

INFORMATION SEARCHING BEHAVIOUR PATTERNS OF “SWARA PENDIDIKAN” MAGAZINE REPORTER

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Abstract

Reporters of Swara Pendidikan magazine act as information providers in the campus environment. The information provided is categorized as depth news so that the quality of the information depends on its delivery. This study aims to determine the information search behavior patterns of Swara Pendidikan magazine reporters with Meho and Tibo's information search theory. This study uses qualitative research with a descriptive research type. The research data are in the form of sentences from in-depth interviews with research data sources consisting of three people. The results of the study show that Swara Pendidikan magazine reporters have ten similar information search patterns, starting with starting to determine the topic of information sought through the Ministry of Education and Culture website. Chaining, further exploring information sources on the internet. Browsing using Google. Monitoring, monitoring the latest information by matching it to the theme on the Ministry of Education and Culture website. Accessing, rarely encountering obstacles because the network is stable. Differentiating, assessing the content and quality of information by reading it. Extracting, taking important points. Verifying, rereading the information findings. Information managing, using Google Drive and Microsoft Word. Ending with networking to maintain good relationships and report work results. The findings of the information search behavior patterns are slightly different from Meho and Tibo's theory. Differences were found in the networking stage which was carried out after the information managing stage. The findings were based on similarities in information search motivation, tasks and workflows.

Keywords: *Informations seeking behavior, Magazine reporter*

INTRODUCTION

The role of information in the flow of human life is very important. Information is believed to be something that can increase knowledge and insight so that humans can think and understand various things better. Moreover, with the current conditions, where the development of information technology is increasing so rapidly, human dependence on information is very high. Society's dependence on information is also known as the information society. Sutarno (2005) explains that one of the characteristics of an information society is having an awareness of the meaning and importance of information in life. With this awareness, the information society will have a high need for information in everyday life (Faidlatul Habibah

and Irwansyah 2021). Therefore, the existence of information in people's lives is very much needed. Apart from being insight and knowledge, information can also make society more advanced and developed. Apparently, society's dependence on information is shown in the form of information needs.

This is evidenced by the existence of people's need for information in various fields such as technology, health, education, economics, politics, and so on. Nicholas (2000) explains that the need for information arises due to various factors such as work factors. In addition, the emergence of information needs is caused by the gap between the knowledge possessed and what is needed so that it will encourage someone to fulfill these needs by seeking relevant information (Krikelas 1983). In practice, information seeking behavior is not carried out just like that. However, this activity is carried out by forming a certain pattern. Patterns can be interpreted as things that are logically repeated such as numbers, pictures or shapes. Like the information seeking behavior model that begins with the scientist's understanding of the information search flow, then described as a framework for thinking about the relationship between stages in information seeking behavior (Wilson 1999). If someone often interacts with information, the patterns carried out will tend to be the same. As is done by the reporter profession where he will search for, obtain, process, and convey information to the public through various media such as magazines.

Magazines are considered a communication medium that presents news and various information in more depth (Yusran, Hafiar, and Sjoraida 2017). Thus, magazine reporters will present information with the category of depth news or in-depth news produced by studying something (Effendi et al. 2023). The information delivered must also be of quality, namely accurate, precise, relevant, and complete (McLeod 2010). One of the reporters who presents in-depth news is the reporter of Swara Pendidikan magazine whose job is to deliver information in the campus environment. Therefore, the information produced must be guaranteed to be true and of good quality. Therefore, it is important to know the information search behavior patterns carried out by Swara Pendidikan magazine reporters.

