TWITTER INFORMATION SYSTEM ANALYSIS OF STUDENTS IN BUSINESS

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Abstract
This study aims to determine the impact of the Twitter information system on business students. A qualitative descriptive method is employed to characterize this occurrence using a survey in the form of a Google form-distributed questionnaire. A simple random sample of 30 questionnaires was delivered to 30 respondents as part of the sampling process. Perceptions of benefits and perceptions of convenience are used to identify application users and Twitter social media users among students. The current data is then evaluated more thoroughly in order to draw conclusions. The results indicate that the perception of benefits indicates that 90.7% of students agree that the Twitter information system helps to attract business, while the perception of convenience indicates that 85% of students find it easier to locate information that is being discussed, particularly business-related information. Students conducting business in the city of Tasikmalaya are impacted in their use of the Twitter information system by two perceptions: advantages and convenience.

Keywords: *Twitter, Information System, Business, Student Perception*

1. INTRODUCTION

Information is a collection of factual data, which might be advantageous to people who receive it. This information can serve as a clue, direction, or piece of knowledge for whoever receives it. Frequently, information is associated with various occurrences. Information coexists with human existence. Information is utilized in numerous contexts, including work, research, education, etc. Information already exists in both primordial and contemporary society.

A system for the gathering, organization, storage, and transmission of information is an information system. People and organizations use this system to gather, filter, process, generate, and distribute data as information. Information systems are defined as information technology tools, business processes, and services that can be utilized to increase an organization's productivity and management (Suprihadi, 2020).

Submission of data is frequently associated with communication. Typically, information is transmitted to the recipient through conversation. Communication is the process of transmitting a message or information from a communicator to a communicant via certain media in order to generate an effect or achieve a goal while anticipating feedback or response (Daryanto, 2014). The objective of this communication is to transmit information or messages effectively. Individuals, groups, and others are able to carry out this communication. Depending on the situation and conditions, information can alternatively be communicated vocally (verbally) or non-verbally (via gestures). Verbal and nonverbal communication must be comprehended so that the information communicated is clearly

understood and there is no misunderstanding. Miscommunication is an error in the transmission of information or messages that causes the communicator to be misunderstood (Edelia & Aslami, 2022).

In the middle of this COVID-19 pandemic, the rate of information transfer is accelerating. The public can obtain information in a very short amount of time. This is due to the existence of technology in the distribution of information, which enables the public to simply, rapidly, and accurately absorb information. Information technology is the application of computers to the collection, processing, storage, protection, and transfer of data. As for the hardware, software, database, and network components of this information technology (Suprihadi, 2020), they are described as follows: This information technology serves as a container or a means of supplying a variety of improved data information. The information contained within this information technology can take the shape of audio or video files, as well as text messages and other formats. With the advent of information technology, the information delivered becomes more efficient, exact, factual, precise, and swift (Yassin, n.d.).

In these circumstances, humans have numerous information-gathering options, including internet-connected information technologies. People's lifestyles have become more modern as a result of the COVID-19 pandemic, particularly with the advent of the internet, where connection between humans is not limited by distance or time. People are able to get knowledge without being restricted by distance or time thanks to the internet. In reality, several of the business practices and lifestyles of those who are accustomed to in-person purchasing have shifted to internet shopping.

Likewise, socializing and interacting via social media have increased in popularity. Social media is a platform for disseminating and communicating information for people who use it. The public uses social media to communicate without being limited by place or time. The public can use social media without needing to interact face-to-face. Social media makes it easier for people to maintain relationships with distant contacts.

Twitter is one of the most prominent social networking platforms. Twitter is a platform or program that provides a number of extremely informative features. Twitter is utilized by a large number of people today due to its constant evolution and enhancement of its features. Twitter is distinctive in that each user's tweet is limited to a maximum of 140 characters and videos to a maximum of 2 minutes and 20 seconds. This enables Twitter users to share information in a brief, clear, and concise manner, enhancing the effectiveness and efficiency of their communications. Twitter users frequently exchange related news and current events, allowing diverse information connected to current news and events to be rapidly disseminated (Kusuma & Azeharie, 2014). This makes Twitter incredibly appealing and remains popular among the general people. Twitter makes it easy to discover any recent event or news. Only by typing search terms into the search box, someone will be able to see tweets that are related to them.

The author opted to write about Twitter because it is currently one of the most popular social media networks, especially among students. Twitter is a platform that consistently gives the most recent business-related information. Twitter is a form of Internet-based communication with friends, other individuals, and groups. Twitter is suited for this research since the exchange of information is facilitated and accelerated by the platform. Twitter can be used to disseminate information regarding business processes; there are numerous threads

that offer advice on conducting business, how to sell online effectively in the midst of the covid 19 pandemic, and users who sell Netflix premium, Spotify premium, Instagram followers, clothing, real estate, etc. (Rosediana et al., 2016; Solihin et al., 2021).

The selection of student subjects is based on the fact that students are of the net generation (those born between 1980 and 2000). Specifically for students who desire to establish a business or expand an existing one. This is due to the fact that most students wish to enter the business world and that business-related topics must be thoroughly examined and grasped. This knowledge will be extremely beneficial, especially for students who need business-related insight and data. Twitter makes it simpler for students to acquire business-related information in an engaging, non-boring manner.

