

Utilization Mading (Wall Magazine) in the Faculty of Social and Political Sciences, University of Airlangga

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Keywords: Information Media, Information Resources, Wall Magazine.

Abstract: Changes media for information dissemination among academics began to shift, which was printed as a wall magazine turned into a digital or electronic media that is supported by a case of Internet social media. Such changes bring problems, which no longer is functioning maximal wall magazine for the dissemination of information in academic circles. Therefore, this paper wants identifies this phenomenon and provide solutions for problems particularly in the Faculty of Social and Political Science, University of Airlangga. The method used is observed to have clearly and in detail the phenomena that occur. The results found are wall magazines that are no longer popular. Uploading content on social media more often than upload content to the magazine UNAIR FISIP wall, because it looks a lot of older contents have not been revealed. Seen also that the content in the magazine are mostly Airlangga FISIP wall posters, less attractive. Conclusions and the solution is to develop a web-based wall magazine or applications and improve the content and the type of content that will be administered.

1 INTRODUCTION

Each unit of formal and informal education certainly provide a useful infrastructure to support education in accordance with the growth and development of physical potential, intellectual, social, emotional, and psychological learners (Sunnyowati *et al.*, 2022). One question is the magazine walls (Mading), which serves as a tool for the dissemination of information on an institution (Romadhona *et al.*, 2022). Mading as a medium for resources that can be used by someone to find out about new things (Romadhona, 2022). In general source of information is a source of learning, as a media tool definite information also includes things that can be used as a source of learning, and to show its competence (Suhariono *et al.*, 2022).

The characteristics of media that can be termed as a tool for resources is to be read and studied, because of all the resources available to be understood, disseminated, and the most important features is to be transformed to others (Hernoko *et al.*, 2022). Hence the importance of a device or

media information when used as best as possible because there is no one agency that less attention or media tools as a source of information. Media information can only be referred to as an information resource that is if the information also includes a well-targeted and can be well on target so it can be useful for the maker and receiver of information (Subagyono, Chumaida and Romadhona, 2022).

Following the development of the times in the modern era, many appliance resources are growing, not only complains shaped print media, but also many in the form of visual, as an example of media resources that are widely used in today's era is through social media, by means of modern information this information users can easily obtain information that the user wants to know information (Romadhona, Subagyono and Agustin, 2022). Many advantages contained in the source of information on social media, one of which can be accessed easily and flexibly. Because the source of information on social media is already widely used by the maker and the recipient of the information (Romadhona, 2020).

This research was focused on wall magazines which are in the faculty of social and political sciences at Airlangga University because these fissile magazines are not updated or underutilized as a source of information. Because for now the wall magazine that has been fanned out contains the news or news about the Faculty of Social and Political Sciences, the previous or expired Airlangga University. It is true because along with the development of especially digital or electronic sources of information, the function of wall magazines is less attention. Students who are in the faculty of social and political sciences tend to provide or disseminate information about the news from their faculties through social media. The way to disseminate information using social media is indeed more flexible, because it makes it easy for users of information to get the information they need. Therefore, the role of mading began to be replaced with the development of information source technology. Judging from the background described above, a problem arises in the use of this wall magazine in the faculty of social and political science. One of them is the lack of utilization of wall magazines that are there as a tool for disseminating information to an agency.

2 LITERATURE REVIEW

2.1 Information Resources

Information resources are all things that can help one to discover new things, resources alone have characteristics that can be read, studied, studied, analysed, utilized, and developed. Resources include anything used to help someone to learn and display their competence, learning resources include, message, people, materials, techniques, and background. Learning resource is anything useful and accessible for someone to learn something useful that. In the process of learning the learning resources component may be used singly or in combination, excellent learning resources planned and utilized. It can be concluded that the learning resources are all good sources in the form of data, people, and the form that lets someone in learning. In general source of information is a source of learning, because in resources has always contained things that can be learned by someone while looking for information.

The aim of the resources would have been very numerous and varied according to the needs of each reader, for example, help the information seekers to

be more specific when searching for the information he was looking for, searching information with a wide selection of information has many options information to be used for learning resources, but outline, useful information as the media source or point spread of any information and is also the source of a news or information digger.

2.2 Magazine Walls (*Mading*)

Wall magazine or abbreviated as *mading* is one of the printed communication media, whose presentation is usually displayed on wall media or the like. Through this media the reader will know about what information is happening outside the users of this wall magazine, based on the shape of the magazine can be included in the category of print media. Wall magazine in the form of a magazine posted on the wall. Magazines have the characteristics of more periodical publications, for example weekly or monthly. In addition to longer published times, the contents of wall magazines are also generally more thematic or based on certain themes. For example, looking for a committee for an activity held by student's association through posters, making friends in the virtual age, romance, and so on.

