smartphone) emerged. With the presence of Smartphones, the facilities provided in communicating are increasingly diverse, ranging from SMS, MMS, chat, email, browsing and social media facilities.

Social media has become part of the modern lifestyle for various activities, such as online transactions and tools for business purposes. Social media has a very important role in radically changing the lifestyle of people communicating and interacting. Social media as an electronic device that can be widely accessed and relatively inexpensive, so that it can facilitate anyone to publicize and access information, collaborate, or build relationships (Siddiqui and Singh, 2016).

Social media according to Andreas Kaplan refers to the means of interactions among people in which they create, share and/or exchange information and ideas in virtual communities and net work. It creates the opportunity to network with other members who share similar or common interest, dreams and goals. With the social media network like Whatsapp, an individual can initiate and build strong business partnership in any part of the world without meeting that individual in person.

With whatsapp messenger, communication through mobile phones has become easier, faster and cheaper. It is less expensive as compared to the normal phone messaging. An individual can chat with friends and family overseas through whatsapp without having to incur global SMS charges.

The provision and access to learning material anywhere, anytime, and in various formats has potential to enhance deep student learning capabilities. In government institution, whatsapp is used for the enhancement of communication and sharing information between officer.

The use of whatsapp application no longer sees the place / location or time, through the user's smartphone anytime and anywhere even including at work which will take up most of the work time. This makes problems in the work world more complex, each organization has a different purpose. In a company, the operational goal is to make a profit, while in non-profit organizations such as government agencies have the goal to meet and achieve excellent public service. To achieve this goal human resource cooperation is needed.

Each government institution has a number of employees whose basic calculations can complete all work on time. But in reality, very many jobs in companies or government agencies that can not be done on time, one of the causes is the inefficient work time of an employee or employee (Luthan, 2011). The ineffectiveness of working time is caused by a lot of reduced work time with other activities such as telling stories, interacting with others and the most prominent is time wasted because of social media.

Research by Jocom (2013) on the Role of Smartphones in Supporting the Performance of Bank Prismadana Employees states that smartphone technology supports employee performance in the form of ease of employees providing internal and external information, controling and superior instructions to subordinates as well as coordinating employee work. Pramanda et al (2016) examined the effect of information systems used in the university is able to improve employee performance. Easy of use IT, usefullness of IT, use of IT, easy of use IT and usefullness of IT take effect significant to employee perfomance.

The preliminary study examines the use of Whatsapp Messenger amongst officer at Agriculture and Food Office in Magelang. The researchers attempted to understand the perceived high-level of usage of social Whatsapp Messenger amongst the officers by looking at the intensity of it usage and how it affects their individual performance.

LITERATUR REVIEW

Social Media

Social media can be defined as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content (Kaplan and Heanlein, 2010).

Lee et al (2015) state that social media refers to

web-based technologies that are makes it easy for people to create, disseminate, and exchange information in communication and social networking. The social media platform includes web-based technology and web-based mobile 2.0 technology that enables interactive dialogue between organizations, communities and individuals. The substance refers to information uploaded to social media platforms in the form of text, images, videos or other forms that can be transferred digitally.

Siddiqui and Singh (2016), states that social media produces a diversity of content from information creation, initiation, circulation, and use by consumers. The use of social media aims to educate users with each other about products, brands, services, and other issues related to business.

Based on several definitions above, social media can be interpreted as social networking media in the form of a digital platform that facilitates the dissemination of information, content created by users in the form of text, images, videos, and audio-video, functions to communicate, collaborate, and interact between one and the other for multifunctional purposes.

The technology used in social media including social networking sites, such as Whatsapp Messenger, has radically changed the way people connect, communicate, and develop relationships. In addition, social media has the potential to revolutionize organizational behavior, such as leadership, social engagement and various human resource functions including recruitment, selection, training, and development (McFarland and Ployhart, 2015).

Use of Social Media

Social media is a global network that connects all users. There are four benefits that can be felt by its users, namely communication, collaboration, community, and agreement for collective intelligence. Many sites and applications that can be accessed for free on social media. This provides a cost effective solution (Jucan et al, 2013).

Social media is the area of the new buzz in the field of marketing which includes businesses, organizations and trademarks, and helps create news, make friends, make connections, and add followers. Social media is used to improve organizational performance in various ways, such as increasing organizational sales. Social media provides advantages because it can be a communication platform that facilitates two-way communication. Many

organizations promote their business on social media to attract maximum users or customers. Customers can connect and interact with businesses on a more personal level using social media. With the help of social media, organizations can develop strategies to promote their organizations (Siddiqui and Singh, 2016).

Social Media is a communication tool for members. This kind of platform was designed as a way for friends, family, or strangers to have discussions and interaction or be in contact with each other. It allows members to explore new opportunities and experiences. Social Media allow officerss to express themselves, communicate, and collect profiles that highlight their talents and experience.

Individual Performance

Individual performance is how many individuals contribute to the organization in terms of : (1) the quantity of work, this standard is done by comparing the amount of work volume that should be with actual abilities; (2) work quality, this standard emphasizes the quality of work produced compared to work volume; (3) time utilization, use of work tenure adjusted to company policy; (4) the level of attendance, the assumption used in this standard is that if the attendance of officers is below the work standards set then the officers will not be able to make an optimal contribution to the company; (5) cooperation, the involvement of all officers in achieving the targets set will affect the success of the supervised part (Mathis and Jackson, 2008).

While we agree with most of the writers on both negative and positive impact of social media and individual performance, our aim was to broaden the scope of thinking of decision makers to reflect on the realities and to create and maintain a system that can change officers attitude that will promote quality image and improve upon performance in goverment institutions.It analyses a form of behaviour in the institutions, such that the understanding of which could contribute to the implementation of values and mission for practitioners to adopt in the interaction of officer.

