KEAMATAN PENGGUNAAN, KEMAHIRAN SWAAWAS DAN ORIENTASI PRIVASI ORGANISASI TERHADAP PENGURUSAN PRIVASI FACEBOOK DALAM KALANGAN PENJAWAT AWAM DI NEGERI KEDAH: SATU ANALISIS PENGARUH

JUNAIDI ABDUL RANI @ ABDUL GHANI

**SARJANA SAINS PENGURUSAN MEDIA
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Graduate School
of Arts And Sciences**

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Pemeriksa Dalam: *(Internal Examiner)*	Dr. Norizah Aripin	Tandatangan *(Signature)*
Nama Penyelia/Penyelia-penyelia: *(Name of Supervisor/Supervisors)*	Dr. Mohd Sobhi Ishak	Tandatangan *(Signature)*

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Abstrak

Facebook merupakan medium komunikasi yang digunakan secara meluas dalam perkhidmatan awam. Namun, banyak isu berkaitan pengurusan privasi maklumat yang boleh menyumbang kepada persepsi masyarakat terhadap integriti dalam kalangan penjawat awam. Kajian ini bertujuan untuk mengenalpasti pengaruh keamatan penggunaan Facebook, kemahiran swaawas, dan pengurusan privasi organisasi terhadap pengurusan privasi Facebook. Kerangka teoritikal kajian ini dibina berdasarkan Teori Pengurusan Komunikasi. Kajian tinjauan keratan rentas telah dijalankan terhadap penjawat awam yang berkhidmat di agensi kerajaan negeri, persekutuan dan badan berkanun di negeri Kedah. Seramai 183 responden yang ditentukan melalui kaedah persampelan rawak telah terlibat dalam kajian ini. Borang soal selidik kajian mengandungi empat instrumen bagi mengukur pemboleh kajian iaitu Facebook Intensity Scale, Self Monitoring Scale, Organizational Privacy Orientation, dan Facebook Privacy Management Scale. Data yang diperolehi telah dianalisis secara deskriptif dalam bentuk min dan sisihan paiwai berbantukan SPSS. Manakala analisis inferensi dilaksanakan menggunakan Partial Least Square-Structural Equation Modelling (PLS-SEM) berbantukan SMARTPLS 3.0. Hasil kajian menunjukkan pengurusan privasi organisasi dan kemahiran swaawas memberi pengaruh yang signifikan pada aras keyakinan 5% terhadap keamatan penggunaan Facebook. Selain itu, keamatan penggunaan Facebook, pengurusan privasi organisasi dan kemahiran swaawas turut memberi pengaruh yang siginifikan terhadap pengurusan privasi Facebook. Kajian ini menjelaskan peranan faktor penilaian individu dan persekitaran sosial organisasi dalam menentukan pengurusan privasi Facebook. Dapatan kajian ini boleh digunakan bagi merangka program kesedaran berkaitan pengurusan privasi maklumat dalam talian bagi memastikan kredibiliti setiap penjawat awam.

Katakunci: Keamatan penggunaan Facebook, Kemahiran swaawas, Pengurusan privasi organisasi, Pengurusan privasi Facebook

Abstract

Facebook is a communication medium that is widely used in the public service. However, there have been many issues related to information privacy management which can contribute towards society perception on integrity among public servants. This study aimed to identify the effect of the intensity of the use of Facebook, self-monitoring skills, and organization privacy orientation towards managing the Facebook privacy. The theoretical framework of this study is built upon the Theory of Communication Management. A cross-sectional survey was conducted among the civil servants from the state agencies, federal and statutory bodies of Kedah state. A total of 183 respondents, which were identified through a random sampling method, were involved for this study. The questionnaire survey consists of four instruments to measure variables, namely Facebook Intensity Scale, Scale Self-Monitoring, Organizational Privacy Orientation, and Facebook Privacy Management Scale. Data obtained, were analyzed descriptively in mean and standard deviation using SPSS. Inferential analysis was conducted using the Partial Least Square - Structural Equation Modeling (PLS- SEM) with the aid of SmartPLS 3.0. The results showed that organization privacy management and self-monitoring skills have a significant influence on the confidence level of 5% towards the intensity Facebook usage. In addition, the intensity of Facebook usage, organization privacy orientation and self-monitoring skills also have significant influence on the management of Facebook privacy. This study describes the role of the individual evaluation factors and social environment of the organization in determining the Facebook privacy management. The findings of this study can be utilized to develop an awareness program which is related to the management of online information privacy to ensure the credibility of each public servant.

Keywords: Facebook intensity, Self- monitoring skills, Organizational privacy orientation, Facebook privacy management.

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Isi Kandungan

Senarai Jadual

x

Senarai Rajah

Senarai Lampiran

Senarai Singkatan

TMK	-	Teknologi Maklumat Komunikasi
PKPA	-	Pekeliling Kemajuan Perkhidmatan Awam
MAMPU	-	Unit Pemodenan Tadbiran Dan Perancangan Pengurusan Malaysia
CPM	-	Communication Privacy Management
PCN	-	Putrajaya Campus Network
MADA	-	Lembaga Kemajuan Pertanian Muda

BAB SATU
PENDAHULUAN

1.1   Pengenalan

Peranan media sosial pada hari ini telah menyumbang kepada pengaruh yang besar ke atas integriti penjawat awam. Penggunaan media sosial boleh mempengaruhi seseorang penjawat awam untuk bertindak di luar jangkaan yang akhirnya boleh memudaratkan integritinya. Kerajaan kini menggalakkan penjawat awam menggunakan media sosial seperti Facebook dan Twitter. Ia bertujuan untuk berkomunikasi dan berhubung dengan lebih efektif dan efisien di samping menyampaikan maklumat yang tepat kepada rakyat. Selain itu ia dapat meningkatkan produktiviti penjawat awam (Ketua Setiausaha Negara, Persidangan Digital Kebangsaan 2012, 3 Julai 2012). Namun begitu, sekiranya penggunaan media sosial adalah lebih bertujuan peribadi dan bukannya untuk urusan rasmi maka hasrat kerajaan untuk menyampaikan maklumat yang tepat dan betul tidak akan kesampaian. Natijahnya, ia akan memberi impak yang besar ke atas kredibiliti personal penjawat awam itu.

Rakyat pada hari ini begitu bergantung kepada media sosial untuk berkomunikasi dengan rakan-rakan, rakan kerja sepasukan, organisasi sosial dan pihak kerajaan (Kavanaugh, Yang, Sheetz, Tzy & Fox, 2011). Penjawat awam juga disarankan agar menggunakan sepenuhnya sumber media sosial ini bagi tujuan mempertingkatkan lagi penyampaian perkhidmatan dan komunikasi kepada rakyat terutamanya golongan yang tidak diberikan penumpuan sebelum ini (Kavanaugh et al, 2011).

The contents of the thesis is for internal user only

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