

# Analisis Penggunaan Media Sosial Whatsapp atau Line dalam Knowledge Sharing pada Online Community of Practice (Studi pada Mahasiswa di Jabodetabek) = Analyzing the Usage of Social Media Whatsapp or Line in Knowledge Sharing within an Online Community of Practice (A Study on Undergraduate Students in Jabodetabek)

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## Abstrak

Knowledge sharing menjadi aspek yang krusial di lingkungan perguruan tinggi yang dilakukan untuk memaksimalkan distribusi pengetahuan di antara para mahasiswa. Saat ini kegiatan knowledge sharing di kalangan mahasiswa banyak dilakukan secara daring melalui online/virtual community pada media sosial. Terdapat beberapa faktor yang dapat memengaruhi kegiatan knowledge sharing melalui media sosial, seperti importance of knowledge exchange, perceived usefulness of socmed, dan virtual community outcomes . Penelitian ini bertujuan untuk menganalisis mengenai pengaruh importance of knowledge exchange dan perceived usefulness terhadap knowledge sharing melalui variabel virtual community outcomes sebagai mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 178 responden mahasiswa di Jabodetabek. Teknik analisis data yang digunakan adalah dengan SEM-PLS yang diolah menggunakan aplikasi IBM SPSS Statistics 20 dan SmartPLS 4. Hasil dari penelitian ini menunjukkan bahwa virtual community outcomes dapat memediasi dengan positif dan signifikan hubungan antara importance of knowledge exchange dan perceived usefulness of socmed dengan knowledge sharing . Namun, ditemukan hubungan yang negatif dan tidak signifikan antara importance of knowledge exchange dan perceived usefulness of socmed dengan knowledge sharing secara langsung.

.....Knowledge sharing is a crucial aspect in the higher education environment, undertaken to maximize the distribution of knowledge among students. Currently, the practice of knowledge sharing among students is predominantly carried out online through virtual communities on social media. Several factors can influence knowledge sharing activities through social media, such as the importance of knowledge exchange, perceived usefulness of social media, and virtual community outcomes. This study aims to analyze the impact of the importance of knowledge exchange and perceived usefulness on knowledge sharing through the variable of virtual community outcomes as a mediator. The research employs a quantitative approach by distributing questionnaires to 178 student respondents in Jabodetabek. The data analysis technique used is SEM-PLS processed using IBM SPSS Statistics 20 and SmartPLS 4. The results of this study indicate that virtual community outcomes can mediate positively and significantly the relationship between the importance of knowledge exchange and the perceived usefulness of social media with knowledge sharing. However, a negative and nonsignificant relationship was found between the importance of knowledge exchange and the perceived usefulness of social media with knowledge sharing directly.