

Social Media as a Medium of Information Distribution between Communities and SMK Tat Beng

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ABSTRACT : *Social media gained rapid reputation in a short time of its existence. It is used as a medium to socialise and sharing thoughts. Many are awestruck by the transformation of communication processes especially among younger generations. Social media has now transformed into a compulsory element in everyone's life. The development of communication in SMK TAT BENG has opened up a new phase in human relationships and lead to changes in communication. Appropriate communication will affect the implementation of information dissemination tasks in achieving organizational goals. In this regard, this study focuses on the transformation of strategy communication into a medium in enhancing the dissemination of information through social media - Facebook between the community and SMK TAT BENG.*

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I. INTRODUCTION (BACKGROUND OF ORGANIZATION)

In 1969, SMKTB started operating officially. At that time there were only three blocks. Before 1969, pupils and teachers were placed in two other schools namely Temelok Primary School and Sungai Kerang Primary School. At that time, many residents around the Trong area such as Kampung Temelok, Kampung Padang Gajah, Kampung Sg. Tinggi and Trong want a school to be built in their village. Sg. Rotan also wanted secondary school to be built in Padang Gajah as this will allow their children to go to school. Therefore, Mr. Hj. Saad Bin Hj. Ahmad, PJK (one of the chairmen of the AJK Board of Governance) wanted to donate his land in Padang Gajah for the purpose. He went to the Education Office in Ipoh and appealed for the school to be built in Padang Gajah but his wish was not achieved.

Furthermore, residents of the neighbourhood of Trong opposed the proposed location due to its relatively remote location. In 1969, a resident, En. Ng Shye Kiat has donated his land in Sg. Nyior for the purpose of building a school. As the area is strategic, the construction of schools here is agreed upon by the locals. Finally, the agreement was concluded for the secondary school building for this area in Sg. Nyior.

Throughout the 90's, there were several changes and physical changes, among them were the construction of a vault in 1991 for the use of schools around Trong. Under the administration of a new history was made with the beginning of the Science stream class. In Year 2000, a 2-storey block for science lab was built. Two more new blocks along with the beautifully built Home Complex for teachers were completed in 2002. There were also two Vocational subjects introduced to students beginning in 2002 namely Domestic Construction and Sewing Design and Clothing for Form 4 students. Computer laboratories were also built in 2002.

SMKTB now reaches the age of 52 (up to 2019) with approximately 500 students, 75 academic staff and 12 support staff. Starting in 2007, the school also has received the first batch of Form 6 students.

Definition of Social Media

The use of social media in SMK TAT BENG, Taiping has increased the efficiency of distributing information and activities conducted in the school. According to Kaplan Andreas M, Heinlein Michael, (2010), social media is a type of media used continuously online by allowing users to easily join, share, and create content across blogs, social networks, wikis, forums and virtual worlds, blogs, social networks and wikis are the most widely used social media forms of society around the world, commenting, and sharing information in a timely and unlimited time.

Definition of Facebook

According to Eldon, Eric. (2008), Facebook is a social networking site managed and privately owned by Facebook, Since 2006, anyone 13 years and over and has a legitimate email address can be a Facebook user. Facebook is targeting more youth than adults. Users can add friends and send messages, as well as update their

personal profile as an alert to friends. Facebook also gets a place in the hearts of Malaysians. A survey of Malaysia's most popular social networking sites by the Digital Society of Malaysia (MDA) found that the number of users registered for Facebook social network sites was 8 million people. This makes Facebook the largest social site to record the number of registered users in Malaysia (Berita Harian Online, 2010). This amount indirectly reflects that Facebook is the most popular social site in Malaysia. Facebook's popularity has attracted many researchers to research the use of this social site. Recent studies have found that the purpose or motive of using Facebook is to maintain relationships, spend time, join the virtual community, entertain, feel great and find friends, (Sheldon, 2008).

Advantages of Using Facebook

Today, the use of social media such as Facebook is a necessity for SMK Tat Beng to ensure that all information or activities can be channeled and known to the community around Trong, Taiping quickly and they can communicate with the school under any circumstances without limitation and obstruction.

According to H. Kietzmann, Jan (2011), the social media needs in which everyone can create the site personally, then connect with friends to share information and communicate. The largest social networks include Facebook, Whatsapp, Instagram and Twitter. If traditional media uses print media and broadcasting media, then social media uses the internet. Social media invites anyone interested in entertaining by contributing and responding openly, commenting, and sharing information in a timely and unlimited time.

Social media such as Facebook can increase service delivery to the public more quickly and accurately. This proved Facebook SMK Tat Beng succeeded in delivering services to the community and has been used for so long since it was introduced. Admins of SMK Tat Beng actively uploads any teacher students' activities with the community that had been held such as Sports Day, PIBG Meetings, extra-curricular activities and educational programmes. All this shows a change in strategy communication used by SMK Tat Beng. In the scope of SMK Tat Beng the social media Facebook needs are very effective in providing quality services between the community and the school as follows: -

i. Education Related Information

The transmission of education related information by SMK Tat Beng can be disseminated to the public in order to be fast and efficient in sharing at all times. Fast information can change the students' interest into something better and to prepare before-hand.

ii. Broadcast the Importance of Extra-Curricular Activities

Getting involved in activities outside of school can help these students meet new people with whom they share their interests. Facebook is being the platform to share the achievements and activeness of students'.

iii. Panel Activities conducted by SMK Tat Beng

All activities conducted by SMK Tat Beng are known by the community such as programmes, Science based learning activities, PIBG meetings with parents, Award Giving Day and so on.

iv. Uniform Units Leadership Camps

The community can know the leadership programmes of SMK Tat Beng closer. This is to ensure no students are left out. Every students are given their respective units such as Police Cadet, Scouts, Girl Scout and many more.

Facebook's Importance in Contact with SMK Tat Beng

SMK Tat Beng Sg Nyior's facebook usage benefits the community and the school in providing quality informations. This is in line with the changes of communication strategy where previously the parents only receive information via letter or phone calls by the school. But with Facebook page, it is able to navigate through Facebook of who wants to know more about the school and infomations. Here are examples of Facebook SMK Tat Beng as follows:-



Figure 1:
School Logo



Figure 2:
Smktatbeng Sg Nyior Facebook Page



Figure 3:
Sharing of Informations by the Science Panel



Figure 4:
Spreading the words to parents and community on PIBG Meeting



Figure 5:
Post by parents and the comments from the community

II. CONCLUSION

In conclusion, in the era of globalization today, the role of Facebook is important in delivering information which is in the tip of the finger. Facebook also ables to improve the quality of the schools information sharing in terms of connectivity as well as get closer to the community via online. In line with the vision of the school to provide quality education, now online platform is gaining its importance. This proves a positive impact in changing communication strategies at SMK TAT BENG. The school hopes this way of communications would enhance the understanding between parents and teachers. It is important to spread the information in a way community gets it faster. On the other hand, it is vital to showcase the school's activities

through online platform where the alumni's will be notified of their beloved school. It is better late than never to be in the race for betterment in the system.

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