After a critical review of various literatures on social media, the researchers could identify that there are gaps in knowledge as far as the negative effect of the use of social media and individual performance especially, in Agriculture and Food Office in Magelang is concerned, and that merits a closer investigation. This research also demonstrates the improvement in this area in some way, filling in gaps and adding to knowledge in and understanding of this particular field.

METHODOLOGY

This research made use of both primary and secondary data, which were gathered from diverse sources, including, archival sources, text books, journals/articles and internet sites. This research involves the collection of raw data, which forms the main basis for achieving the research objectives. The qualitative research approach was deemed to be appropriate by the researchers hence its adoption.

Saunders et al. (2009) opined that the method for collecting research data is linked to research approaches adopted. The two data collection methods proved useful in providing detail information needed for the studies, i.e questionnaires and interviews. Primary data collection methods that were adopted in this research is questionnaire interviewing dan observation.

A set of interview questionnaires were personally administered to the officer. The interviewing method was to complement the mailed questionnaires and to cross-check the data whether there are similarities. It was also to allow for participants to have the opportunity of clarifying any ambiguous questions. Fourty (40) respondents from institutions were surveyed, namely all individual at Agriculture and Food Office in Magelang. Data is collected from January to February 2020. The data was analyzed through the use of frequency tables.

RESULTS AND DISCUSSION

This chapter analyses the responses given by respondents through the administration of structured questionnaire and interview conducted. In order to make interpretation and analysis easier, tables are presented first, followed by its interpretation and analysis.

Table 1.   Gender Distribution of Respondent

Gender	Number of Respondent	Percentage
Male	26	65
Female	14	35
Total	40	100

Source : Data survey (2020)

The table above represent the number of officer interviewed on institution. Out of these, 65% represent male officers while 35% were female. Out of the total number of officer interviewed, all of the officers said that they use the whatsapp messenger on their phones for chatting with their friends on different issues instead of work on office. They also mentioned that

they use the application to share information to their colleagues. According to them the use of the application has negative impact on their works. Fifteen (15) officers which represent 37,5% said it has positive impact on their works.

Table 2.   Age of Respondent

Age (years)	Frequency	Percentage
Under 31	9	22,5
31 - 40	12	30
41 - 50	6	15
Over 50	13	32,5
Total	40	100

Source : Data survey (2020)

Based on Table 2 it can be seen that respondents aged under 31 years are 9 people (22,5%), respondents aged 31-40 years are 12 people (30%), respondents aged 41-50 years are 6 people (15%) and respondents aged over 50 years are 13 people (32,5%).

Table 3.   Reason For Using Social Media

Reason	Frequency	Percentage (%)
Duty/Work	14	35
Social Relation	12	30
Family	10	25
Business	4	10
Total	40	100

Source : Data survey (2020)

Respondent were asked the reasons why they most often use whatsapp on their mobile phones. The results in the table above shows that majority of the officer use the application for work affairs by 35% of the total number of respondents. This also indicates the link between usage of the application and individual performance on work affairs in office. Respondents use social media applications in implementing programs and tasks in the office. Dominant respondents use chat services in social media applications. Chat services are used for the socialization of activities and evaluation of the results of the work carried out. The study looked at respondent engaged in the use of the application for other purposes including family and business relation. The above table indicates that 30% of the respondents use the application for social relation, 25% respondent use for family relation and only 10% mainly for business relation.

.The respondents reported the number of hours

Table 4.   Time Spent on Social Media

Time (hours)	Frequency	Percentage (%)
1 - 2	4	10
3 - 4	20	50
Over 4	16	40
Total	40	100

Source : Data survey (2020)

they spent using Whatsapp per day 10 % spent 1-2 hours, 50 % spent 3-4 hours per day and 40 % spent more than 4 hours per day. The study shows an average officer spends 3-4 hours every day engaged in using social media on their mobile phone. We were able to discover that there is an inverse relationship between two factors which is, the more time an officer spends using social media, the less time he or she has to completion of work from the planeed target. These detracts their attention from the main duty, and are not able to fully understand what is going on, divert concentration and drawing them even further into social media making it more difficult for them at the end of the day.

Table 5.   Respondent Were Asked Whether Social Media Affect Them Positively or Negatively in Their Works

Effect	Frequency	Percentage (%)
Positive	22	55
Negative	18	45
Total	40	100

Source : Data survey (2020)

As indicated in the table above, 55% percent of the respondents said the use of social media has more positive effect on their works and 45% percent said it has negative impact on their works. Most of them explained why they said it affects them negatively. Individual can be stacked on his/her phone for hours chatting with friends through social media without noticing the number of hours spent behind the phone not for any relevant reason. Little time is left for works purposes since much of their precious time is wasted on chatting services with friends. They later become less equipped and inadequately prepared for works conducted and major duty in the office.

CONCLUSION AND RECOMMENDATIONS

Conclusion

From the preceding discussions, it is evidently clear that social media has been a kind of working tools for individual in Agriculture and Food Office in Magelang. This stems from the fact that, it can enhance the performance of officer if used positively. In that, it makes communication easier and faster thereby enhancing effective flow of information and idea sharing among officers.

However, if used negatively it has adverse impacts on the individual performance. Among the negative impacts we identified include the following : it reduces individual works time, results in procrastination related problems, leads to lack of concentration during works and difficulty in balancing online activities and works preparation.

Recommendations

The researchers therefore, recommend the following:
- Management of government institutions should intensify guidance and counselling sessions in their government institutions.
- Time management should be incorporated into the works implementation of government institutions.
- Cell phones should either be must be restricted for time of use in the office. This allows the officers to chat during works.

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