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Enhancing Organizational Communication and Collaboration Using Social Media

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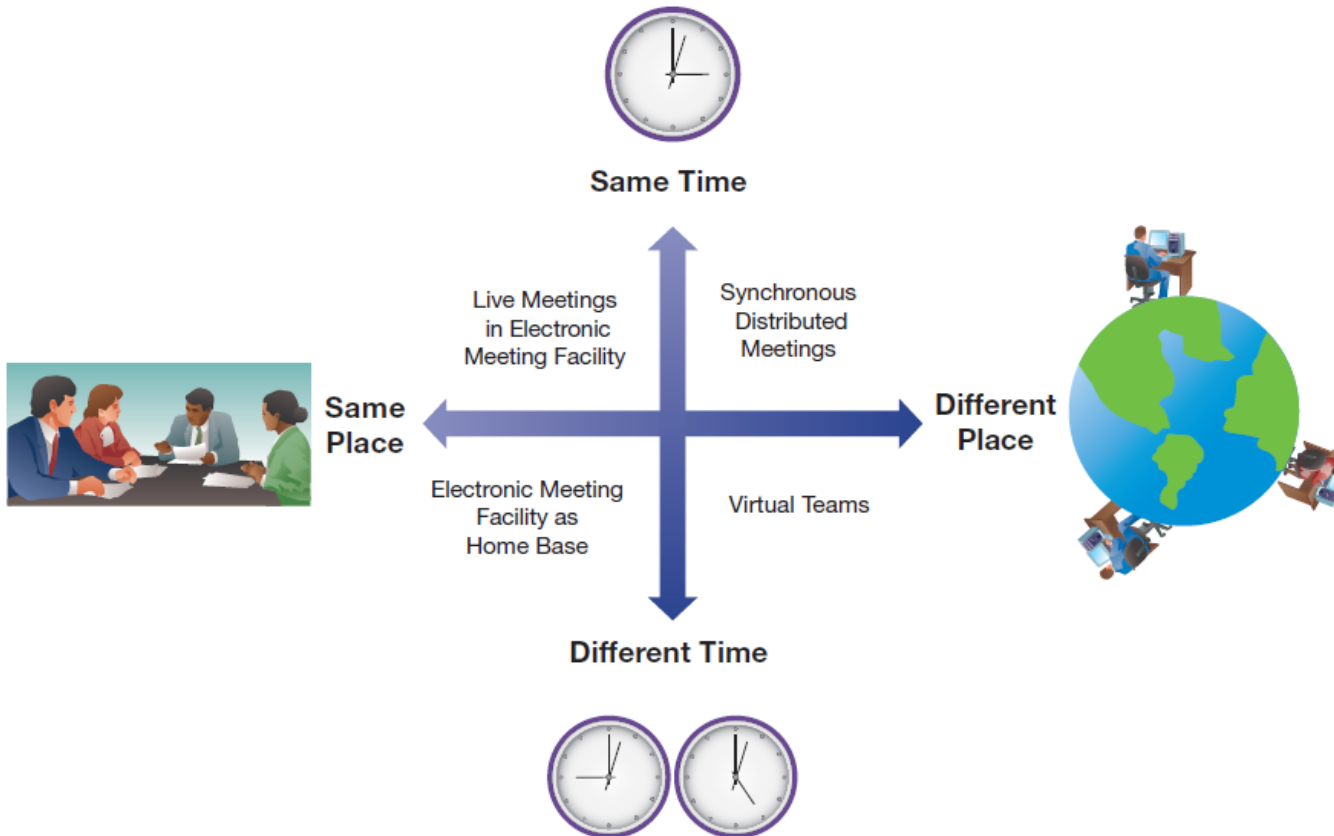
Virtual Team



Source: Toria/Shutterstock



Group Ware





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Electronic Meeting System (EMS)



An electronic meeting system utilizes networked computers and sophisticated software to support various group tasks.



Manfaat Media Sosial untuk Komunikasi Organisasi

- Meningkatkan interaksi antar karyawan
- Mempercepat penyebaran informasi
- Mendukung kerja tim yang lebih baik

