Jurnal Penelitian Pendidikan

Search Behavior for Millennial Generation Information

Majidah Majidah, Widiyanto Widiyanto

Universitas Terbuka, Indonesia

Abstract

The purpose of this study was conducted to determine the behavior of millennial generation before, during and after searching for information. This research uses descriptive research with a quantitative approach and data collection methods using a questionnaire. The population in this study is the Open University library science students aged 20-24 years, who take tuton classes in the 2019.1 period. Samples were taken using the Slovin formula, so that a sample of 100 people was obtained. The questionnaire was distributed to online students through the Open Universits elearning page. The sample used in this study is accidental sampling in which the researcher chooses a sample from anyone who meets the criteria as a population. This research uses Ellis theory, in which the theory the researcher divides into 3 stages, namely before, during and after searching for information. The results showed that the behavior of Online Class Library Science Students after searching for information was positive, with a score of 3.09, this score was on an interval scale of 2.52 - 3.27. Behavior of Online Class Library Science Students when searching for information is positive, with a score of 3.08, this score is on an interval scale of 2.52 - 3.27. While the Online Class Library Science Student Behavior after searching for information is very positive, with a score of 3.30, this score is on an interval scale of 3.28 - 4.03. Based on the results of the study, the information seeking behavior of Online Class Library Science Students as a whole includes aspects before, during and after searching for information is positive, with a score of 3.16, this score is on an interval scale of 2.52 - 3.27.

Keywords : Information seeking behavior, Millennial Generation

INTRODUCTION

Millennial generation is a generation that was born in 1990, at that time the lives of many people have used technology in their life processes. Such as computers that are widely used in the process of library services. The technology began to take over the manual service process and move to computerized services.

The hallmark of this generation is open, they are ready to open their minds and open themselves to new things that become the latest trends. Like the presence of Korean culture with straight hair appearance with various accessories that are very different from Indonesian culture, millennials are very open about it. Or like the presence of a wide range of hijab trends, from motifs to models of use. Millennials tend to show off their existence. They have the habit of selfi or showing off their condition and sharing / sharing their situation with the public. Millennial generation is a free generation, in the sense that the millennial generation likes new things and likes to try them. In this case, millennial generation feels there is a challenge when accepting new things. They like that if all these freedoms are in their own control, they can freely convey ideas and display their hobbies, talents and preferences.

Millennial generation has a different behavior from the previous generation. In terms of information behavior only, millennial generation uses different paths and methods. Information behavior which is an action or all manifestations of human behavior in using information from how the process of information needs to the process of finding information and how the generation selects and evaluates information before it is disseminated in cyberspace

Student is one of the millennial generation who often search for information. Moreover, open university students are based online. Students who study online have more information needs to fulfill their insights, especially in completing assignments.

The study of existing information behavior shows something different from what is done by the current millennial generation. The difference can be seen from the way information search, the type of information sought, how to bring up new information with new media and creative packaging. This will be discussed as a new form of the tendency of millennial generation information behavior.

The study of information seeking behavior was also carried out by management experts, especially for product marketing research. In the library world, information is the main claim for its management in the interests of improving the quality of humans in general.

By using information dissemination methods, it is expected that the public can access them openly so that community knowledge will continue to increase in line with their livelihoods. It is also seen that the need for information does not immediately change into information seeking behavior, but must first be triggered by one's understanding of the pressures and problems in his life. Wilson uses the term "theory" for this, even though what is meant is one's personal knowledge about his world). Then, after the information needs turn into information seeking activities, there are several things that affect the behavior, namely:

a. A person's psychological condition. It makes sense, that someone who is worried and looks shabby will display different information seeking behavior compared to someone who is happy and has a happy face.

b. Demographic, in the broadest sense concerns the socio-cultural conditions of a person as part of the community where he lives and has activities. We can surmise that "social class" can also influence a person's information retrieval behavior, although perhaps this influence is more determined by one's access to intermediary media. The behavior of a person from a group of people who do not have access to the Internet is certainly different from people who live in abundant technological facilities.

c. The role of a person in his community, especially in interpersonal relationships, also influences information seeking behavior. For example, the role of "patronizing" that exists among lecturers will cause information seeking behavior to be different than the behavior of students who play a more "student" role. If these two people are dealing with librarians, their roles will influence the way they ask, behave, and act in information seeking activities.

d. Environment, in this case is the closest environment and wider environment, as seen in the previous picture when Wilson talked about the behavior of individuals.

e. Characteristics of information sources, or perhaps more specifically: media characters that will be used in finding and finding information. In connection with the above two things, people who are familiar with electronic media and come from the upper social strata certainly show information seeking behavior differently than those who are very rarely exposed to electronic media, both because of economic limitations and because of socio-cultural conditions. (Case, 2002: 113).

