

APPLICATION OF STANDART NURSING LANGUAGE (NANDA, NOC. NIC) USING SOCIAL MEDIA: INSTAGRAM® TO INCREASE INFORMATION SEEKING BEHAVIOUR AND MOTIVATION OF NURSING STUDENT

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INTRODUCTION

Many research on information and technology was commonly conducted at university and hospital. In the other hand the usage of electronic resources especially usage of electronic journal in higher education has been not expected (Setiawan, 2008) Student on university using electronic resources for learning and seeking information. In the other hand, Social Media e.g INSTAGRAM® increasing for year to year and more famous for Nursing students. Social media became the newest trend fast within the communication sector. The Social media grows usage in indonesia are one the fastest growth of technology. The “one to many” became “many to many” as indonesian internet interaction quickly adapt the new technology (Lesmana, 2012) The usage of INSTAGRAM® like an electronic journal by Nursing student for seeking information about NANDA,NOC,NIC in Universitas Airlangga. The aim of this study was to find the effectivity of application of Standart Nursing Language (SNL) NANDA, NOC, NIC using social media : INSTAGRAM® for increasing information seeking behaviour and motivation of Nursing students. The social media instagram has been build by researcher as a lecture. The name of social media account was “WECARECREATIVE_”

METHODS

This study was a pre experimental with pre-post test design without control group. The Independent variable was social media :INSTAGRAM® and the dependent variable were information seeking behaviour and motivation. The total sample were 120 students. The data of seeking behaviour and Motivation were collected by questionnaire (motivation and seeking behaviour). Participants answered by filled the questionnaire before and after followed the social media instagram. The data were analyzed by Mann Whitney U Test.

RESULTS

The results show there is a significant difference of information seeking behaviour between pre-test and post-test (see Tabel 1.1 and Tabel 1.2)

Tabel 1.1 shows level of information seeking behaviour before the program dominantly (77%) on the low level, but after the program dominantly (69%) on the high level .It means that social media instagram has significant effect for information seeking behaviour of students



Figure 1. Instagram WECARECREATIVE_ interface

DISCUSSION

a. Level of information seeking behaviour before and after program social media : INSTAGRAM

Tabel 1.1 shows level of information seeking behaviour before the program dominantly (77%) on the low level, but after the program dominantly (69%) on the high level .It means that social media instagram has significant effect for information seeking behaviour of students. Actually, information seeking behaviour was supported by ability the user (Jackson, 2001). That were not all the student can reach the electronic journal is one of negative factor for information seeking behaviour (Setiawan, 2008). Bartlet et.al (2005) say that information seeking behaviour depend on 3 keys : (1) Demand of information, (2) Seeking the information, and (3) Using the information.

Tabel 1.1 Level : Information Seeking Behaviour

ISB*	Pre-Test (n)	Post Test (n)
Low	92	18
Medium	21	19
High	7	83
Mann Whitney U Test	p=0,021	α=0,05

Table 1.2 Level of Motivation

Motivation	Pre-Test (n)	Post Test (n)
Low	68	20
Medium	42	21
High	10	79
Mann Whitney U Test	p=0,011	α=0,05

The student have an easy way for seeking the information by social media : INSTAGRAM, so it was go favourite activity. Application of standart nursing language (NANDA, NOC, NIC) using social media : INSTAGRAM can increase the information seeking behaviour of nursing student because it was easy and favourable. Social media became the newest trend fast within the communication sector. The Social media grows usage in indonesia are one the fastest growth of technology. The “one to many” became “many to many” as indonesian internet interaction quickly adapt the new technology (Lesmana, 2012)

4. Level of motivation before and after program social media : INSTAGRAM

Tabel 1.2 shows level of motivation before the program dominantly (57%) on the low level, but after the program dominantly (66%) on the high level. It means that social media instagram has significant effect for motivation of students. It means that social media instagram has significant effect for motivation of students. Motivation is that set attitude that predispose a person to act in specific goal-directed way. Motivation is thus an inner state that energizes, channels, and sustain human behaviour to achieve goals (Ivancevich, 1995).

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“many to many” as indonesian internet interaction quickly adapt the new technology (Lesmana, 2012). Social media was a aplication group based on internet that build on Web 2.0 and the user possible to created user-generated content as a platform of social media such as : social network, internet forum, weblog etc (Kaplan & Hein,2010 ; Weber, 2009).

CONCLUSION AND RECOMMENDATION

Tabel 1.2 means that social media instagram has significant effect for motivation of students

1. The information seeking behaviour of students was increasing after follow the social media : instagram program
2. The motivation of students was increasing after follow the social media : instagram program
3. The social media : instagram program have a good effect to increasing information seeking behaviour and motivation of student
4. For the next study may using another social media such as Facebook®, twitter© and LINE®

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