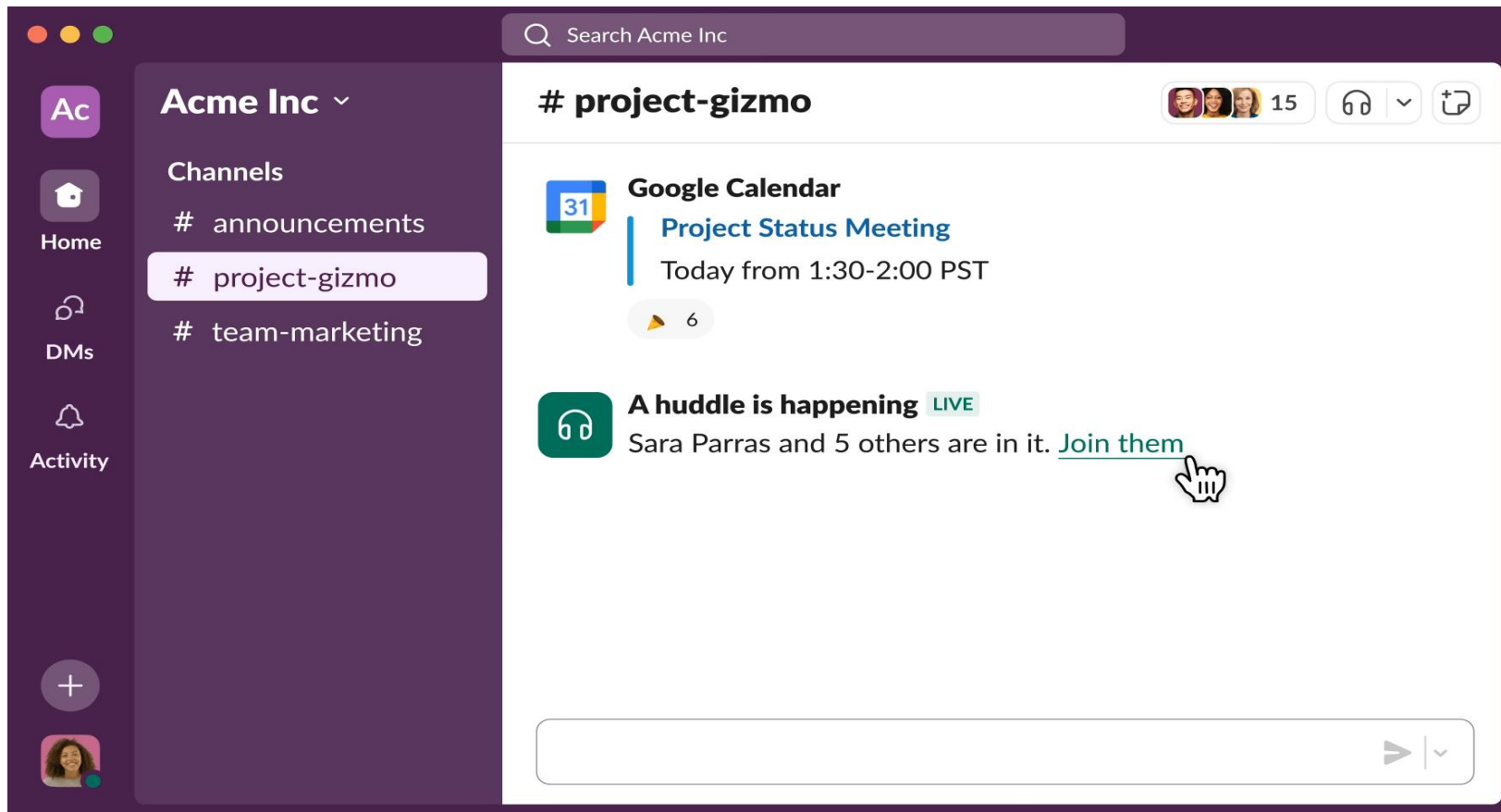


Contoh Penggunaan Media Sosial

- Penggunaan Slack untuk komunikasi tim
- Menggunakan LinkedIn untuk networking
- Platform seperti Trello untuk manajemen proyek

