Effectiveness of Online Media on Website of KOMUNITA Magazine

Abinowi, Egi
Aminudin

Abinowi, Egi, *Widyatama University*
Email: egi.abinowi@widyatama.ac.id

Aminudin, *Widyatama University*
Email: aminudin.mkom@widyatama.ac.id

ABSTRACT

KOMUNITA Magazine as a means to develop higher education from various aspects. In this regard, KOMUNITA is a medium of communication and information that seeks to reach various communities that intersect with higher education from upstream to downstream. Komunita magazines in online media in the form of websites have now undergone many changes and developments so there needs to be a study to determine the effectiveness of the website. To find out the effectiveness of website changes and development, the author tries to study using google analytics. Google analytics can generate a visitor analysis report from the web, so the authors see the effectiveness based on the number of visitors.

Keywords: *Online Media, Website*

Introduction

KOMUNITA Magazine as a means to develop higher education from various aspects. In this regard, KOMUNITA is a medium of communication and information that seeks to reach various communities that intersect with higher education from upstream to downstream. Komunita in online media in the form of online aims to facilitate services for users to read anywhere and all of the part. Komunita magazine continues to develop in terms of online media using websites that are attractive to readers, visitors and users.

Komunita magazines in online media in the form of websites have now undergone many changes and developments so there needs to be a study to determine the effectiveness of the website. To find out the effectiveness of website changes and development, the author tries to study using google analytics. Google analytics can generate a visitor analysis report from the web, so the authors see the effectiveness based on the number of visitors.

Literature Review

Online Media

Reporting or writing news or reports in the form of a website; Online media reporting is a report of events carried out using online media, such as WhatsApp, Twitter, Facebook, Instagram, blogs, websites, YouTube, and others; online media reporting is reporting news through online sites such as Facebook, Twitter, and other online sites[1].

Website

Website socialness elicits a social response from users of the site and this response produces enjoyment. Users patronize websites that are exciting, entertaining and stimulating.[2] The media environment in which the website is embedded is the internet, and it must be included in historical analysis of the website since it constitutes the array of possibilities and constraints that frames the other two elements, i.e. the textual environment and the textual elements that constitute the actual website[3]

1. Result and Analysist

In this paper, the author's data was obtained from August 16, 2021 to September 15, 2021 based on google analytics from the website komunita.widyatama.ac.id

From the picture above, the number of users during the author's observation period was 5100 users or as many as those who visited the website. The picture shows an increase on September 5, 2021.
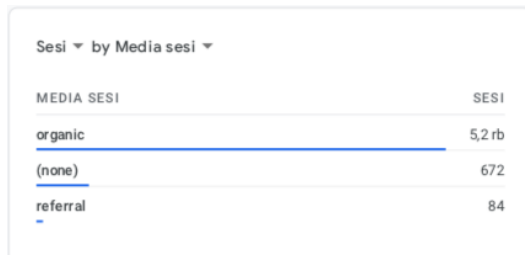

During our observation period, we used organic media almost entirely, without any paid assistance to visit KOMUNITA's online media. The picture above shows 5200 sessions using organic.
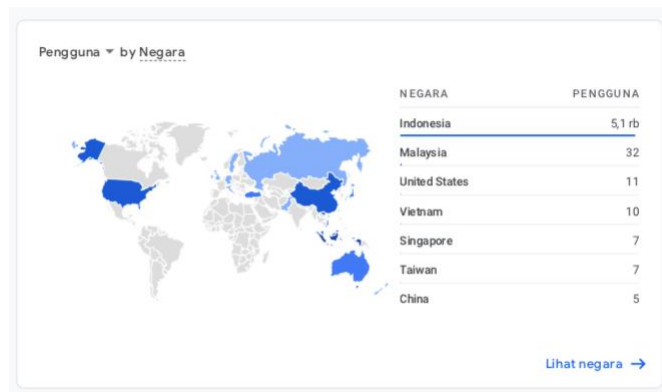
The picture above shows the demographics of the many views of KOMUNITA's online media who visit the website komunita.widyatama.ac.id. The results from the image above show the country's data that has been viewed during our observation period. The data shows 5100 users from Indonesia, 32 users from Malaysia, 11 users from the United States, 10 users from Vietnam, 7 users from Singapore, 7 users from Taiwan, and 5 users from China.

