KAJIAN TERHADAP KEPADANANFACEBOOK SEBAGAI TEKNOLOGI UNTUK BERKONGSI MAKLUMAT SEMASA BANJIR

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Abstrak

Media sosial merupakan salah satu medium teknologi maklumat dan komunikasiyang popular untuk perkongsian maklumat. Baru-baru ini, media sosial telah dikenal pasti sebagai satu teknologi komunikasi yang penting untuk tujuan perkongsian maklumat semasa bencana. Walaupun ia diakui sangat berfaedah dalam membantu tugasperkongsian maklumat, namun masih terdapat sesetengah situasi yang mana media sosial didapati tidak sesuaidalam melakukan tugas perkongsian maklumat. Oleh itu, kajian ini dijalankan untuk mengkaji faktor-faktor yang mempengaruhi kepadanan antara media sosial khususnya Facebook dan tugas perkongsian maklumat semasa bencanabanjir.Teori kepadanan teknologi-tugastelah digunakan sebagai teori asaskepada kajian ini. Kajian ini telah menggunakansoal selidik berasaskan web sebagai teknik pengumpulan data. Responden bagi kajian ini adalah pengguna Facebookrasmi Majlis keselamatan negara (MKN). Seterusnya, data yang diperoleh dianalisis menggunakan teknik*partial least square* (PLS). Perisian Smartpls 2.0 telah digunakan bagi mengesahkan model kajian dan menguji hipotesis yang telah dicadangkan. Dapatan kajian menunjukkan bahawa ciri-ciri tugas mempunyai pengaruh yang kuat berbanding dengan ciri-ciri teknologi dalam menentukan kepadanan teknologi Facebook dan tugas perkongsian maklumat. Secara teori, kajian ini membina kefahaman yang lebih menyeluruh tentang kepadanan Facebook sebagai salah satu aplikasi yang digunakan untuk membantu tugas perkongsian maklumat semasa banjir; mengkaji faktor-faktor kepadanan yang signifikan dalam membantu tugas perkongsian maklumat semasa berlakunyabanjir; dan mencadangkan satu model kajian yang dapat meramal kepadanan di antara penggunaan aplikasiFacebook dalam menjalankan tugas perkongsian maklumat semasa banjir. Secara praktikalnya, kajian ini memberi sumbangan dengan mencadangkan satu mekanisma yang perlu diberi perhatian dalam meningkatkan kepadanan di antara aplikasi Facebook dalam menyokong tugas perkongsian maklumat semasa banjir.

Kata kunci: Pengurusan banjir, Pensiratan pengetahuan, Pensuratan pengetahuan Perkongsian maklumat Teori kepadanan teknologi-tugas (TTF), Facebook

Abstract

Social media is gaining its popularity as one of the most used ICT platform for information sharing. Recently, social media has been identified as one of the important communicationplatforms to disseminate information during the event of disaster. Although it has been acknowledged as one of the most useful platforms to disseminate information, there are situations where this platform has been found notsuitable to support this task. Thus, examining the fit between the task and technology can enhance the efficiency of information sharing. The main aim of this study is to identify the factors that influenced task technology fit using social mediaespecially Facebook when sharing information during the flood. Theory of task-technology fit (TTF) has been used as an underlying theory for this study. This study administered web based questionnaire as the data collection technique to obtain data from respondent which is the user of National Security Counsil's Facebook. Then, the obtained data is analyzed using partial least square (PLS) technique. SmartPLS 2.0 software was used to validate the research model and test the proposed research hypotheses.The findings showed that task characteristic has a strong influenced over technology characteristic to determine the fit between information sharing task and Facebook technology. Theoretically, this study developed a better understanding of what influence task technology fit using Facebook to share information during the event of flood; examined the significant factors that contribute to higher task technology fit during the flood; and proposed a theoretical model that can be used to predict the fit between information sharing task and Facebook during the occurance of flood. Practically, this study contributes by proposing a mechanism to the government agencies on how to improve the fit between Facebook and information sharing task duringflood.

Keywords: Flood Management, Tacit knowledge, Explicit knowledge, Knowledge sharing, Task-technology fit (TTF) theory, Facebook

Penghargaan

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Kandungan

Senarai Jadual

Senarai Rajah

Senarai Lampiran

Senarai Singkatan

AVE	*Average Variance Extracted*
CR	*Composite Reliability*
ICT	Teknologi Maklumat dan Komunikasi
MKN	Majlis Keselamatan Negara
PLS	*Partial Least Square*
SEM	*Structural Equation Modelling*
TTF	*Theory of Task-Technology Fit*
TAM	*Theory Acceptance Model*
UTAUT	*Unified Technology of Acceptance and Use of Technology*

BAB SATU
PENDAHULUAN

1.1 Pengenalan

Dalam bab ini, subtopik yang pertama akan menerangkan tentang latar belakang kajian. Ia diikuti oleh perbincangan mengenai penyataan masalah kajian. Subtopik seterusnya akan menjelaskan tentang persoalan kajian dan juga objektif kajian. Seterusnya, diikuti dengan penerangan model kajian dan juga skop kajian. Kemudian, definisi operasi akan dibincangkan dalam subtopik seterusnya. Dalam bab ini juga akan diterangkan tentang signifikan kajiandan diakhiri dengan ringkasan bab.

1.2 Latar Belakang Kajian

Media sosial adalah sebuah media atas talian yang menyediakan ruang kepada pengguna untuk berhubung dan berinteraksi di antara satu sama lain tanpa batasan waktu dan sempadan. Ia terkenal sebagai salah satu platform komunikasi secara atas talian yang menyokong aktiviti interaksi dan perkongsian maklumat di antara komuniti (Bird, Ling & Haynes, 2012).Penggunaan aplikasi media sosial bukan sahaja membenarkan perkongsian maklumat berasaskan teks malah ia juga boleh digunakan untuk berkongsi maklumat dalam bentuk gambar, grafik, video pendek dan juga pautan untuk dikongsi (Dabner, 2012).Antara contoh aplikasi media sosial adalah seperti Facebook, Twitter, Youtube, Instagram, Blog dan Wikipedia.

Berbeza dengan teknologi komunikasi internet yang lain, media sosial mengurus kandungan perbualan atau interaksi dalam persekitaran atas talian (Yates & Paquette,

The contents of the thesis is for internal user only

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