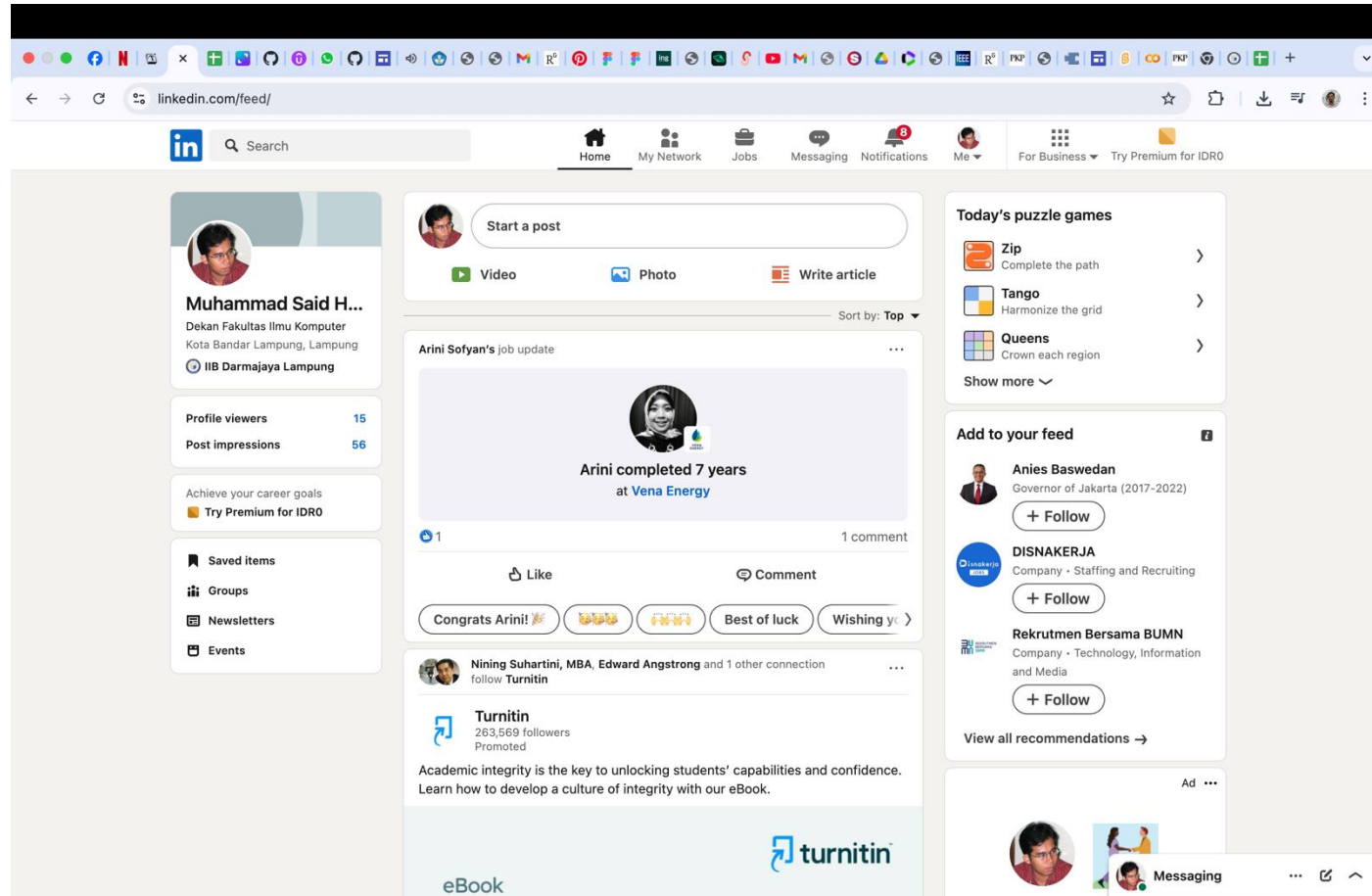


Slack (komunikasi TIM)



