

Pengaruh media sosial Twitter sebagai information subsidies tool terhadap reputasi organisasi pendidikan: studi kuantitatif akun Twitter resmi Universitas Indonesia = The influence of social media as information subsidies tool towards reputation of educational organization: quantitative studies on official Twitter account University of Indonesia

Niswatul Khimayah, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20444462&lokasi=lokal>

---

Abstrak

Media sosial kini telah menjadi bagian dari komunikasi organisasi, termasuk organisasi pendidikan. Bagi humas, yang memiliki peran dalam membangun dan menjalin hubungan baik dengan publik, kehadiran media sosial dapat menjadi peranti baru dari strategi information subsidies. Di sisi lain, setiap organisasi perlu memiliki reputasi positif supaya tercipta kesepahaman dan kepercayaan antara publik dan organisasi. Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan media sosial twitter sebagai information subsidies tool terhadap reputasi Universitas Indonesia. Penelitian ini menggunakan metode kuantitatif melalui survei kuesioner online dengan 75 responden. Dari pengujian korelasi rank Spearman, menunjukkan hasil ada hubungan yang kuat antara variabel media sosial dan reputasi dengan angka koefisien korelasi positif 0,563. Sehingga penelitian ini menyimpulkan media sosial berpengaruh terhadap reputasi.

.....Social media has become a fundamental part of organizational communication, included educational organization. For public relations, which has a central role in building and maintaining good relationship between organization and its public, social media can be a new tool of its information subsidies strategy. In addition, every organization should has a good reputation in order to create mutual understanding and mutual trust between organization and its public.

This study aimed to determine the influence of social media as information subsidies tool towards reputation of university of Indonesia. This study is quantitative research by online questionnaire survey to 75 respondents. By using Spearman's correlation test, the result obtained there was strong correlation between two variables with the correlation coefficients of 0,563. The study conclude that there was influence of social media on reputation.