Information seeking behavior is not done by simply searching for and obtaining information. However, when someone carries out information seeking behavior, they will refer to a certain model. According to Shobirin et al., (2020), the information seeking behavior model is a systematic and controlled pattern when someone searches for information. Therefore, the information seeking behavior model that will be used in this study will use Meho and Tibo's which consists of ten stages, namely starting, chaining, browsing, monitoring, accessing, differentiating, extracting, verifying, networking, and information managing. This theory was chosen because it is in accordance with information seeking activities that occur in the current era of technological development. Previous research on information seeking behavior has been carried out previously using different theories and research subjects. For example, research conducted by Mohafic & Nurislaminingsih (2019) studied Suara Merdeka Semarang journalists using Wilson's theory entitled "Information Behavior of Suara Merdeka Journalists in the Semarang Region". The information sought by Suara Merdeka journalists focused on events or incidents that occurred in the Semarang area. Another study was conducted by Nur et al., (2023) entitled "Information Search Behavior as a Source of News Writing Ideas in the Covid-19 Pandemic Era: Case Study of the "Hayamwuruk Student Press Institute" Faculty of Cultural Sciences, Diponegoro University. The theory used is Wilson's. LPM Hayamwuruk raises broad information, not only in the scientific field.

Previous research was also conducted by Septian et al., (2021) using Ellis's information search theory which examined the information search patterns of students in the UKSW Library and Information Science Study Program using descriptive quantitative research methods. Therefore, the difference between this study and previous studies lies in the subjects and theories used. The subjects in this study were reporters for Swara Pendidikan magazine who had a proud achievement in 2022, namely winning the Bronze Winner Magazine award. The theory used in this study is Meho and Tibo's information search theory.

Therefore, this study aims to determine the information search behavior patterns of Swara Pendidikan magazine reporters in searching for information in the field of education in the campus environment. The theory was chosen because it was considered appropriate in understanding the information search strategy carried out by the subjects in this study, namely reporters of Swara Pendidikan magazine when searching for information sources using the internet. The focus of this study is on information searches carried out by reporters when conducting literature studies from secondary information sources before direct interviews with sources. This study is expected to provide benefits to readers and add to the treasury in the field of science.

Meho and Tibo Information Search

The information search behavior model in this study will use Meho and Tibo's. The use of the Meho and Tibo model in this study is considered the right step because it is in accordance with the information search activities that occur in the current era of technological development, namely by using the internet. In addition, this use is considered appropriate in understanding the information search strategy carried out by the subjects in this study, namely the reporters of Swara Pendidikan magazine when searching for information sources using the internet. The Meho & Tibbo (2003) information search model consists of ten stages, namely:

1. Starting, is the initial stage of the process of searching for the information needed. This is a step to collect planned information by determining a topic. The collection of information is carried out through primary and secondary information sources such as searching for literature through articles, newspapers or asking experts or experts directly in a field according to the topic needed.
2. Chaining, is an activity when identifying new sources of information that have been obtained. Identification of new sources of information obtained is carried out by further tracing the sources of information obtained. This search is also carried out by tracing quotes between materials so that the information needed is really found.
3. Browsing, is the activity of searching and tracing primary and secondary sources of information as widely as possible. There are two searches in this stage. First, the main search, namely scanning relevant journals or books. Second, browsing online catalogs or web sources. In addition, the search stage can also be carried out within limits by grouping with related materials.
4. Monitoring, is the stage of monitoring the specified information sources. This monitoring is to find out and follow the development of relevant information sources that will be used as references. This monitoring is through various information channels in order to always get the latest information and stay up-to-date.
5. Accessing, is the stage of searching for basic information by accessing the required information sources. This is necessary to ensure that access to information sources can be carried out so that information search activities can continue. Because there are often

unexpected obstacles during the search process, namely the difficulty of accessing information sources.