2. RESEARCH METHOD

This survey-based study takes a qualitative approach. The qualitative approach is a descriptive qualitative research method, which is a fact-finding technique with the correct interpretation since it creates a picture of the event or activity (Sugiyono, 2017). The method of surveying is used to determine the impact of the Twitter information system on business students. This study's data analysis process was aided by the Google Forms program.

This study's demographic consists of application users who are familiar with Twitter social media among students in the Java Island region. A sample of 30 questionnaires was issued to 30 respondents, who returned 21 questionnaires to the authors, and these 21 respondents were used as data for research material. Using a straightforward random sample technique or random sampling. Simple random sampling is a sampling strategy in which each member of the population has the same chance of being chosen (Sharma, 2017).

3. RESULT AND DISCUSSION

The technology Accepted Model (TAM) technique is used to assess the impact of the Twitter Information System on students' business practices. Respondent characteristics in the form of profiles contained in the research questionnaire, particularly agencies.

Table 1 Respondent Data

Respondent	Percentage
Universitas Siliwangi	76%
Universitas Islam Negeri	4,8%
Politeknik Bandung	4,8%
Universitas Widyatama	4,8%
Sekolah Tinggi Ilmu Pariwisata Ambarukmo	4,8%
Universitas Garut	4,8%

Source: Data processed 2022

Table 1 demonstrates that the respondents' position is that of students studying in Java, with 26 respondents from Siliwangi University, 1 student from UIN SGD, 1 student from

Polytechnic of Bandung, 1 student from Widyatama University, 1 student from STIPRAM, and 1 student from Garut University.

Table 2 Twitter Usage

Category	Percentage of people who Agree	Percentage of people who Disagree
Respondents who know Twitter	100% of 100%	0% of 100%
Respondents using Twitter	85,7% of 100%	14,3% of 100%

Table 3 Twitter Usability

Category	Percentage of people who Agree	Percentage of people who Disagree
Respondents know the use of Twitter	100%	0%

Table 2 demonstrates that the majority of students are already familiar with and utilize Twitter, which is widely used in social media to obtain information on a daily basis. Furthermore, table 3 shows that all students already know the use of Twitter.

Table 4 Perception of Benefits

Category	Percentage of people who Agree	Percentage of people who Disagree
Twitter helps in receiving information	100%	0%
Twitter helps in finding business information	85,7%	14,3%
The topic of twitter is the main attraction for respondents, especially in terms of doing business	61,9%	38,1%
With Twitter, information is clearer, especially for business	85,7%	14,3%
Twitter can help marketing a business	95,2%	4,8%

Table 4 demonstrates the existence of perceived utility with specifics of 100% stating that Twitter can assist in receiving information. Another advantage is that 85.7 percent of respondents believe Twitter aids in the search for business information. Furthermore, 61.9 percent of respondents feel that Twitter is an attractive issue for business as a help for doing business. Furthermore, 85.7 percent of respondents agree that Twitter clarifies business information. In addition, 95.2 percent of respondents believe Twitter can help with business promotion. This sense of benefits received by students is consistent with research indicating that Twitter is one of several social media platforms that draw the attention of internet users. This is due to its ease of use in exchanging information, allowing every person on the earth to be connected to each other (Madcoms, 2010:121).

Table 5 Perception of Ease

Category	Percentage of people who Agree	Percentage of people who Disagree
Trending Twitter topics make it easier for respondents to find information	85,7%	14,3%
Twitter makes it easier for respondents to form business concepts	81%	19%

Table 5 depicts the perception of Twitter's ease of use, with 85.7 percent stating that Twitter makes it easier to search for information that is being discussed, particularly business information. Twitter also makes it easier for respondents to form business concepts, as stated by 85% of respondents. Where the business concept must be carefully determined, the existence of Twitter is very helpful for respondents because they can also ask directly to someone who uploaded the information so that the information is valid. According to Putra & Mudiantono (2014), Twitter's advantages over other social media include its wide reach, the ability to reach public figures in addition to friends, greater potential for future advertising, communication occurs very quickly (updates), multilink (connected to multiple networks), and is more scalable than other social media. Twitter accelerates the spread of information, which then becomes a topic of discussion among its users.

Perceived benefits and convenience are important factors in determining whether people use Twitter as a provider and receiver of business-related information. Because social media provides various conveniences such as the ability to connect directly to a website page or news link, the ability to include a video link with a duration of 40 seconds as a form of visual communication, the ability to include images or infographics, enabling two-way communication through the comment feature, retweets and likes, and can strengthen bonds between various users and support interactivity through mention and hashtag features, Twitter users (Puspitaningrum & Laura, 2020). Twitter is one of the major social media platforms that people should think about promoting. However, unlike other social media platforms, Twitter is somewhat limited in that users can only type 140 characters, including spaces and characters in links and images, when posting a few sentences. This will force someone to be more careful with their words. Someone must be skilled at selecting the appropriate sentence to promote. As a result, use sentences that are concise, clear, and to the point (Baktiono & Artaya, 2016).

4. CONCLUSION

After conducting research on the perception of using Twitter for doing business for students, it was discovered that Twitter is one of the social media platforms that is superior and worthy of being used as a medium in doing business online since the middle of covid 19 at this time. According to the perceived benefits and convenience of using twitter, it is clear that many people are familiar with its use. According to the study's findings, 90.7 percent of students agree that the Twitter information system helps to attract business, while 85 percent

of students agree that it is easier to find information that is being discussed, particularly business information. This influence demonstrates Twitter's superior position, implying that Twitter is the recommended social media platform for running a business.

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