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THE FUNCTION OF SOCIAL MEDIA AS A SUPPORTING TOOL FOR LECTURER CAREER DEVELOPMENT IN UNIVERSITIES IN THE INDUSTRY 4.0 ERA
 Ali Ibrahim, Rahmat Izwan Heroza, Iredho Fani Reza, Mira Afrina, Yadi Utama

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Evita Fitri <ejournal@nusamandiri.ac.id> kepada saya Min, 23 Jul, 21.05 (4 hari yang lalu)

Inggris Indonesia Terjemahkan pesan Nonaktifkan untuk: Inggris x

Ali Ibrahim:

Thank you for submitting the manuscript, "THE FUNCTION OF SOCIAL MEDIA AS A SUPPORTING TOOL FOR LECTURER CAREER DEVELOPMENT IN UNIVERSITIES IN THE INDUSTRY 4.0 ERA" to JITK (Jurnal Ilmu Pengetahuan dan Teknologi Komputer). With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

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If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Evita Fitri

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Round 1 Status
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[jitk] Editor Decision
2023-07-26 02:05 PM

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Our decision is: Revisions Required

Reviewer I Comments
For author
Recommendation: Accept Submission
Abstract 128 words, does not meet the requirements. please fix it to 150 words minimum, and 200 words maximum
This journal meets the requirements and can be accepted on condition that it is corrected in the abstract

Reviewer II Comments
For author
Recommendation: Revision Required

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Terma kasih
Evita Fitri
Universitas Nusa Mandiri

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(*) Corresponding Author

Abstract—Lecturers are tasked with many things. Their main tasks are the Three Pillars of higher education (Education, Research and Community Service). One of the efforts to support this task in the Industry 4.0 era is using social media to develop a lecturer's career. This study used qualitative research method with narrative research design. The subjects in this study amounted to N = 92 determined based on purposive sampling technique. The research data collection was done through an online survey. The data analysis in this study used a coding technique consisting of the stages of open coding, axial coding, and selective coding. The results of this study found that social media functioned as a professional self-development tool and improved working skills that could support the career development of lecturers

Keywords: social media, career development, lecturers, universities, industry 4.0.

Intisari—Dosen memiliki tugas yang sangat banyak. Tugas utama dosen adalah melaksanakan tri dharma pendidikan tinggi (mengajar, penelitian, dan pengabdian kepada masyarakat). Salah satu upaya untuk mendukung tugas di era Industri 4.0 adalah menggunakan media sosial untuk mengembangkan karir dosen. Studi ini menggunakan metode penelitian kualitatif dengan desain penelitian naratif. Subjek dalam penelitian ini mencapai N = 92 ditentukan berdasarkan teknik pengambilan sampel yang disengaja. Pengumpulan data penelitian dilakukan melalui survei online. Analisis data dalam penelitian ini menggunakan teknik pengkodean yang terdiri dari tahap open-coding, axial coding, dan selective coding. Hasil penelitian ini menemukan bahwa media sosial berfungsi sebagai alat pengembangan diri profesional dan meningkatkan keterampilan kerja yang dapat mendukung pengembangan karir dosen.

Kata Kunci: media sosial, pengembangan karir, dosen, universitas, industri 4.0.

INTRODUCTION
Lecturer is one of the jobs that requires special skills, because the duties and main functions of a lecturer based on the Three Pillars of higher education in the Republic of Indonesia are carrying out education, research and community service. Teaching children and adults are two different given, but in college, students are usually able to choose whatever is useful for them. Hence the role of the lecturer is likely to teach students to be more interested and aware of the interests and benefits of certain subjects or chapters being taught. A lecturer must be able to act as a leader one time and an executive some other time. They must be a good example for their students, because they see the

Author
Langsung Beban Thindarma Dohse, permasalahan pada dharma yang mana? dan pematahannya apakah karena banyak dokumen administatif atau apa?
Reply

Author
Pengembangan diri seperti apa? Apakah softskill atau hardskill? Apakah pertanyaan dalam survei anda sudah mewakili indikator penelitian?
Reply

Page 1 of 10 4731 words Indonesian Accessibility: Investigate Focus 80%

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[jitek] Editor Decision

Evita Fitri <ejournal@nusamandiri.ac.id>
 kepada saya, Rahmat, Iredho, Mira, Yadi

Inggris > Indonesia > Terjemahkan pesan

Dear Author,
 Ali Ibrahim, Rahmat Izwani Heroza, Iredho Fani Reza, Mira Afina, Yadi Utama

We have reached a decision regarding your submission to JITK (Jurnal Ilmu Pengetahuan dan Teknologi Komputer), "THE FUNCTION OF SOCIAL MEDIA AS A SUPPORTING TOOL FOR LECTURER CAREER DEVELOPMENT IN UNIVERSITIES IN THE INDUSTRY 4.0 ERA".

