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**KAJIAN KESAN PENGGUNAAN MEDIA SOSIAL  
TERHADAP PELAJAR UNIVERSITI UTARA MALAYSIA**



**SARJANA SAINS (PENGURUSAN)  
UNIVERSITI UTARA MALAYSIA  
JANUARI 2018**

**KAJIAN KESAN PENGGUNAAN MEDIA SOSIAL TERHADAP PELAJAR  
UNIVERSITI UTARA MALAYSIA**



**Tesis Diserahkan kepada  
Pusat Pengajian Pengurusan Perniagaan  
Universiti Utara Malaysia  
Bagi MemenuhiKeperluan Pengijazahan Master of Science (Management)**

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Penyerahan kertas projek sarjana ini adalah sebagai memenuhi keperluan pengajian Lيسان Ijazah di Universiti Utara Malaysia (UUM). Saya bersetuju supaya pihak Perpustakaan Sultanah Bahiyah (PSB), UUM menjadikan kertas projek ini sebagai rujukan. Saya juga bersetuju bahawa kebenaran membuat salinan keseluruhan atau sebahagian daripadanya untuk tujuan akademik mestilah mendapat kebenaran Penyelia saya atau Dekan Pusat Pengajian Pengurusan Perniagaan, Kolej Pengurusan Perniagaan (UUMCOB), Universiti Utara Malaysia (UUM). Sebarang penyalinan, pengambilan atau penggunaan keseluruhan atau sebahagian daripada kertas projek ini untuk tujuan komersil atau tidak adalah dibenarkan tanpa kebenaran bertulis daripada saya atau Penyelia. Di samping itu, pengiktirafan saya kepada saya dan Universiti Utara Malaysia wajar diberikan dalam sebarang bentuk kegunaan bahan-bahan yang terdapat di dalam kertas projek ini.

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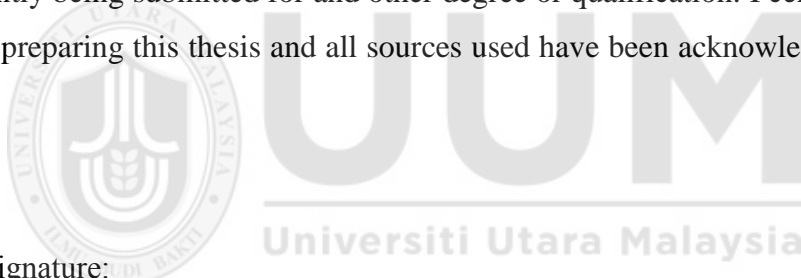
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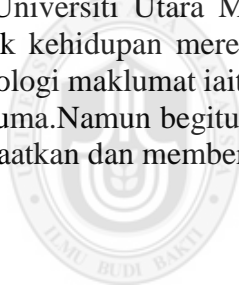
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## ABSTRACT

Teknologi maklumat dan komunikasi semakin berkembang dengan adanya pelbagai aplikasi berasaskan internet dan menerusinya satu teknologi baru telah dicipta untuk merevolusikan corak komunikasi manusia serta gaya berinteraksi dalam kehidupan seharian. Kini terdapat berjuta-juta manusia berdaftar dan berhubung menerusi laman media sosial seluruh dunia. Fenomenon global jaringan sosial dalam talian telah memberi impak kepada pengguna Internet di Malaysia. Atas kredibiliti dan kemampuannya yang menyediakan dan membolehkan sistem komunikasi dalam kalangan pengguna tanpa sempadan dan penyebaran maklumat secara global, laman jaringan media sosial kini telah digunakan dengan meluas oleh pelbagai kumpulan pengguna dan antara yang terkesan dengan penggunaannya adalah golongan pelajar. Media sosial kini telah menjadi platform baru bagi pelajar untuk menyatakan diri mereka sendiri dan berkongsi maklumat yang berkaitan dengan aktiviti harian mereka. Justeru itu, kajian ini dijalankan untuk mengenalpasti kesan penggunaan media sosial dan hubungannya dengan pelajar Universiti Utara Malaysia. Sampel bagi kajian ini terdiri dari 126 orang pelajar daripada pelbagai bidang, berbeza etnik dan bangsa yang mengikuti pengajian sepenuh masa di Universiti Utara Malaysia, Kedah. Borang soal selidik telah digunakan sebagai instrumen kajian ini. Objektif kajian adalah untuk mengenal pasti kesan penggunaan media sosial terhadap pelajar Universiti Utara Malaysia. Kesimpulannya, pelajar di Universiti Utara Malaysia boleh memanfaatkan penggunaan mediasosial dalam segala aspek kehidupan mereka sebagai pelajar atau generasi muda secara bebas kerana fasiliti teknologi maklumat iaitu WIFI boleh diakses di mana sahaja persekitaran kampus ini secara percuma. Namun begitu, penggunaan media sosial boleh membawa banyak kebaikan jika dimanfaatkan dan memberi implikasi negatif jika salah penggunaannya.



