ABSTRACT

Analysis of Broadcast Message Usage as The Medium of Information Delivery for University Students
(Study on The Students who Use BlackBerry Messenger in University of Lampung)

By

Jaya Aji

The sophistication of communication technology allows the internet usage not only through computers but it can be via mobile phones. One of the applications contained in the smartphone is BlackBerry Messenger. BlackBerry Messenger is a instant messaging application for BlackBerry Messenger users using PIN. BlackBerry Messenger has many features, one of them is Broadcast Message. Broadcast Message usage becomes a trend as the medium of information delivery for university students which indicated by the high frequency of information acceptance through the Broadcast Message every day. The objectives of this study are to determine and analyze how the usage of Broadcast Message for university students, what information is transmitted, and what are the reason of Broadcast Message usage by university students. This research uses the descriptive qualitative methods. Technological determinism theory and medium theory are used as the analysis theory for this research. The results of this study show Broadcast Message as a popular medium of information delivery for University of Lampung students. Broadcast Message has been used for 1-6 years with frequency 0-6 times per day, and is regarded as an important medium for the students. The kinds of information that is delivered through the Broadcast Message are lecture information, announcements, promotion of goods and services, event invitations, blood donor search, job vacancy, feast greeting, online news links, contact test, sharing pin, information sharing, etc. The reasons behind of Broadcast Message usage for University of Lampung students are effectiveness, efficiency, the quickness of information delivery, and a lot of benefits.

Keywords: BlackBerry Messenger, Broadcast Message, Determinism Technological Theory, Medium Theory.