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For author

Recommendation: Revision Required

Please login using your account to check your revision. Revision of your manuscript, we provide for 1 week.
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Setiap revisi harus menggunakan file manuskrip yang redaksi kirimkan dan tidak diperbolehkan menggunakan file lain selain yang redaksi kirimkan. Apabila kedatangan mengirimkan file lain, maka redaksi tidak akan memprosesnya, kemungkinan besar akan redaksi Decline.

Terima kasih
 Evita Fitri
 Universitas Nusa Mandiri
evita_etr@nusamandiri.ac.id

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an online survey. Data analysis in this study uses coding techniques consisting of open coding, axial coding and selective coding stages. The findings of this study show that social media is a professional development tool for teachers and can enhance professional competence, which can contribute to teachers' professional development. Professional development that enhances the performance of the Tri Dharma of Higher Education in the areas of teaching, research and community service.

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Kata Kunci: media sosial, pengembangan karir, dosen, universitas, industri 4.0.

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VOL. 9, NO. 1 AUGUST 2023
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 DOI: 10.33480/jitek.v9i1.XXXX

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Sullivan and Baruch defined career as an individual's work associated with experiences inside and outside the organization that produces a unique pattern in the individual's life [3]. This definition distinguishes both physical movement and the interpretation of an individual's perceptions about careers [4]. The Career

smart manufacturing, and cloud based manufacturing. These include integrity which leads to continuous improvement and a focus on added value and avoiding waste [8]. Social media and social networking sites, whether specifically designed for professional purposes or initially focused on social relation purposes such as Facebook, are progressively gaining attention in relation to the academic field. In particular, social media presents complex challenges for educators and policy makers, requiring adjustments in learning and teaching, but also in breaking boundaries and giving new meaning to emerging educational paradigms. From this perspective, social media is seen as capable of profoundly changing teaching and learning practices to become more socially oriented, open and collaborative [9].

Also in the college context, social media has contributed to a radical paradigm shift in pedagogical approaches and teaching practices, although empirical studies of their effectiveness for this purpose are still at an early stage [10], [11]. At the same time, this environment presents new and important opportunities for faculty and colleges for career development and lifelong learning [12]. Lecturers usually use this social media in their professional life for communication with colleagues and others outside academia, with the aim of strengthening relationships, finding collaborators, following research trends, publishing and reflecting on ideas, disseminating information, and discussing issues in open public forums [13]. Based on the phenomenon and discussion above, that this study

Author

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Author

Terima kasih telah kami lengkapi

Reply

Author

Pengembangan diri seperti apa? Apakah softskill atau hardskill? Apakah pertanyaan dalam survei anda sudah mewakili indikator penelitian?

Author

Telah menjawab sudah kami tamilkan

Reply

Author

I think many apps for Lecture and the problems is, how to intregreted ?

Author

Thank you, this article is to see the function of social media in supporting lecturer careers

Reply

engagement [39], [42], [43]. videos can be integrated into most learning management systems and incorporated into materials, assignments, quizzes, and tutorials [44], and used to support self-directed learning and tutoring [41], [45]. While some studies have found YouTube to be very effective in enhancing full-fledged online learning [46], others have shown that the use of online video-sharing services is most effective when used as a complement rather than a substitute for hybrid or mixed-model lecture demonstrations [41]. Social media used to publish research results prepared by universities are generally Facebook, YouTube, Instagram, and WhatsApp. This can be seen in the following graph, in fig:9:

Figure 10. Social Media Used to Publish Community Service Activities and Results Prepared by Universities

Facebook is a social media that is widely used to publish the results of research and activities documentation as well as the results of community service. In the Internet Age and the rapid growth of the Open Journal System, many journal managers have not utilized it as a marketing platform and they do not pay a full attention to marketing strategies. The cause of this problem is the lack of resources for marketing and partly because of the limited knowledge of marketing. Social media provides an



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opportunity to connect with customers using richer media with more to achieve [47]. An example is Elsevier Publishing Company which publishes medical and scientific literature. The company uses social media such as Facebook, Twitter, LinkedIn, and Google+ to get attention and create engagement with their audience, promote new research,

Figure 11. Recommended Social Media to Help the Academic Community Find Information on Higher Education

The most recommended social media to help the academic community find information about higher education is Instagram. A study conducted by Rusle

Author
Its helpful?
Author
Yes, because the ability of lecturers to understand current technological

Author
Why your paper not explain function sosial media for marketing(student intake)?
Author
Thank you for adding us

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1

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and policy makers, requiring adjustments in learning and teaching, but also in breaking boundaries and giving new meaning to emerging educational paradigms. From this perspective, social media is seen as capable of profoundly changing teaching and learning practices to become more socially oriented, open and collaborative [9].