Halaman	Tayangan Halaman
/sejarah-dunia-yang-disembunyikan/	1.290
/rahasia-magnet-rezek...t-dengan-cara-allah/	1.083
/	598
/implementasi-dan-p...ar-kampus-merdeka/	370
/kompetensi-hard-skill-dan-soft-skill/	247
/akuntabilitas-transpa...roduktivitas-kinerja/	242
/keseimbangan-hard-skill-dan-soft-skill/	204
/inovasi-juga-bisa-gagal/	169
/cara-berhenti-merokok/	122
/transformasi-digital...asi-pandemi-covid-19/	92

The picture is data on the number of popular impressions from online media on the website of komunita.widyatama.ac.id. from the data above, it shows that the page with the most views is "Sejarah Dunia yang Disembunyikan" with a total of 1290 pages of views.
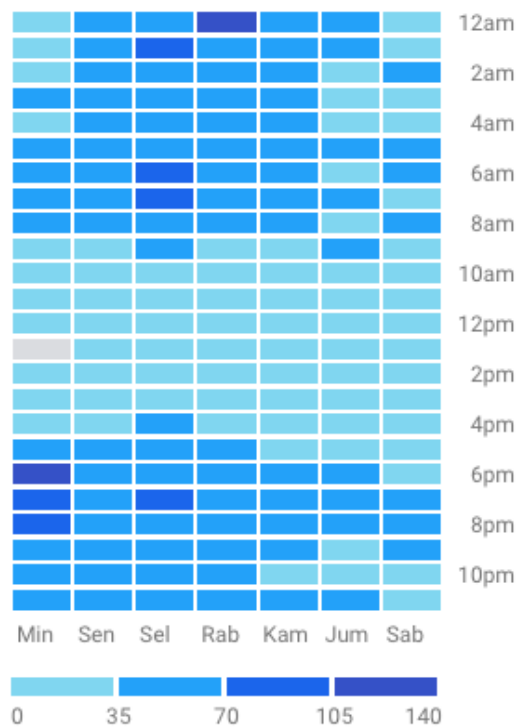
The picture above shows the most session data at any time, by marking the darker blue color shows more and vice versa the lower light blue. The data shows that the most visited time is during the day. And the data shows on Sunday the most visitors.

Sesi menurut perangkat

Seluler	Desktop	Tablet
70,4%	29,1%	0,5%
↑2.201,1%	↑2.657,4%	↑1.450,0%
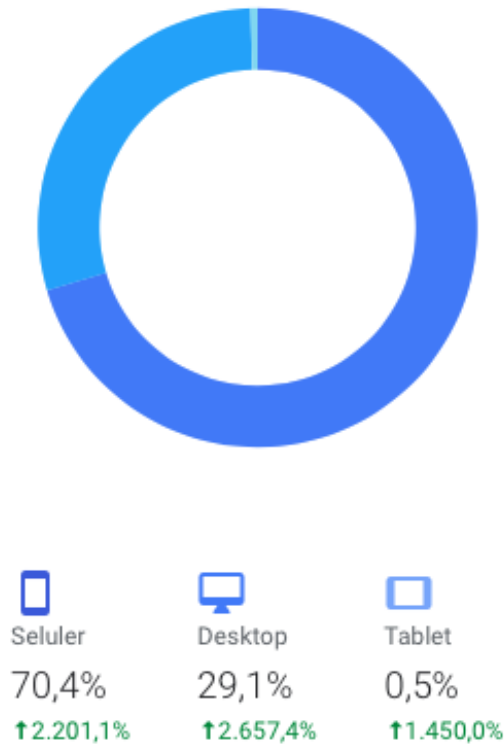
The picture above shows the devices used by users to visit the Komunita online media during our observation period. The data above shows that 70.4% use mobile, 29.2% use Desktop, 0.5% use Tablet.

Conclusion

The results of google analytics from the Komunita online media website show 5100 visitors during the observation period, most of them using organic sources. Demographically, users from Indonesia, 32 users from Malaysia, 11 users from the United States, 10 users from Vietnam, 7 users from Singapore, 7 users from Taiwan, and 5 users from China. The website is visited a lot during the day and on Sundays. 70.4% of users use mobile so it is better for development to develop a user interface on mobile for development. This research needs to be studied more, so that more research is needed.

References

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