6. Differentiating, is the differentiation stage. This includes the stage of selecting, evaluating or sorting the information sources obtained. Including checking the quality and content of the information to be used. The purpose of this is to filter the amount and nature of information in order to obtain what is needed.
7. Extracting, is the stage of digging and taking relevant information from certain information sources. At this stage, selective search activities are carried out on relevant material. Data collection and analysis are carried out at this stage. Information mining is carried out on direct information sources such as books or journals and indirect information sources such as bibliographies or online catalogs.
8. Verifying, is the stage of testing the information obtained. The testing carried out is to measure the suitability and accuracy with information needs. The practice is carried out by verifying the information they find by asking their friends and collecting data from various sources and then comparing their findings with the findings of others.
9. Networking, is the stage of discussing similar topics that are owned by other people. This aims to build networking by communicating and maintaining close relationships with each other. Networking is not only done to collect information, but also to share information with each other. According to research results, the internet plays a significant role in encouraging involvement and development of this.
10. Information Managing, is the stage of managing the information that has been obtained. This is done by organizing the information that has been collected or used to make it easier to carry out the purpose of the information search activity. The purpose of doing this is that knowledge is not obtained quickly, therefore knowledge needs to be collected, organized and stored for reuse in the future.

RESEARCH METHOD

The design in this study is qualitative research with a descriptive research type. The data in this study are sentences or narratives that are documented and obtained from the results of direct interviews with data sources in this study, namely reporters from the Swara Pendidikan magazine. The data sources in this study were determined using a purposive sampling technique consisting of three people. Then, interviews were used as a data collection technique in this study to collect information and truths that occurred (Muhammad 2021). The information needed is related to the pattern of information-seeking behavior that is carried out. After the data is collected, data analysis techniques are carried out. The data analysis technique in this study follows the type of data used, namely qualitative data.

Miles et al., (2014) explained that there are three stages. First, data condensation, namely the process of selecting, focusing, and simplifying data. In data condensation, there is a coding process that is intended to make it easier for researchers to categorize the data obtained with research questions. Second, data presentation, namely displaying data resulting from data condensation. The presentation practice is that the data will be presented per topic or theme then the data will be presented in narrative form in the form of narrative text, graphs, or charts. By presenting in this form it will be easier to combine information so that it is easier to see the truth of the data taken. The third is drawing conclusions, namely drawing conclusions from

previously processed data. This activity is carried out continuously to obtain accurate information.

RESULT AND DISCUSSION

Information seeking behavior is an action taken by Swara Pendidikan magazine reporters to fulfill their information needs. In addition, information seeking is also motivated by work factors, namely as information providers. The information search carried out focuses on the trends of the Ministry of Education and Culture that occur in a certain semester and will later be used as ideas or ideas for the magazine's theme. By determining the theme, Swara Pendidikan magazine reporters will then develop it as a reference in selecting sources and making a list of questions to be asked during the interview. The practice of searching and browsing information carried out by Swara Pendidikan magazine reporters tends to use digital information sources because it is considered easier, more effective and more efficient. The following is a table containing the findings of the information seeking behavior patterns of Swara Pendidikan magazine reporters with reference to the theory of Meho and Tibo in 2003, namely as follows:

Table 1. Information Search Behavior Patterns of Swara Pendidikan Magazine Reporters

Reporter	Information Searching Behaviour Pattern									
	S	C	B	M	A	D	E	V	N	IM
Reporter AWP	1	2	3	4	5	6	7	8	10	9
Reporter LMR	1	2	3	4	5	6	7	8	10	9
Reporter NVY	1	2	3	4	5	6	7	8	10	9

Based on the pattern in table 1, it is known that the information search behavior pattern carried out by Swara Pendidikan magazine reporters is the same between one reporter and another. The practice of implementing the workflow carried out by Swara Pendidikan magazine reporters is fairly similar to one another. This is also based on the motivation for searching for information which is fairly similar. The existence of similarities in work tasks, stages of completing tasks, and motivation for searching for tasks from each source is the cause of the similarity in the information search pattern. Li et al., (2019) stated that the existence of different types of work tasks will produce different information search characteristics including search motivation and strategic planning.