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MATERIALS AND METHODS

This research used qualitative research method with narrative research design [14]. The researchers used purposive sampling technique with several subject criteria including: 1) Active lecturers in higher education institutions spread

Page 2 of 10 4825 words Indonesian Accessibility: Investigate

Author I think many apps for Lecture and the problems is , how to integreted ?

Author Thank you, this article is to see the function of social media in supporting lecturer careers

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...fostering creativity, increasing collaboration, motivating students, making learning fun, reducing anxiety about scary topics and increasing understanding [38]. YouTube is also considered the most suitable for the "net generation" (students raised since the introduction of the World Wide Web) with a high acceptance rate [39]–[41]. The use of online and hybrid learning has been found to increase discourse, collaboration, and learning engagement [39], [42], [43]. Videos can be integrated into most learning management systems and incorporated into materials, assignments, quizzes, and tutorials [44], and used to support self-directed learning and tutoring [41], [45]. While some studies have found YouTube to be very effective in enhancing full-fledged online learning [46], others have shown that the use of online video-sharing services is most effective when used as a complement rather than a substitute for hybrid or mixed-model lecture demonstrations [41]. Social media used to publish research results prepared by universities are generally Facebook, YouTube, Instagram, and WhatsApp. This can be seen in the following graph, in fig.9:

Social Media Platform	Number of Publications
Facebook	30
Twitter	9
LinkedIn	18
YouTube	24
WhatsApp	4
MySpace	6
Pinterest	4
Instagram	4
Flickr	4

Figure 10. Social Media Used to Publish Community Service Activities and Results Prepared by Universities