In this era that has begun to advance, the function of the magazine is actually very important in campus life, with the existence of *mading* also makes it easier for information makers to disseminate information made to recipients of information in the surrounding area of the campus and its surroundings. *Mading* here can also function as a means of entertainment for readers, for example an information disseminator makes a work that makes recipients of information feel entertained for example making stories of humor, horror, romance and others that make recipients of information consider it an entertainment medium. With the magazine here, it can also connect brotherhood and kinship, for example when students association conducts activities by spreading information during the fasting month to do joint activities, this information can also increase the enthusiasm of the readers to come to the event to continue to connect with family within students ASSOCIATION itself. *Mading* here can also function as a forum for information makers to channel their creativity, for example writing a paper for example poetry, poetry, humorous stories, horror stories and others that can channel the talents or creativity possessed by the author, another example is the invitation poster to live a healthy life or also be able to make posters to

avoid negative activities such as making posters for invitation not to consume cigarettes and so on.

Based on the scope of the manager and his readers, a wall magazine in the campus area can be divided into two kinds:

1. Magazine common wall which point used for all campus residents are usually managed by student's association, student activity units, or organization.
2. Special wall magazine created by and for a specific community, for example by classes, organizations, scouts, reading clubs, writing clubs, club nature lovers and others.

As for the material that became the magazine's contents wall covering general knowledge, such as the biography of famous figures, encyclopaedias, and others. The problems associated with education campus in the form of the problem of juvenile delinquency, drug problems, love problems, problems of promiscuity and others. Issues relating to education in schools in the form of comments, suggestions, criticisms, and suggestions, caricatures, and others. News of events, activities or actual problems that are taking place in the campus and off campus environments, such as student activity unit's activities, competitions, arts activities, and other activities. Entertainment, such as short stories, poetry, humour, anecdotes, funny pictures/cartoons, comics, and others

3 RESEARCH METHOD

This study uses the method of observation, which is a data collection method in which researchers observed in certain research areas, sometimes referred to as a method inconspicuous. An observation method also gives researchers the opportunity to see things that are routine but escapes consciousness. An observation method also provides an opportunity to learn things that could not be questioned through the interview method. Observations by the author in writing this article is to examine how the state and the use of a wall magazine in the Faculty of Social and Political Science, University of Airlangga.

4 RESULTS AND DISCUSSION

Magazine wall or commonly called wall magazine is an information media in the scope of Airlangga

University in particular place in this study at the Faculty of Social and Political Sciences Faculty which is managed by student executive board in particular the Ministry of Communications and Information. FISIP wall magazine functioned as a medium of information that moves on the forum FISIP communication between students and students from other faculties to receive information or news is being updated among students today, including research, technology, education, social services and culture.

Payload content present in the magazine walls are not merely a matter of news or information that includes academic matter, the content that is inside a wall magazine can be filled with interesting tips and tricks that give tips and tricks e.g. student life. Then another cargo that can be loaded in *Mading* is student works such as the poetry of life, limerick and could be filled with posters such as solicitation for healthy living and so that is definitely worthwhile among readers of the magazine walls.

When observation is made, the results obtained are *mading* discovery that unused. Even though the information is not the most recent, but the information is in the form of old posters that are still posted on the pages of the Faculty of Social and Political Sciences. It happened because it was on replacing with social media. In which their own social media accounts more actively than *Mading* for disseminating information on the activities of students in the Faculty of Social and Political Sciences. With the social media and other online media are now *Mading* bit neglected and overshadowed. Therefore, bulletin is now mostly a formality in the media dissemination of information, even though so bulletin should also be taken into consideration in finding information.

However, some studies still show that *Mading* still in demand as a container of information dissemination and individual creativity. According to research conducted Santoso (2007) on the wall magazine as a medium for improving writing skills and reading culture elementary students Taruna Jaya. The magazine has a wall high enough role in guiding and formation of students, both in terms of knowledge, abilities / skills, talents and interests and attitudes. Magazine wall has several functions, namely: (1) informative, (2) communicative (3) recreational, (4) creative. An outline of the bulletin include: (1) section or editorial, (2) the news section, (3) scientific papers or feature section, (4) the rubric of creative literature, and (5) the general rubric wall magazine has its benefits,

Then, according to the research conducted Sopha and Hum (2018) concerning the use of the wall magazine as a place of learning writing and publication of junior high school students. Wall magazine to be one type of mass communication media write the simplest in the school environment. Known wall magazine for magazine principle was dominant in it, while the presentation is placed on a wall or the like. Magazine principle is reflected through the presentation, in the form of text, images, or a combination of both. In addition to being a mass media on school bulletin also serves as one of the containers that support students in expressing ideas in writing given for information, opinions, and recreation. In support of these activities, the aspect of appearance and layout content (Dessy, 2019).

