THE INFLUENCE OF THE USE OF WHATSAPP SOCIAL MEDIA ON EMPLOYEE COMMUNICATION PERFORMANCE IN SOUTH SULAWESI PROVINCE DPRD OFFICES

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan media sosial Whatsapp terhadap kinerja komunikasi pegawai pada kantor DPRD Prov Sulawesi Selatan. Penelitian ini menggunakan teori Media Baru (news media) dan teori Uses and Gratifications (Kegunaan dan Kepuasan) Jenis penilitian yang digunakan yaitu penelitian kuantitatif dengan proses pengumpulan data menggunakan kuisioner. Jenis sumber data premier dan sekunder. Teknik pengumpulan data dilakukan menggunakan teknik Reliabilitas dan Teknik Analisis Regresi Linier Sederhana. Hasil penelitian diketahui bahwa variabel penggunaan media sosial WhatsApp (WA) berpengaruh signifikan terhadap kinerja pegawai pada Kantor Sekretariat DPRD Provinsi Sulawesi Selatan, Koefisien regresi bertanda negatif (-0,326) yang berarti bahwa pengaruh penggunaan WA bersifat negatif terhadap kinerja pegawai. Artinya bahwa semakin tinggi kinerja penggunaan WA maka kinerja pegawai justru akan semakin rendah, dan sebaliknya semakin rendah penggunaan WA maka kinerja pegawai akan semakin tinggi.

Kata Kunci: *Whatsapp, Kinerja, Komunikasi.*

Abstract

This study aims to determine the effect of using Whatsapp social media on employee communication performance at the South Sulawesi DPRD Provincial office. This study uses the theory of New Media (news media) and the theory of Uses and Gratifications (Usability and Satisfaction). The type of research used is quantitative research with the data collection process using a questionnaire. Primary and secondary data source types. Data collection techniques were carried out using Reliability techniques and Simple Linear Regression Analysis Techniques. The results of the study show that the variable use of social media WhatsApp (WA) has a significant effect on employee performance at the DPRD Secretariat Office of South Sulawesi Province. The regression coefficient is negative (-0.326) which means that the effect of using WA is negative on employee performance. This means that the higher the performance of using WA, the lower the performance of employees, and conversely the lower the use of WA, the higher the performance

of employees.

Keywords: WhatsApp, performance, Communication.

INTRODUCTION

Advances in information and communication technology are developing very rapidly. This progress has had a tremendous influence on various areas of human life. Without realizing it, information and communication technology has played a role in society, helping the smooth running of human activities in various fields. The search for information needs through involvement in communication process mechanisms is carried out by humans as an effort to further improve, improve and renew their standard of living as civilization develops. Cangara (2016) said that communication media plays a very important role in changing society. The super sophisticated communication functions that have been discovered are called various names including the internet, virtual communication media, super highway media and the like. The advantage of this internet communication network is that it makes it easier and faster to send and obtain information as well as present data. Social media is a social networking site like web-based service that allows individuals to build public or semi-public profiles within a restricted system, list other users with whom they are connected and view and explore their list of connections made by others with a system. The development of media today is a manifestation of the era of reform and information openness. The current form of technological development is smartphones, which are very popular and widely used. Smartphones are equipped with the latest applications created to make it easier to exchange information and communicate.

The sophisticated application found on smartphones is WhatsApp. WhatsApp is a cross-platform messaging application that has a function for paid quota data packages, this is because the same package or internet for email, web browsing, also applies to using WhatsApp. It must be acknowledged that digital literacy is a test of the very rapid technological advances in today's world of education. Since academic skills are insufficient, they must be supplemented with digital literacy, which is essential for navigating the problems of the modern world. Digital literacy also develops the ability to communicate with other people, work in a team, develop a reading culture, and learn to create original work (Muhajir, Anuar, Mohd Bin Abdul Rahman., 2013). To create better resources for the future, this will then be applied in everyday life. The benefit of WhatsApp is that people can communicate together at the same time without having to meet. Several people can have discussions in a WhatsApp group. Several teachers and students use WhatsApp as part of the media that can interact directly with lectures. The reasons that become communication barriers will influence communication. Kusuma (2013: 169), said that communication barriers occur because of differences in thought patterns caused by experience, educational background and even different and varied ages between employees.

Using WhatsApp too often causes employee performance to be less than optimal because when working employees are always busy with news sent by colleagues via WhatsApp communication media, it is clear that there are still employees who work below predetermined standards, work that should be done on time. could not be implemented in a timely manner according to existing Standard Operating Procedures, which ultimately resulted in the performance of the South Sulawesi Provincial DPRD Office employees being less than optimal.

METHOD

Quantitative research is called positivistic research because it is based on the philosophy of positivism. The philosophy of positivism views a reality, symptom or phenomenon as something that can be classified, concrete, observable, measurable, relatively fixed, and has a cause-and-effect relationship.

FINDINGS AND DISCUSSION

Based on the research results, it is known that the variable use of social mediaWhatsApp (WA) has a significant effect on employee performance at the DPRD Secretariat Office of South Sulawesi Province. The regression coefficient has a negative sign (-0.326), which means that the effect of using WA is negative on employee performance. This means that the higher the performance in using WA, the lower the employee's performance will actually be, and conversely, the lower the use of WA, the higher the employee's performance will be. This is supported by the opinion of Adoir (2010) who states that work performance is a feeling that brings a person to success, completing work, solving existing problems and success.