Universiti Utara Malaysia

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## **BAHAGIAN 1: PENGENALAN**

### **1.1 Pengenalan**

Bab ini membincangkan dan menyentuh mengenai latar belakang kajian, pernyataan masalah, objektif kajian, persoalan kajian, skop kajian, kepentingan kajian, organisasi tesis dan kesimpulan.

### **1.2 Latar Belakang Kajian**

Nor Aslamiah (2012) telah menyatakan dunia kini tanpa sempadan, segalanya dapat dicapai dengan mudah menerusi lebuhraya internet yang telah wujud sejak bertahun lamanya. Kita perlu mengakui bahawa Malaysia telah memiliki fasiliti capaian internet yang semakin maju, moden dan kini berada dalam kedudukan tahap kualiti perkhidmatan terbaik untuk pengguna. Apabila kita berkunjung ke pelbagai lokasi, capaian internet dapat diakses dengan sempurna hasil daripada penggunaan talian komunikasi yang ditawarkan oleh syarikat-syarikat komunikasi di Malaysia. Selain itu, kerajaan Malaysia juga telah memberikan sokongan padu kepada perkhidmatan lebuhraya internet ini seperti kampung tanpa wayar yang sering kita lihat di tanda penggunaannya kampung-kampung pedalaman yang terpilih.

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**QUESTIONARE /KAJI SELIDIK**

***KAJIAN: KESAN PENGGUNAAN MEDIA SOSIAL TERHADAP PELAJAR  
UNIVERSITI UTARA MALAYSIA***

***THE EFFECT OF SOCIAL MEDIA USE FOR UUM STUDENT***

**BAHAGIAN A: DEMOGRAFI RESPONDEN / DEMOGRAPHY OF RESPONDENT**

Sila tandakan (/) pada ruangan yang sesuai. / Please tick (✓) the appropriate answer.

1. Apakah Jantina Anda / Which your sex category  
 Lelaki / Male  
 Perempuan / Female
  
2. Yang manakah kategori umur anda/ Which age do you belong  
 19- 20  
 21- 23  
 24- 36  
 27 keatas
  
3. Apakah bangsa anda / What do you ethnicty  
 Melayu/ Malays  
 Cina / Chinese  
 India / Indian  
 Lain-lain / others
  
4. Tahap pendidikan anda / Which your education level  
 Menengah /Secondary School  
 Diploma/ Diploma  
 IjazahSarjanaMuda/ First Degree  
 IjazahSarjana/ Master Degree
  
5. Kekerapan anda melayari media social/ How often do you surf social media  
 Kurangdaripada 30 minit/ Less than 30 minutes  
 31 – 60 minit /31-60 minutes  
 1-2 jam / 1-2 hours  
 lebih daripada 2 jam/ For more than 2 hours

## BAHAGIAN B :TAHAP PENGGUNAAN MEDIA SOSIAL

Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan berdasarkan skala di bawah dengan membulatkan nombor yang telah disediakan.

Please indicate how much you agree or disagree with each statement according to the scale below by circling the number that has been provided.

- 1 - SangatTidakSetuju/ Strongly Disagree (STS)
- 2 - TidakSetuju / Disagree(TS)
- 3 - TidakPasti / Unsure(TP)
- 4 – Setuju/ Agree (S)
- 5 - SangatSetuju / Strongly Agree (SS)

### 1. INTERAKSI/ INTERACTION

BIL.	Saya menggunakan social media untuk Berinteraksi menggunakan I use social media to interact with ...	STS	TS	TP	S	SS
1.	SMS	1	2	3	4	5
2.	Pesanane segera (chat, YM, Skype, dll) Instant messaging (chat, IM, Skype, etc.)	1	2	3	4	5
4.	Telefon Telephone	1	2	3	4	5
5.	Email/E-mail	1	2	3	4	5
6.	Sembangatastalian (video call) Chat online	1	2	3	4	5

## 2. PENGLIBATAN ONLINE/ENGAGEMENT ONLINE

BIL.	Saya menggunakan social media untuk I use social media to ...	STS	TS	TP	S	SS
1.	Untuk bergabung dan membentuk komuniti online To join and form an online community	1	2	3	4	5
2.	Untuk membuat blog dengan topic tertentu To create a blog with a specific topic	1	2	3	4	5
3.	Untuk mencari informasi berita terkini To find the latest news information	1	2	3	4	5
4.	Untuk menyebarkan berita terkini To spread the latest news	1	2	3	4	5

### BAHAGIAN C : MOTIVASI PENGGUNAAN MEDIA SOSIAL

Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan berdasarkan skala di bawah dengan membulatkan nombor yang telah disediakan.