Based on the statement above, it can also be said that the existence of the same work tasks will produce the same information search characteristics, including search motivation and strategic planning. This is also in accordance with the results of interviews between researchers and sources who stated that there were similarities between the workflow and motivation carried out by each source. The results and discussions of each information search pattern carried out by Swara Pendidikan magazine reporters are as follows:

First, starting, which is the initial stage of the information search process. Al-Moteri (2023) explains that there are factors that influence the starting stage, namely triggers. The word trigger is interpreted as awareness of having a need for information. In this study, the word trigger refers to the awareness of the reporter of Swara Pendidikan magazine regarding the need for information, namely information related to the world of education in a certain semester so that the reporter of Swara Pendidikan magazine will carry out the initial stage to find information. The starting stage is also carried out to prepare and plan various basic

information related to information needs such as magazine designs and sources to be interviewed so that the next process or information search process can run smoothly and be well-directed. This is in line with Purnama's explanation (2021) that at this stage an information seeker must be able to design their information needs so that by doing so it will make it easier at the information search stage. Then at this stage there is also a series of activities carried out by the reporter of Swara Pendidikan magazine as a form of the starting stage, namely a joint meeting to determine the theme that will be raised in a certain semester based on the Ministry of Education and Culture program which is shared via the website. As explained by the following resource person:

Quote 1:

"Yes, that's right, before that we had a meeting to determine the theme. We searched for it on the internet, on the website. We connected it from Dikti because our theme is also related to education, so the focus is there" (NVY)

Based on quote 1, it is known that the joint meeting was held to get a mutual agreement between members of the Swara Pendidikan magazine reporters regarding the theme that will be raised in a particular semester. Apparently, determining the theme of the information to be sought is included in the starting stage. As explained by Meho & Tibbo (2003), namely the initial step to find the information needed by determining a topic. Prijana et al., (2023) also explained that an information seeker can start their search activity by searching for information on the internet. Therefore, the theme or topic of information is an important thing that must be obtained before continuing the process of searching for deeper information. The theme or topic of the information can be found in various places, one of which is digital media or the internet as done by the Swara Pendidikan magazine reporter.

Second, chaining, the second stage of information search carried out by the Swara Pendidikan magazine reporter. Chaining or the stage of further tracing information sources that are in accordance with the topic of the information search. This stage is related to the previous stage, namely starting. Tracing at the chaining stage can be done after getting instructions or information topics sought at the starting stage so that the chaining stage and the starting stage are related to each other, thus creating a workflow that continues at the information search pattern stage. Shobirin & Safii (2021) explain that chaining activities are understood as activities to follow up on instructions at the starting stage. Instructions at the starting stage are the theme of the information search and the chaining stage is an action to trace various sources of information related to the theme.

At the chaining stage, new sources of information obtained will be identified by tracing them further (Meho and Tibbo 2003). This identification is carried out to various literatures that are relevant to the theme. As explained by the following resource person:

Quote 2:

"Yes, because from the beginning we have determined the theme or title, so the information we are looking for is based on that (theme or title). Research on the internet, starting from writings that already exist in publications on the internet too. The publications include journals, news, catalogs, articles, depending on the source as well." (LMR)

Based on quote 2, it is known that Swara Pendidikan magazine reporters search for various literature that has the potential and is relevant to the theme from publications on the internet in the form of journals, articles, news, catalogs and even regulations. The chaining stage carried out by Swara Pendidikan magazine reporters with a flow of tracing information sources

that are relevant to the theme is a term for the forward chaining method, namely the process of further identification of other sources that are relevant to the theme (Kundu 2022). By carrying out the forward chaining method by Swara Pendidikan magazine reporters, the percentage of finding information sources that are relevant to information needs will be higher. Although at this stage random searches are still carried out in various literatures, Swara Pendidikan magazine reporters still use keywords as limitations and make it easier to search for further information.

Third, browsing, the third stage of information search carried out by the Swara Pendidikan magazine reporter. At the browsing stage, an information seeker will continue the search and search for information from the previous stage, namely chaining. The browsing stage carried out by the Swara Pendidikan magazine reporter is by searching and searching for information as widely as possible based on keywords that are relevant to the theme through various platforms available on digital media or the internet. As explained by the following resource person:

Quote 3:

"Usually we use Google, because there is a lot of information. Yes, to make it easier. So we derive the keywords from the previous theme." (NVY)

Based on quote 3, it is known that the Swara Pendidikan magazine reporter uses Google as a medium for searching for information which is also used by many people because it is considered an information search medium that makes it easy to find information and can also meet their information needs because it provides a lot of information. This is in line with the assessment of Kumala & Wulandari (2022) that searching for information using search engines such as Google is used more often because it is easier and faster.