Based on research conducted by Dewi (2019) regarding the implementation of the bulletin as the ability to write short stories that follow extracurricular journalism student at SMPN 4 Singaraja. Researchers gain some functions bulletin on extracurricular journalism, namely: 1) The means of communication and delivery of information, 2) entertainment media that is easy, inexpensive, and simple, 3) Tools to practice journalism in a simple, 4) As a place of creativity student / student, 5) As a grower interest of the student / student in creativity, 6) As the driving media boys and girls to read, assess and respond.

According to research conducted by Suryawati *et al.*, (2018) about *Mading* information literacy to increase students' interest in SDN 3 Pakem Library. *Mading* their activity of making this very important for the students, because of the presence of *Mading* can be used as an opportunity to work with the students in the pouring imagination and ideas that they have in the form of text or images with a variety of creative as they want. In addition to being a place or container the publication of student work, *Mading* can be used as information for other readers and can be used to enhance information literacy students' interest in SDN 3 Pakem.

Research conducted by the Agustia (2018) on the wall magazine as a communication medium remote village midwife Suak Pandan Aceh. Participants were very enthusiastic in this community service activities. Without feeling it was already noon. At the time of making a wall magazine, small discussions arose that proved that they already understood the benefits of wall magazines. A lot of information they want to convey wall magazine, one of which is the race healthy toddler. Later, anyone who wins in the race healthy toddlers his picture will

be displayed in the wall magazine in accordance with their respective categories.

Examples of the above study conducted with the object of research is not in the university environment. However, there was one study conducted by Dharma (2017) on the wall magazine and the creativity of students (correlational studies the influence of the wall magazine for the creativity of students majoring in science communication FISIP USU). In these studies, obtained a yield of 35.1% of respondents believed the student satisfaction is influenced by the creativity of students in the magazine wall. The study also found there are many factors that influence the bulletin for the creativity of students is influenced also by his students informed and interested in seeing and reading the magazine wall. In addition to 8, students can also bring up and develop his ideas held to be poured into a wall magazine.

In other words, *Mading* applied to the university environment they are put to good use, especially to improve the creativity of students. According to Yutantin (2018) The magazine has a wall high enough role in guiding and formation of students, both in terms of knowledge, abilities / skills, talents and interests and attitudes. The role of the wall that looked staple magazine as one of the student activity facilities physically and factually as well as having a number of functions, namely: (1) informative, (2) communicative (3) recreational, (4) creative. To stimulate the creativity of students, the magazine walls need to emphasize the dissemination of creative content that anyway. According to (Fitria, 2019) content can be distributed through *Mading* include: (1) section or editorial, (2) the news section, (3) scientific papers or feature section, (4) the rubric of creative literature, and (5) the general rubric.

Mading is not too different from the print magazine content payload. Where the content contains light reading. But even then, not quite interested when technology presence information and the Internet is increasingly widespread. There are five ways you can create a magazine that could include a wall magazine that appeals to students, namely 1) contains content that stimulates engagement, such as games, puzzles, and finding a fun yet challenging. 2) contains small pieces of information, because the human brain has limited the amount of information that can be consumed and stored at a certain time, so it provides pieces of information is even more facilitate the understanding of the reader. 3) accessibility, where access from a content needs to be considered by making the content more visually appealing. 4) reading the

information or literacy training that emphasizes the importance of information access and read the information. 5) provide some nonfiction content, where, according to a study published in Educational Leadership, nonfiction reading not only helps students develop research skills and the ability to read complex text, but also help to build knowledge.

Another solution that can be done other than to revise the content that is printed wall magazine shifts into a computer-based wall magazine. According Pertiwi and Wiana (2015) computer-based wall magazine is one of a kind graphic publications using computer technology in the layout process by optimizing the role of software as a means to create and process text, images on a field layout. Not much different and even more complex, *Mading* made into an android-based application called *E-Mading*. *E-Mading* is defined and designed by Lailani (2013) that the application can help students get information regarding campus activities in a centralized way.

5 CONCLUSIONS

It can be concluded that the right solution to develop *mading* in FISIP Airlangga, which eroded due to the development of information technology such as social media or the Internet is a way to improve payload content and changes in the form of *Mading* itself. Changes made to the content payload contains content that is interesting reader involvement. As for changes in the form *mading*, carried out by adjusting the trend where all the forms which formerly started converted into digital print or electronic. Where *mading* can be an e-magazine in the form of a website or android application.

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