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- 3 - TidakPasti / Unsure(TP)
- 4 – Setuju/ Agree (S)
- 5 - SangatSetuju / Strongly Agree (SS)

## 1. *PEMBENTUKKAN IDENTITI*

<b>BIL.</b>	<b>Saya menggunakan social media untuk, ... I use social media to ...</b>	<b>STS</b>	<b>TS</b>	<b>TP</b>	<b>S</b>	<b>SS</b>
1.	Untuk meningkatkan populariti dan dikenali ramai To increase the popularity and known	1	2	3	4	5
2.	Untuk membentuk identiti peribadi yang baharu To establish a new personal identity	1	2	3	4	5
3.	Untuk mengetahui orang yang baru dikenali dengan lebih mendalam To find a new person called deeper	1	2	3	4	5
4.	Untuk berkenalan dengan individu yang dirasakan menarik To get acquainted with individuals who felt attracted	1	2	3	4	5
5.	Untuk mengetahui sahabat kepada sahabat yang sedia ada To find companions to his existing	1	2	3	4	5
6.	Untuk menjadi sahabat atau peminat kepada personaliti, tokoh terkenal/artis To become a friend or fan of the personality, famous people / artist	1	2	3	4	5
7.	Untuk mempromosikan produk (perniagaan atas talian) To promote the product (online business)	1	2	3	4	5
8.	Untuk bersahabat dengan sesiapa sahaja To make friends with anyone	1	2	3	4	5

## 2. *PERKONGSIAN MAKLUMAT/SHARING INFORMATION*

<b>BIL</b>	<b>Saya menggunakan social media untuk I use social media to ...</b>	<b>STS</b>	<b>TS</b>	<b>TP</b>	<b>S</b>	<b>SS</b>
1.	Untuk berhubung dengan sahabat lama To connect with old friends	1	2	3	4	5
2.	Untuk mencari sahabat yang telah lama terpisah To find friends who have been separated	1	2	3	4	5
3.	Untuk mengikuti dan mengetahui keadaan/ aktiviti/ berita semua sahabat	1	2	3	4	5

	To follow and know the the situation / events / news all friends					
4.	Untuk mudah menguruskan dan mengekalkan persahabatan To easily manage and maintain friendships	1	2	3	4	5
5.	Untuk mudah terus berhubung dengan “sahabat” yang berada di kawasan geografi yang berbeza atau di luar negara To easily keep in touch with "friends" who are in different geographical areas or abroad	1	2	3	4	5
6.	Untuk berhubung dengan “sahabat” yang jarang ditemui di luar talian To connect with "friends" that rarest offline	1	2	3	4	5
4.	Untuk berhubung dengan ahli keluarga dan saudaramara To connect with family members and relatives	1	2	3	4	5
5.	Untuk mengikuti perbincangan tentang topic dan isu semasa To follow the discussion of topics and current issues	1	2	3	4	5
6.	Untuk mudah menghubungi satu sama lain tanpa terlalu banyak komitmen To easily contact each other without too much commitment	1	2	3	4	5

### 3. *INTERGRASI SOSIAL/ SOCIAL INTEGRATION*

<b>BIL.</b>	<b>Saya menggunakan social media untuk I use social media to ...</b>	<b>STS</b>	<b>TS</b>	<b>TP</b>	<b>S</b>	<b>SS</b>
1.	Untuk mendapatkan maklumat tentang sesuatu isu, aktiviti atau majlis For information about an issue, activity or event	1	2	3	4	5
2.	Untuk mendapatkan bantuan dan sokongan moral For help and moral support	1	2	3	4	5
3.	Untuk membentuk kumpulan yang berkongsi minat/ berkepentingan To form a group that shares your interests / stakeholders	1	2	3	4	5
4.	Untuk memaklumkan atau berkongsi maklumat terkini To inform or share the latest information	1	2	3	4	5
5.	Untuk menyatukan semua “sahabat” To unite all the "friends"	1	2	3	4	5

6.	Untuk menghanta rmesej kepada “sahabat” To send a message to "friends"	1	2	3	4	5
7.	Untuk memudahkan perbincangan/diskusi dalam kumpulan To facilitate discussion / discussion group	1	2	3	4	5
8.	Untuk memaklumkan perkara tentang diri atau aktiviti peribadi To inform about yourself or personal activities	1	2	3	4	5
7.	Untuk perkongsian maklumat terkini For the latest information sharing	1	2	3	4	5
8.	Untuk tujuan pembelajaran/ tugas For purposes of study / assignment	1	2	3	4	5