At the browsing stage, there is an activity of finding and tracing information sources in a more focused manner towards relevant information. Nasrulloh et al., (2021) explained that browsing activities are characterized by the discovery and search of semi-structured information. This means that an information seeker will search for and search for information in places that are considered to have the potential to meet their information needs. Furthermore, Meho & Tibbo (2003) explained that the search stage is carried out within limits by grouping with related material. This was done by the Swara Pendidikan magazine reporter by browsing using keywords based on agreed themes in order to focus more on the information being sought. Fourth, monitoring, the fourth information search stage carried out by the Swara Pendidikan magazine reporter. After the previous stage or browsing, the Swara Pendidikan magazine reporter searched for relevant information from various sources of information, the next stage was to monitor the sources of information that would be used. The purpose of this monitoring stage is to see the development of the information topics needed so that they will get the latest and most up-to-date information. The Swara Pendidikan magazine reporter carried out the monitoring stage by looking at the latest information on the Ministry of Education and Culture website to find out the latest, newest, and most hotly discussed information. This is in line with the explanation of Meho & Tibbo (2003) that the monitoring stage can be carried out on various formal and informal information source channels such as journals, articles, newspapers, web sources, and so on. As explained by the following resource person:

Quote 4:

"Yes (following the trend of information development), because the theme we are raising is what is happening and what is hot. Yes (using the latest information), we use the latest

sources, we see what is being discussed on the Ministry of Education and Culture website, because we get the theme from there." (NVY)

Therefore, the monitoring stage aims to match the information sources found or to be used with the latest developments in the information topic needed. This is in line with the explanation of Kumala & Wulandari (2022) that the monitoring stage is carried out by an information seeker to follow the latest information needed. This stage is also an important part for Swara Pendidikan magazine reporters, because this profession is required to get the latest information. As explained by Humaira & An-Nadwi (2023), reporters are tasked with actively seeking and covering the latest information and then conveying it to the public. Therefore, the monitoring stage is an important process in the information search stage. This is because the freshness of information is something that must be known, followed and sought so that the information obtained is relevant to the development of information that occurs. Especially for the profession of reporter whose job is to present the latest information that is hotly discussed.

Fifth, accessing, the fifth stage of information search carried out by the Swara Pendidikan magazine reporter. After carrying out the stages above, the next information search pattern carried out by the Swara Pendidikan magazine reporter is accessing. The practice in this stage is by directly accessing the information source that will be used. This is because when carrying out the starting, chaining, and browsing stages, it is not done with the information source directly (Meho and Tibbo 2003). So the accessing stage is intended to access the information source needed directly. In line with the explanation of Salsabila & Syahri (2023) that the purpose of the accessing stage is to ensure that access to the information source can be done completely or not. This is because information seekers usually find obstacles when accessing information sources. Therefore, the purpose of accessing is to re-ensure that the information source that will be used can be fully accessed. The accessing carried out by the Swara Pendidikan magazine reporter accesses information sources online because it is considered easier, more effective, efficient and flexible to use anywhere. The Swara Pendidikan magazine reporter can also access information completely and rarely finds obstacles. Apparently, this is supported by a fairly stable network so that the information search process can run smoothly. As explained by the following source:

Quote 5:

"Yes, it's definitely online because it's fast, easy, we can access it anywhere, it's more flexible. Yes (it can be fully accessed), there have never been any obstacles, because at UM the network is quite stable." (NVY)

The explanation above is in line with the explanation of Maharani et al., (2021) that a stable and good internet network will make it easier for someone to find various things including searching for information. However, if you find an obstacle, the action taken is to change the source of information even though the percentage is very rare. Thus, an information seeker should really re-ensure access to the source of information that will be used, this is done to avoid obstacles in the next stage.