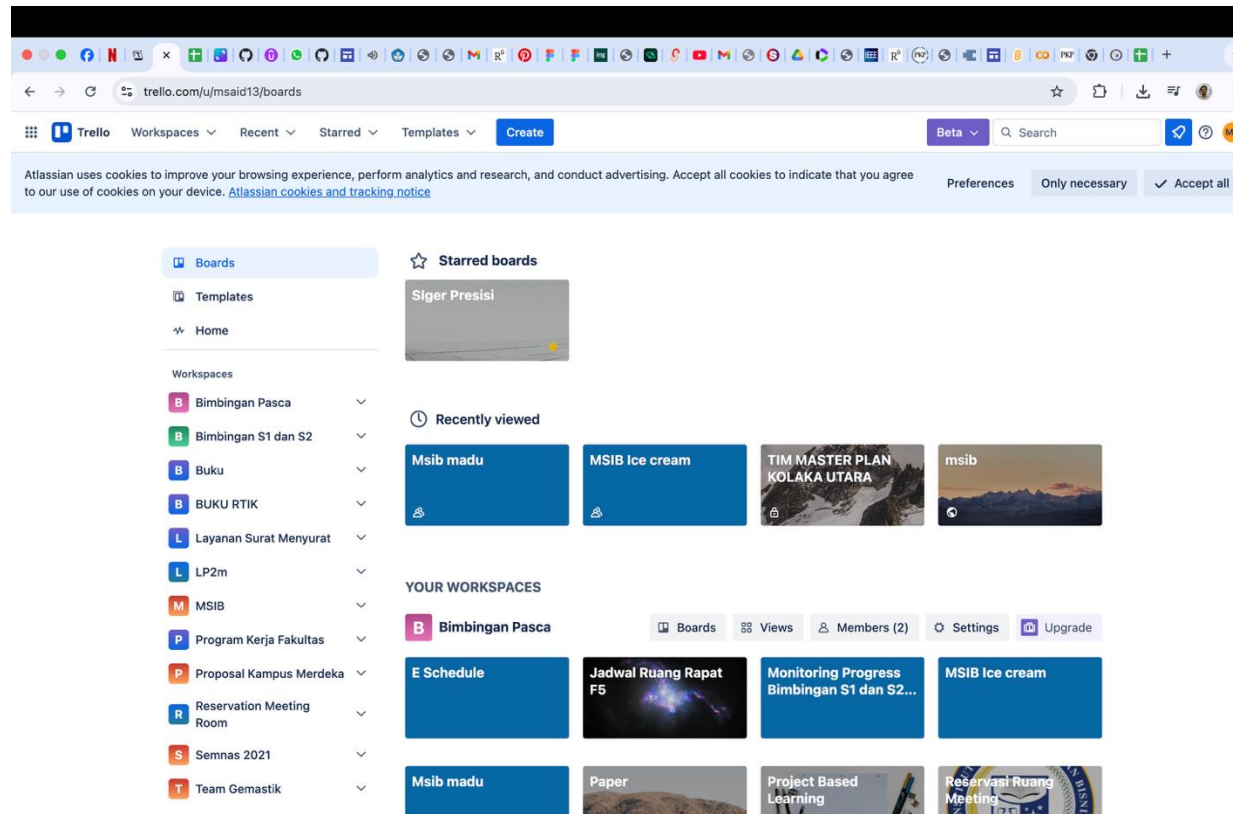


LinkedIn (networking)





Trello (Manajemen Proyek)





Contoh Lain: Komunitas Akademik

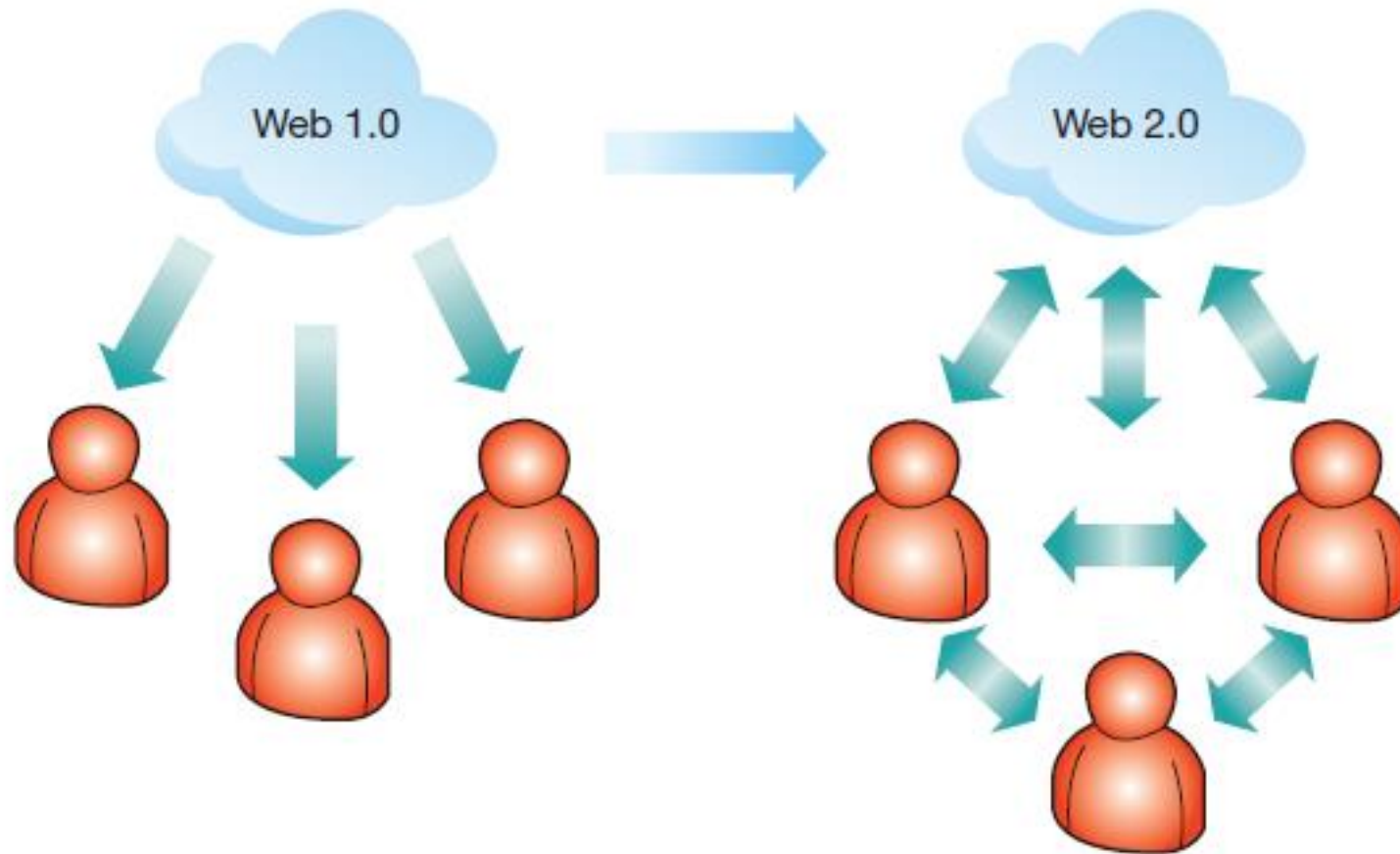
- Penggunaan platform seperti ResearchGate dan Academia.edu untuk berbagi penelitian.
- Diskusi dan kolaborasi antar peneliti dari berbagai universitas.



