

INTISARI

Pemanfaatan media baru menjadi salah satu upaya kreatif dan edukatif yang dilakukan oleh Fakultas Teknik Universitas Gadjah Mada dalam upaya merespons dinamika di lembaga pendidikan tinggi serta perkembangan teknologi informasi dan komunikasi. Penelitian ini bertujuan untuk menganalisis pemanfaatan media baru sebagai media publikasi dan informasi Fakultas Teknik Universitas Gadjah Mada. Media yang dikembangkan adalah website ft.ugm.ac.id dan akun Instagram @teknikugm. Penelitian ini dilakukan menggunakan pendekatan studi kasus. Pengumpulan data dilakukan melalui wawancara, observasi dan studi dokumentasi. Berdasarkan hasil penelitian, diketahui bahwa media baru di Fakultas Teknik digunakan sebagai (1) media informasi mengenai kegiatan tridharma; (2) media sosialisasi program dan layanan FT UGM; (3) motivasi, melalui konten-konten prestasi civitas FT UGM; (4) media pendidikan. Berdasarkan analisis, diketahui bahwa elemen manajemen, sumber daya manusia, dukungan teknologi, serta citra institusi menjadi faktor yang berpengaruh dalam pemanfaatan media baru di Fakultas Teknik UGM.

Kata kunci: media baru, publikasi, institusi pendidikan tinggi.

ABSTRACT

The use of new media is one of the creative and educational efforts carried out by the Faculty of Engineering, Universitas Gadjah Mada in an effort to respond to dynamic change in higher education institutions as well as developments in information and communication technology. This research aims to analyze the use of new media as a publication and information medium for the Faculty of Engineering, Universitas Gadjah Mada. The media developed is the website ft.ugm.ac.id and the Instagram account @teknikugm. This research was conducted by using a case study approach. Data collection was carried out through interviews, observation and documentation studies. Based on the research results, it is known that new media in the Faculty of Engineering is used as (1) information media regarding tridharma activities; (2) media for socializing FT UGM programs and services; (3) motivation, through achievement content from the Faculty of Engineering, Universitas Gadjah Mada community; (4) educational media. Based on the analysis, it is known that elements of management, human resources, technological support, and institutional image are influencing factors in the use of new media at the Faculty of Engineering, Universitas Gadjah Mada.

Keywords: new media, publications, higher education institutions