The five factors above, according to Wilson, will greatly affect how one finally manifests information needs in the form of information seeking behavior. But in reality, models of information seeking behavior in libraries are currently lacking in application. This can be seen from the unsatisfactory behavior of users when searching for sources of information needed. Therefore, the study of information seeking behavior is also carried out by management experts only. Behavior of special and non-special needs are different.

Problem Formulation

Based on the background above, this writer wants to know about information seeking behavior in the library.

1 What is the behavior of students before searching for information?
2 What is the behavior of students when searching for information?
3 What is the behavior of students after searching for information?

The Purpose

purpose of this study is to determine the behavior of millennial generation information search

Theoretical Basis

for Information seeking behavior is an attempt to find a specific purpose as a result of the need to meet certain goals. In this effort, a person can interact with a personal information system (for example, newspapers, magazines, libraries), or computer-based ones (Wilson, 2000). According to Wilson (2000) in

an effort to search for information, a person can interact with manual information systems (such as newspapers or libraries) or with computer-based systems, such as the World Wide Web or the internet. In the Wilson model (1981, 1996) that information search behavior comes from the need for information by users. And the response to these needs demands on information systems (such as libraries or databases), and other sources of information (such as textbooks, handouts, lecturers and others). And the context of information needs includes a person's needs (students) and their environment.

Information-seeking behavior theory from Khulthau (1991) which describes information-seeking activities as a construction process (development, development) that a person goes through from the uncertainty stage to understanding. There are 6 levels or steps contained in this construction process, namely: the initiation, selection, exploration, formulation, collection, and presentation (Pendit, 2006).

Information sources according to Singh can be grouped into two categories, namely:
a.   Documentary sources
-       primary information sources (sources of information that present original ideas from the author)
-       secondary information sources (information sources that are reprocessed or repackaged in a more comprehensible form)
-       tertiary information sources (sources of information that do not contain scientific reviews)
b.   Non documentary resources
-       formal information sources (radio, tv, research organization)
-       informal information sources (newsgroups, email broadcasts)

Information Retrieval Behavior
There are some limitations regarding the behavior of information according to Wilson cited by Pendit. Some of these limitations are:
a.   information behavior, constitutes all human behavior related to sources and channels of information, including search behavior and use of information, both actively and passively
b.   Information discovery behavior, is an effort to find with a certain purpose as a result of the need to meet certain objectives.
c.   Information seeking behavior, is a micro level behavior, which is shown by someone when integrating with information systems.
d.   Information use behavior, which consists of physical and mental actions taken by someone when someone combines the information they find with the basic knowledge that they have before.

Information Search Behavior Model Information
search model can be divided into 3 stages, namely:
a.   Behavior before information search
When someone does an information search, there are several things that happen before the information search behavior is b.
b.   Behavior when searching for information
The next stage in information seeking behavior is behavior when searching for information
c.   Behavior after information retrieval
Behavior after information retrieval is the behavior that someone shows after searching for information (has passed the stage before and when searching for information).

METHODS

type of research used in this study is descriptive research, namely research that systematically describes the facts and characteristics of the object or subject being studied appropriately.[44] Researchers explain what the findings are.

The approach used in this study is quantitative, which is a method that originates from events that can be measured quantitatively or expressed in numbers (scale, index, formula and so on).[45] This research was conducted by collecting data in the form of numbers. Then the data is processed and analyzed to obtain scientific information behind these figures.

The population in this study is the Open University library science students aged 20-24 years, who take tuton classes in 2019.1 period. Samples were taken using the Slovin formula, so that a sample of 100 people was obtained. The questionnaire was distributed to online students through the Open Universits elearning page. The sample used in this study is accidental sampling in which the researcher chooses a sample from anyone who meets the criteria as a population.

RESULTS AND DISCUSSION

Behavior before searching for information

Almost all respondents stated that before searching for information, respondents first sought information. Determining the topic of information before searching for information will make it easier for students to find information as needed because they already know in broad terms what they are looking for.