#### 4. HIBURAN (ENTERTAINMENT)

BIL.	Saya mendapati dengan menggunakan sosial media	STS	TS	TP	S	SS
1.	Dapat mengurangkan kebosanan/ kesunyian Can reduce boredom / loneliness	1	2	3	4	5
2.	Dapat mencari hiburan secara interaktif Find an interactive entertainment	1	2	3	4	5
3.	Dapat menghiburkan diri Can entertain yourself	1	2	3	4	5
4.	Dapat mengisi masa lapang Be able to fill leisure time	1	2	3	4	5

#### 5. KEMUDAHAN (CONVENIENCE)

BIL.	Saya mendapati dengan menggunakan sosial media I have found that using social media...	STS	TS	TP	S	SS
1.	Lebih menjimatkan wang More save money	1	2	3	4	5
2.	Lebih menjimatkan masa More saving time	1	2	3	4	5
3.	Lebih terbuka peluang menyertai kumpulan yang mempunyai minat yang sama More open opportunity to join the groups with similar	1	2	3	4	5



	interests					
4.	Lebih banyak peluang untuk meluaskan jaringan persahabatan dengan mereka yang mempunyaibidang yang sama More opportunities to expand the network of friendship with those who have the same field	1	2	3	4	5

## BAHAGIAN D :IMPAK DAN PENDAPAT

Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan berdasarkan skala di bawah dengan membulatkan nombor yang telah disediakan.

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3 - TidakPasti / Unsure(TP)

4 – Setuju/ Agree (S)

5 - SangatSetuju / Strongly Agree (SS)

### 1. IMPAK PENGGUNAAN SOSIAL MEDIA

BIL.	Apabilamenggunakan media social saya	STS	TS	TP	S	SS
1.	Kemaskini status (apaterkini) Update status (whats new)	1	2	3	4	5
2.	Membuat komenar (comment) Make a comment (comment)	1	2	3	4	5
3.	Kemaskini profil (profile) Update Profile (profile)	1	2	3	4	5
4.	Menggunakan mesej segera (chatting) Using instant messaging (chat)	1	2	3	4	5
5.	Suapan berita / News Feed news / News	1	2	3	4	5
6.	Perkongsian foto Sharing photos	1	2	3	4	5
7.	Menghantar mesej peribadi (Whassup)	1	2	3	4	5

	Send a private message (Whassup)					
8.	Menggunakan enjin carian untuk mencari maklumat (Search) Using search engines to find information (Search)	1	2	3	4	5
9.	Membuat perkongsian video Creating video sharing	1	2	3	4	5
10.	Mengikuti kuiz/ permainan atas talian Following the quiz / game online	1	2	3	4	5
11.	Membuat atau mengemaskini blog Creating or updating a blog	1	2	3	4	5
12.	Membuat undian making votes	1	2	3	4	5
13.	Membuat iklan produk, aktiviti, perniagaan Create product ads, events, business	1	2	3	4	5
14.	Melayari youtube Browsing youtube	1	2	3	4	5

## 2. PENDAPAT BERKAITAN JARINGAN SOSIAL/ OPINION ON SOCIAL NETWORKS

BIL.	Sejauhmanaandabersetujudenganpernyataanberikuttentang social media... The extent to which you agree with the following statements about social media...	STS	TS	TP	S	SS
1.	Memudahkan pembentukkan jaringan persahabatan yang lebih luas Facilitate the formation of a wider network of friends	1	2	3	4	5
2.	Lebih mudah diakses dan digunakan More easily accessible and used	1	2	3	4	5
3.	Hanya merupakan lanjutan tambahan kepada interaksi luar atastalian Only an additional extension to the external interaction is online	1	2	3	4	5
4.	Akan menggantikan media komunikasi dalam interaksi social pada masa akan datang Will replace the communication media in social interaction in the future	1	2	3	4	5
5.	Lebih menyenangkan berbanding penggunaan media komunikasi yang lain More enjoyable than the use of other communication mediums	1	2	3	4	5
6.	Memudahkan proses pemilihan "sahabat" dan maklumat Simplify the process of selection of the "best friend" and the information	1	2	3	4	5

7.	Lebih bebas berbanding interaksi secara bersemuka More independent than face to face interaction	1	2	3	4	5
8.	Tempat bermain bukan sesuatu yang serius Playground not something serious	1	2	3	4	5
9.	Persahabatan dalam media social adalah sama seperti persahabatan di alam realiti Friendship in social media is the same as in the real friendship.	1	2	3	4	5
10.	Hubungan yang terbina lebih berkekalan berbanding yang terjalin di luar talian. Relationships built more lasting than that exists offline	1	2	3	4	5

*“Terima kasih atas kerjasama anda, Thank you for your valuable time”*