Sixth, differentiating, the sixth stage of information search carried out by the Swara Pendidikan magazine reporter. Differentiating is the stage of sorting the sources of information obtained. At this stage, the Swara Pendidikan magazine reporter carries out activities that aim to filter the amount and nature of information that suits his needs, namely according to the agreed theme. This is because in the previous stage, the Swara Pendidikan magazine reporter

searched for and obtained several reference sources that could be used. In order for the differentiating stage to run well, skills are needed in selecting the sources of information. The differentiating process carried out by the Swara Pendidikan magazine reporter is explained by the following resource person:

Quote 6:

"Of course it is selected, we are looking for something that is in accordance with the theme, so I look for information according to the theme. The selection method is usually I also read, write and take notes." (AWR)

Based on quote 6, the differentiating process carried out by the Swara Pendidikan magazine reporter is by sorting and selecting the sources of information obtained according to the initial guidelines for the information topic, namely according to the agreed theme. Meho & Tibbo (2003) also explain that the differentiating stage is characterized by the activity of assessing and evaluating sources of information according to the nature, quality and usefulness of the information according to the interests of the information seeker. To be able to find out the entire content and quality of the information obtained, the technique used by the Swara Pendidikan magazine reporter at this stage is by reading it. As explained by Kundu (2022) that in a differentiating situation, an information seeker must have the ability to assess how high the percentage and accuracy of the information sources obtained are to meet their information needs. Even with a simple technique, Swara Pendidikan magazine reporters can train their skills in filtering quality information sources that suit their needs.

Seventh, extracting, the seventh stage of information search conducted by the Swara Pendidikan magazine reporter. The extracting stage is defined as the stage of digging and taking information that is considered important from previously selected information sources. At this stage, an information seeker has reached the peak of the information search stage because the information source has been obtained and sorted according to needs and only needs to dig up target information from the source so that at this extracting stage, the data collection process occurs. That is what the Swara Pendidikan magazine reporter does at this extracting stage. The Swara Pendidikan magazine reporter will immediately look for the focal point of information based on the agreed theme in the existing information source. As explained by the following resource person:

Quote 7:

"Because earlier, we had looked for information according to the theme, so we immediately took the important points. From the information source, what are the points, then we collect them and draw the red thread." (NVY)

Based on quote 7, it is known that the extracting stage carried out by the Swara Pendidikan magazine reporter is by finding and taking important points from existing information sources so that it will be more focused on getting the target information needed. Prijana et al., (2023) explained that at the extraction stage, an information seeker will focus on the information he wants to obtain. So at this extracting stage, the Swara Pendidikan magazine reporter will focus the information obtained according to the agreed theme. Meho & Tibbo (2003) also explained that at the extracting stage, data collection occurs from the information obtained. Therefore, at the extracting stage, the purpose of searching and searching for information has been achieved. At this extracting stage, the Swara Pendidikan magazine reporter has achieved the goal of searching for information and obtained the desired information. Eighth, verifying, the eighth stage of information search carried out by the Swara

Pendidikan magazine reporter. At this stage, the Swara Pendidikan magazine reporter will test and recheck the information in order to obtain information that is relevant to their information needs and is not wrong. The verifying stage is not only carried out for checking, but is also believed to be a form of assessing the validity of the information obtained. This is in accordance with the explanation of Salsabila & Syahri (2023) who explained that the verification stage is also carried out to minimize errors in the information obtained. The verification process carried out by the Swara Pendidikan magazine reporter was explained by the following source:

Quote 8:

"Yes, of course we make sure again. So we read it first so that the information is really useful in the field later. So that there are no mistakes, okay." (NVY)

Based on quote 8, it is known that the Swara Pendidikan magazine reporter also uses a simple technique to determine the accuracy of the information obtained, namely by rereading all the information findings to determine the suitability of the information obtained. The rereading technique has also been carried out by the Swara Pendidikan magazine reporter at the extracting stage. Although rereading is a simple technique, this technique is effective to do. Kumala & Wulandari (2022) stated that if an information seeker will carry out various strategies to verify information, one strategy in the verifying stage can be done by rereading the information obtained in detail. Therefore, so that the information sought is useful and can be used, an information seeker should re-verify the results of his information findings. It is enough to use a simple technique such as rereading in detail the results of the information findings as done by the Swara Pendidikan magazine reporter.