Respondents ask more friends than lecturers. Some students choose to discuss with their friends.

Respondents have prepared information search properly, seen from the data that shows that almost all respondents prepare *keywords,* make a list of information and determine the media used before searching for information. This preparation will certainly facilitate users during the process of finding information.

Respondents prefer to find sources of information that are *original* rather than using sources of information that are not *original.* Although there are still a small proportion of respondents who continue to use non-sources of information *original.* Usinginformation sources *original* will help users avoid invalid information.

Behavior when searching for information

More than half of respondents look for information by searching the table of contents in a journal. This shows that almost half of respondents often use journals to meet their information needs and find the articles they need by searching the table of contents for a journal. Postgraduate students need to make more use of information sources from journal articles. Journals provide the latest information from various research results or even new theories from research results.[68]

Almost all respondents said they used the internet to find information. The internet has become a medium used to search for information because of its simplicity. According to Oetomo, quoted by Muthoin, there are several advantages of using the internet by students: first, the large amount of reading material and also the results of research available. Second, users can use the internet for 24 hours and can read an unlimited number. Third, users can get *softcopy*

Behavior after information seeking

Almost all respondents compare selected information sources with other information sources. This illustrates that users are not easy to trust information obtained from a source of information and prove whether the information obtained is true. Almost all respondents used the information that was obtained. This means that many visitors are satisfied with the results of the information search conducted. However there are a small number of respondents who rarely or even do not use the information that has been obtained.

CONCLUSION

Based on data obtained through questionnaires and observations, a conclusion is reached:
a. Information seeking behavior of students as millennial generation before searching for information is positive. This can be seen from the average score obtained which is 3.09 this score is on an interval scale of 2.52 - 3.27
b. Information seeking behavior of students as millennial generation when searching for information is positive. This can be seen from the average score obtained that is 3.08 this score is on an interval scale of 2.52 - 3.27.
c. Student information seeking behavior as millennial generation after searching for information is very positive. This can be seen from the average score obtained ie 3.30 this score is on an interval scale of 3.28

- 4.03

d. Information seeking behavior of students as millennial generation as a whole includes aspects points 1, 2, and 3 (before, during and after searching for information) is positive. This can be seen from the average score obtained ie 3.16 this score is on an interval scale of 2.52 - 3.27.

REFERENCES

Andayani, Ulpah. *Dasar-dasar Organisasi Informasi*. Tangerang: UIN Jakarta Press, 2016.

Berawi, Imran. ―Mengenal Lebih Dekat Perpustakaan Perguruan Tinggi.‖ *Jurnal Iqra'* Vol. 6 (Mei 2012).

Budiman, dan Agus Riyanto. *Kapita Selekta Kuesioner: Pengetahuan dan Sikap dalam Penelitian Kesehatan*. Jakarta: Salemba Medika, 2014.

Chowdhury, G.G. *Introduction to Modern Information Retrieval*. London: Face Publishing, 2010.

Danim, Sudarwan. *Metode Penelitian Untuk Ilmu-ilmu Prilaku*. Jakarta: Bumi Aksara, 2004.

Fathmi, dan Luthfiati Makarim. *Kajian Kebutuhan Informasi Pemakai Perpustakaan Nasional RI*. Jakarta: Perpustakaan Nasional, 2006.

Hasugian, Jonner. ―Penelusuran Informasi Ilmiah Secara Online: Perlakuan terhadap Seorang Pencari Informasi sebagai Real User.‖ *Jurnal Studi Perpustakaan dan Informasi* Vol. 2 (Juni 2006).

Herlina, Sri Suriana, dan Misroni. ―Perilaku Pencarian Informasi Mahasiswa Program Doktoral Universitas Islam Negeri Raden Fatah dalam Penyusunan Disertasi.‖ *Jurnal Tamaddun* Vol. 16 (Juli 2015).

Kuhlthau, Carol C. ―Inside the Search Process: Information Seeking form the User's Perspective.‖ *Journal of The American Society for Information Science*, Juni 1991.

Lam, Tara Helena. *The Role of Self Efficacy in Information Seeking Behaviour: a Study of High School Students in Mauritius*. Jerman: Lambert academic publishing, 2012.

Sulistyo-Basuki. *Materi Pokok Pengantar Ilmu Perpustakaan*. Jakarta: Universitas Terbuka, 2010.