



# Designing Social Media as a Means, Communication Information and Documentation

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## ABSTRACT

The development of social media has changed the paradigm in various aspects of social and business life, including in communication, information dissemination, and documentation. This research aims to design a social media platform that can be effective as a communication, information dissemination, and documentation storage tool. The planning method is carried out by analyzing user needs, applying modern communication theories, and considering technical aspects in the development of the platform.

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## 1. INTRODUCTION

In the increasingly advanced digital era, social media has become one of the most dominant and influential communication tools in everyday life. The use of social media is not only limited to personal interactions, but also extends to various sectors such as education, business, and government. Social media allows for the rapid and widespread dissemination of information, as well as providing a platform to document various activities efficiently.

Designing social media as a means of communication, information, and documentation is a strategic step to utilize the potential of technology in facilitating the needs of society. Well-designed social media can support more effective communication, provide relevant and up-to-date information, and document activities in a structured and accessible way.

The main objective of this social media design is to create a platform that can better connect users, deliver accurate and timely information, and store documentation in an organized manner. Thus, this social media is expected to be an important tool in supporting various activities, both in personal and professional contexts.

In this research, we will discuss the basic concepts of social media design, the methodology used, and user needs analysis. In addition, this research will also explore the various features needed to ensure that the designed social media can fulfill its purpose as a means of communication, information, and documentation.

This research is expected to make a significant contribution to the development of more effective and efficient social media, and can serve as a reference for other developers and researchers interested in this field.

## 2. RESEARCH METHOD

### 1. Introduction

- Background: Explains why it is important to design social media as a means of communication, information, and documentation in the relevant context (e.g., a specific organization, community, or sector).

- Problem Formulation: Identifies the problem to be solved through this research, such as the need for an adequate platform for different types of communication and documentation.

### 2. Research Objectives

- General Objective: Analyze and design an effective social media platform for communication, information, and documentation.

- Specific Objectives:

  - o Analyze user needs related to communication, information, and documentation.

  - o Design features that support these needs.

  - o Evaluate the effectiveness of the designed platform in supporting communication, information, and documentation objectives.

### 3. Literature Review

- Supporting Theories: Includes relevant theories of communication, information management, and documentation.

- Previous Studies: Reviews relevant previous research on social media design and its effect on communication, information, and documentation.

### 4. Research Methods

- Research Design: Development research with qualitative and quantitative approaches.

- Population and Sample: Determine the target population (e.g., potential users of the platform) and the sampling technique used.

- Research Instruments: Use of surveys, interviews, and observations to collect data.

- Procedure.5. Product or Service Design

- Key Features: Description of the features to be designed based on the needs analysis.

- Prototype: The prototype development stage of the social media platform that includes communication, information, and documentation features.

### 6. Evaluation and Validation

- Pilot Test: Implementation of the prototype for user testing.

- Evaluation: Collection of feedback from users on the effectiveness of the platform in supporting communication, information and documentation.

- Validation: Validating the research results against the initial objectives and hypotheses.

### 7. Conclusion

- Research Findings: A summary of the research results highlighting the contribution of the designed social media platform to communication, information and documentation.

- Implications: Practical and theoretical implications of the results of this study.
- Suggestions for Future Research: Recommendations for further research in this area.

#### 8. Bibliography

- A list of all references used in this research.

This research method is designed to ensure that your research not only produces an effective social media prototype, but also validates a significant contribution to communication, information and documentation in the context under study. Adjustments

### 3. RESULTS AND DISCUSSIONS

#### 1. Social Media Platform Design

In this research, we designed a social media platform that aims to facilitate various types of communication, information dissemination, and documentation. The platform is equipped with features such as news posting, document management, discussion forums, and collaboration tools to fulfill users' needs regarding internal and external communication and document archiving.

#### 2. Contribution to the Literature

This research makes an important contribution to the literature in the field of social media design with a focus on communication, information, and documentation. By integrating features specifically designed for these needs, this platform proves that the right design can improve the efficiency and effectiveness of communication in the context of an organization or community.

### 4. CONCLUSION

This research aims to design and implement an effective social media platform as a means for communication, information, and documentation. The results of this research provide valuable insights into how platform design can affect efficiency and effectiveness in various aspects of an organization or community..

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