Contoh Lain: Komunitas Akademik

The screenshot shows a web browser window displaying the ResearchGate profile of MS Hasibuan. The browser's address bar shows the URL `researchgate.net/profile/Ms-Hasibuan?ev=hdr_xprf`. The ResearchGate navigation bar includes links for Home, Questions, and Jobs, along with a search bar and utility icons for notifications, messages, and profile management. The profile header for MS Hasibuan includes a profile picture, a verified badge, and a bio: "Doctor of Engineering · Dean at Informatics and Business Institute Darmajaya, Bandar Lampung, Indonesia". It also lists research interests: "Working on three research Projects E-learning, Smart Cities, and Smart Village" and statistics: "633.0 Research Interest Score", "288 Citations", and "7 h-index". Below the header are tabs for Profile, Research (105), Stats, Following, and Saved list, with an "Add research" button. The main content area is divided into sections: "About me" (with an edit icon), "My Research Interest focus on IT Education", "Disciplines" (Artificial Intelligence · Artificial Neural Network), "Contact information" (with a profile link), and "Research Spotlight" (with a "Create a Spotlight" button). A notification box on the right states "2 of your research items are missing a full-text" and offers to "View research items". Below this, a "Top co-authors (50)" section lists "Aziz Abdul RZ" and "Paulus Insap Santrea" with "Following" buttons.

Evolving Web Capabilities



Web 2.0 applications shift a Web user's role from a passive consumer of content to its creator.



Evolving Social Interaction

- Web 2.0 technologies change how people interact and enable social media
 - Online information at our fingertips
 - Personal expression available 24/7
- Individuals often post very private information
 - About themselves
 - About others
 - Without thinking about the consequences



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Evolving Collaboration Through Collective Intelligence: Shifting Perspectives

Web 1.0	Web 2.0
Me	Me and you
Read	Read and write
Connect ideas	Connect ideas and people
Search	Receive and give recommendations to friends and others
Find	Share
Techies rule	Users rule
Organizations	Individuals



Future Web Capabilities

- The Semantic Web
 - Machine-readable Web pages
 - Enhanced search results
- Web 3.0, or “What comes next?”
 - Mobility?
 - The contextual Web?
- Enterprise 2.0
 - Leverage social media to support business processes



Cloud-Based Collaboration Tools

Type	Names
Spreadsheets	Bad Blue, Google Drive, Zoho Sheet, Microsoft Office 365
Word processors	Adobe Buzzword, ThinkFree, Zoho Writer, Google Drive, ZCubes, Microsoft Office 365
Presentation	Google Drive, Zoho Show, Microsoft Office 365, Prezi
Office suites	Zoho, Google Apps, Microsoft Office 365
Project	Trac, Redmine, eGroupWare, Collabtive
Notes/task management	Evernote, Wunderlist, Microsoft OneNote Web
Cloud storage/sharing	Dropbox, Google Drive, Microsoft SkyDrive, SugarSync, iCloud



Pitfalls of Web 2.0 Marketing

- Online Product Reviews
 - Negative reviews from competitors
 - Companies paying for positive reviews
- Microblogging
 - Easy to “cross a line” and offend
 - Negative publicity can come quickly
- Social Networks
 - Fine line between maintaining control and offending customers
 - Individuals sharing too much personal information



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Terima Kasih