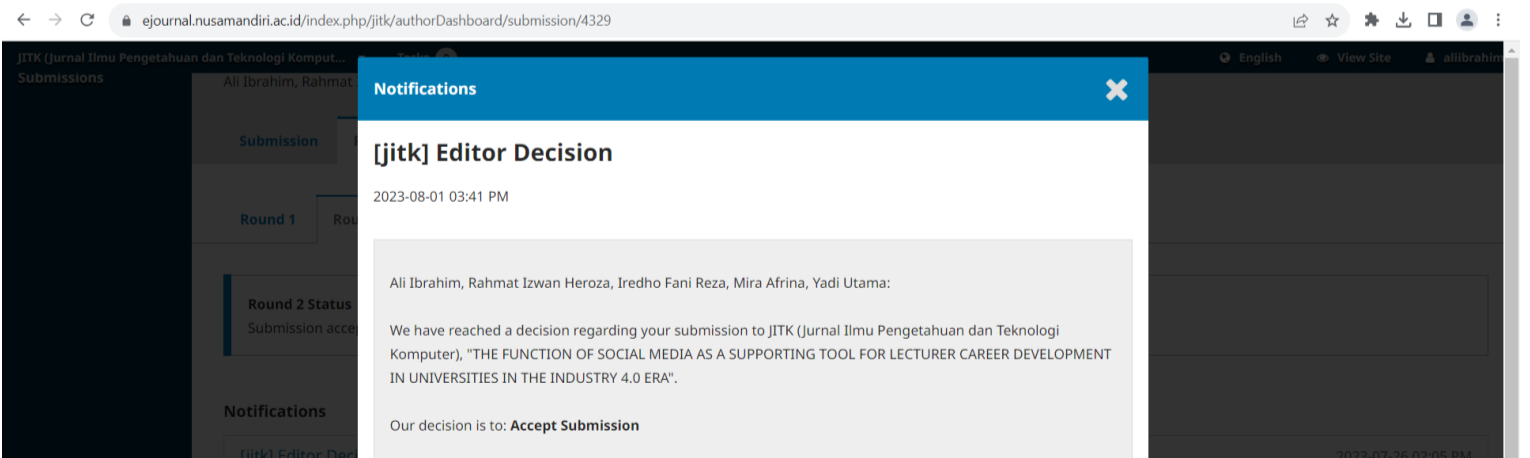
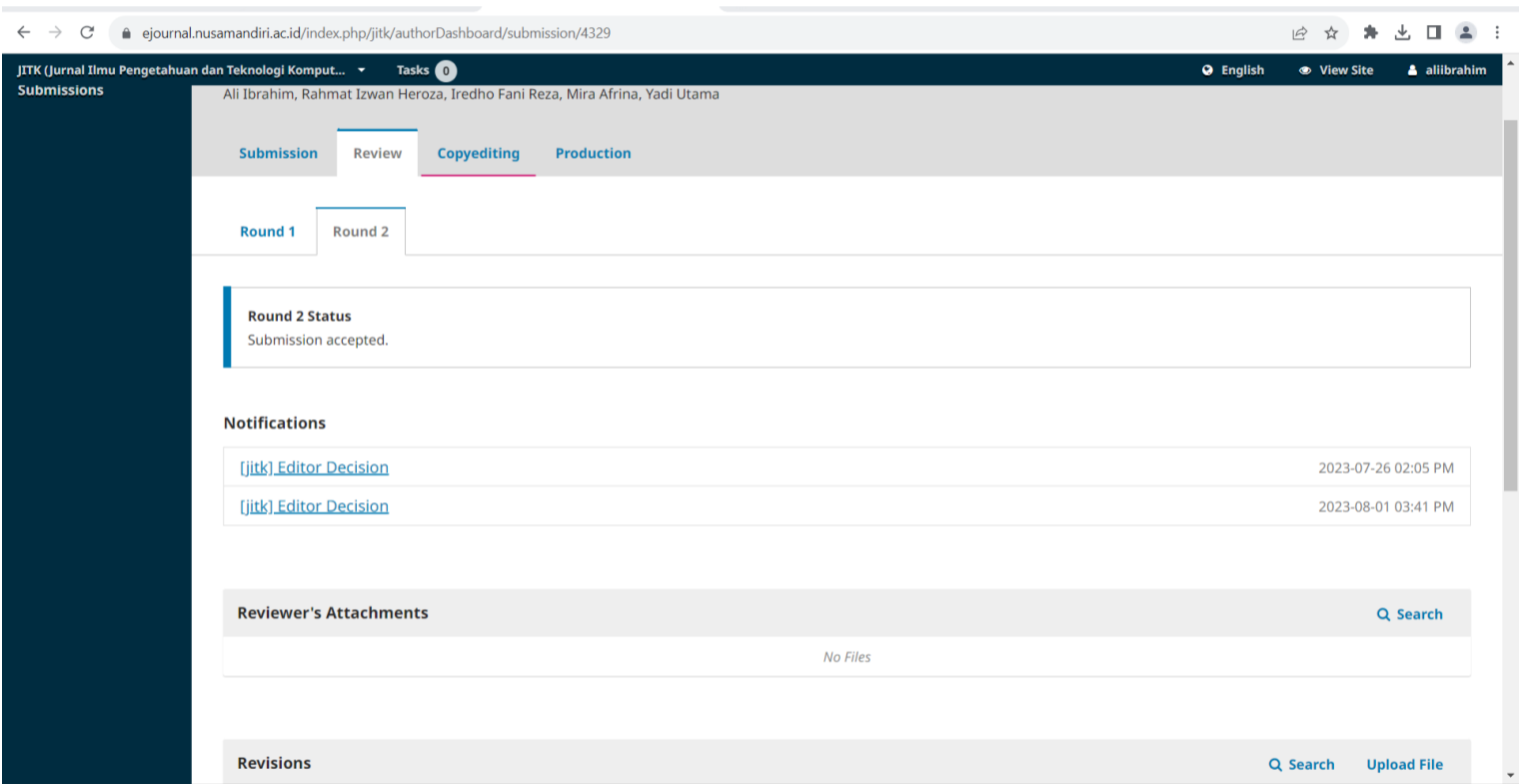
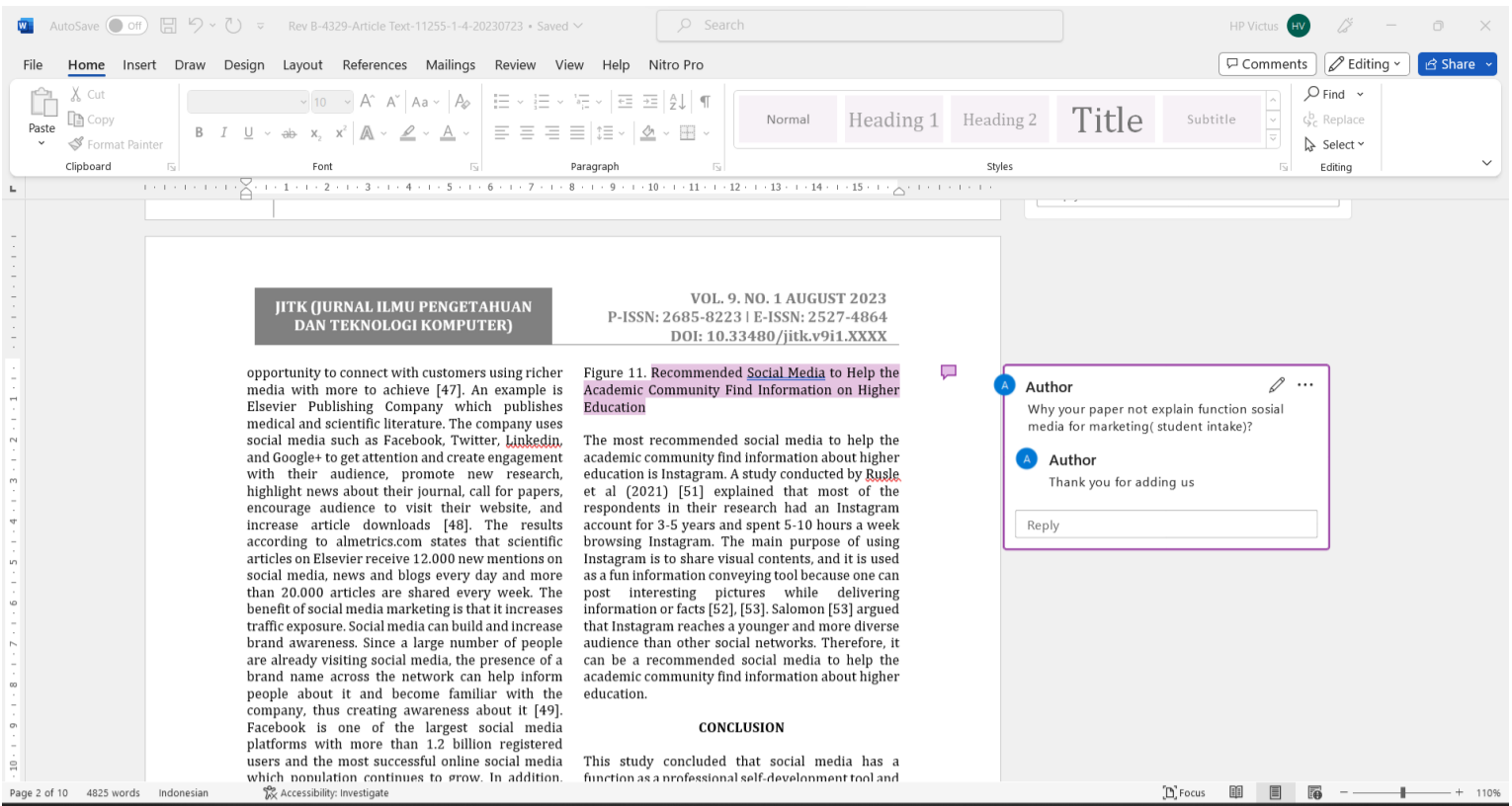
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6