The WhatsApp application is a form of social media which aims as an alternative to communicating using SMS. Where the WhatsApp application can be used as a medium of communication with more than one party. Jumiatmoko (2016:33) explains that one of the facilities that can support communication activities is through WhatsApp groups. This is because by using the group facilities provided by the WhatsApp application, interaction can be established between more than two parties, so that a discussion can be formed that can be utilized by various parties, one of which is the agency, namely the South Sulawesi Provincial DPRD Secretariat Office. Most respondents stated that being part of the WA group felt more familiar with fellow group members.

The ease and speed in conveying information, especially information related to official affairs, indirectly contributes to the creation of more efficient and more effective performance in communication carried out by the organization. However, most respondents stated that conversations with colleagues via WA were quite intensive. Conversations that occur intensively will certainly take up more of the employee's thoughts and time. In such conditions, there is a possibility that work becomes secondary after the conversation via WA is finished. In fact, according to Hicks & Gullet (in Masmuh, 2010: 72) that poor communication is one of the things that can be a source of conflict between individuals in an organization, so media is needed to facilitate communication. The South Sulawesi Provincial DPRD Secretariat Office uses the WhatsApp application to facilitate communication between employees, but misuse of WhatsApp usage time can disrupt work completion. In this condition, employees no longer know the time and place when using WA, so it can be said that work in the office will run very slowly.

The WhatsApp application has quite an important role as a communication medium, namely as a medium for establishing coordination when carrying out meeting activities, or submitting reports in the form of photos or videos when employees are in the field. This shows that the WhatsApp application has many facilities that can support communication activities carried out at the South Sulawesi Province DPRD Secretariat Office. From sending text messages, in the form of photos or images, videos, and telephone services by data, all the facilities provided by the WhatsApp application can be used optimally by every employee to communicate with employees or superiors. This condition indirectly helps the communication function in the South Sulawesi Province DPRD Secretariat Office. Masmuh (2010) states that in an organization communication

has functions, including production and regulatory functions, renewal functions, maintenance functions, task functions, command functions, and relational functions. By using the WhatsApp application, you can directly provide information in the form of meeting schedule information, information on tasks that must be carried out by each employee, information or news outside of work, and provide information regarding work goals and objectives transparently through a group.

However, when carrying out communication activities using the WhatsApp application, its use must be controlled properly. The wide reach of communication using WA is certainly a problem in itself, because if employees are widely connected then there will be many other matters to be addressed at their desks besides taking care of work that should take priority. The opinion of a communication expert, namely Effendy (2012), states that as summarized in the following theory, the components in *Uses and Gratifications Theory* (Uses and Satisfaction) is this theory which says that media users play an active role in selecting and using the media. In other words, media users are active parties in the communication process. Media users try to find the best media sources in an effort to fulfill their needs. This means that media users have alternative choices to satisfy their needs. Hovland's opinion (in Mulyana, 2012) states that in understanding new attitudes there are three important variables, namely: Attention, communication will occur if there is attention from the communicant (organism), Understanding, namely how the communicant understands the stimuli given, Acceptance . Attention to objects in social media is awakened by the ownership of a cellphone as an entry point for exploring cyberspace, with internet access available within *cell phone* that he has.

The curiosity factor feels the internet sensation through *cell phone* and following developing trends and self-presentation, has paid attention (*eager*) an employee at various levels. For this reason, they are willing to spend time using social media, the touch of modern communication technology offers changes that were never expected before. The world seems to have no more boundaries and no more secrecy that can be covered. Through social media we can find out about other people's activities, even though we don't know them and have never met face to face *(offline)* with that person. This is where the extraordinary attraction offered by social media makes it difficult for anyone to avoid (not use) it.

This is related to the innovation diffusion theory In conveying a message to an audience, a communicator certainly needs media to convey it. There are many media or types of mass communication that are used and utilized to convey messages. The development of the times also influences the types of mass communication that exist. The latest social media technology in terms of media convergence, hypertext and simulation makes this social media increasingly popular. In fact, this mobile application for social media means that everyone can use it anywhere using a mobile phone (including smartphones) as long as there is a network. Various practices can be carried out by each individual on social media, but what needs to be considered again is that social media can be considered as 'home' or oneself in cyberspace. From these data, it can be said that the majority of Communication Science Students. At least technological developments to date have made it possible for users' presence on social media to be limited to representing themselves (sometimes the terms virtual self, digital me, virtual me, virtual identity are used), not yet reaching the level of the whole self that is on social media. So it is not surprising to say that eventually using social media regularly for 2-3 hours a day will lead to addiction. Therefore, the leadership of the South Sulawesi Provincial DPRD Secretariat. must make serious efforts to control the use of WA social media among agency employees. Leaders can make rules in the form of a prohibition on

using WA or a prohibition on using cellphones, especially during office working hours.

This rule can be excluded if there is a need for communication between employees for matters related to the implementation of work. Mathis and Jackson (2012) state that performance is how well employees do their work when compared to a set of standards and then communicate that information. On the other hand, employees also need to be aware of the negative impact of using WA during office hours on work implementation. Such awareness is really needed so that everyone can control themselves from excessive use of WA, both during working hours and outside working hours.

CONCLUSION

1. The influence of the use of WhatsApp social media on the communication performance of employees at the South Sulawesi Province DPRD office can make it easier for everyone to communicate, participate and share with each other and form an online network, so that organizations or companies can disseminate information more quickly.
2. The relationship between WhatsApp social media users and communication performance at the South Sulawesi Provincial DPRD office can utilize Whatsaap so that it is easy to share employee information at the South Sulawesi Provincial DPRD office, for positive purposes so that employee performance can work optimally.

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