Author Its helpful?

Author Yes, because the ability of lecturers to understand current technological sophistication is not average.





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LETTER OF ACCEPTANCE

August 3rd 2023

Dear Author,

Ali Ibrahim, Rahmat Izwan Heroza, Iredho Fani Reza, Mira Afrina, Yadi Utama

In Place,

Thank you for sending the article to be published in the JITK Nusa Mandiri (Jurnal Ilmu Pengetahuan dan Teknologi Komputer), P-ISSN: 2685-8223, E-ISSN : 2527-4864 by title

"THE FUNCTION OF SOCIAL MEDIA AS A SUPPORTING TOOL FOR LECTURER CAREER DEVELOPMENT IN UNIVERSITIES IN THE INDUSTRY 4.0 ERA"

Written by "Ali Ibrahim, Rahmat Izwan Heroza, Iredho Fani Reza, Mira Afrina, Yadi Utama"

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Ali Ibrahim, Rahmat Izwan Heroza, Iredho Fani Reza, Mira Afrina, Yadi Utama:

The editing of your submission, "THE FUNCTION OF SOCIAL MEDIA AS A SUPPORTING TOOL FOR LECTURER CAREER DEVELOPMENT IN UNIVERSITIES IN THE INDUSTRY 4.0 ERA," is complete. We are now sending it to production.

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