The ninth information managing, the ninth information search stage carried out by the Swara Pendidikan magazine reporter. After carrying out the various stages above to search for and collect information that suits their information needs, the next information search pattern of the Swara Pendidikan magazine reporter is to carry out information managing. The purpose of carrying out the information managing stage in the information search process is to manage and organize the information obtained so that it will make it easier to find information again. The information managing process carried out by the Swara Pendidikan magazine reporter is explained by the following resource person:

Quote 9:

"Yes, we save the information to the internal drive. Usually also use gdocs. we organize everything using excel and google drive so that it is flexible and easy to access. The goal is to make it easier to access. Because in the digital era now there are many platforms that make our work easier, so we have to take advantage of it." (LMR)

Based on quote 9, it is known that the Swara Pendidikan magazine reporter uses a digital platform as a storage medium in the information managing stage. if one day it is needed it is easy to access. Therefore, the information managing stage can also be called the information management stage where the main activities are managing, organizing, storing, and using the information obtained (Shobirin and Safii 2021). Therefore, this stage shows the importance of the information managing stage in the information field. As explained by Meho & Tibbo (2003), knowledge is not always obtained or applied immediately, so it needs to be collected, digested, organized and used in the future. , Information managing is also a step to extend the sustainability of information.

Tenth networking, the tenth information search stage carried out by Swara Pendidikan magazine reporters. This stage is carried out after searching, collecting, selecting, exploring,

verifying and storing information. Swara Pendidikan magazine reporters interpret the networking stage as a moment to maintain good relationships between reporters, share stories with each other and report work results. As explained by the following resource person:

Quote 10:

"No information discussion, after recording the information we immediately write, because what is covered is different, and we are assigned one reporter with one photographer earlier. So if sharing is not about material, but activities during coverage or discussing writing, what happens in the field, more casual chats." (AWR)

Based on quote 10, it is known that at the networking stage, Swara Pendidikan magazine reporters are not carried out to share and collect the information sought but as a moment to maintain good relationships between reporters, foster a sense of togetherness, harmony and solidarity, share stories, and report work results. Meho & Tibbo (2003) explain that the networking stage is characterized by activities related to communication and maintaining close relationships with colleagues who work on similar topics. So the networking stage is not always interpreted as a stage for discussing and sharing the information needed but sharing information in all things.

Quote 10 also explains that the background of Swara Pendidikan magazine reporters not carrying out the networking stage as a moment to share information about the material needed is because each reporter will get a different source so that they will compile a list of questions individually so that each reporter gets the information needed through information searches without networking. Therefore, networking is the last stage of information search carried out by Swara Pendidikan magazine reporters after searching, collecting, and storing information. The networking stage is used to maintain good relations between reporters, foster a sense of togetherness, harmony and solidarity, share stories, and report work results.

Based on the explanation of the findings of the information search pattern conducted by the Swara Pendidikan magazine reporter above, it can be seen that all stages in the information search theory of Meho and Tibo in 2003 have been carried out. Stages one to eight are carried out sequentially, then continued with stage ten and ended with stage nine. So that the information search behavior pattern conducted by the Swara Pendidikan magazine reporter was found in the following form:

*Starting → Chaining → Browsing → Monitoring → Accessing → Differentiating →
Extracting → Verifying → Information Managing → Networking*

The findings of the pattern are based on the similarity of information search motivation, tasks and workflow of each reporter of Swara Pendidikan magazine. At each stage of information search above, the researcher also considers that the monitoring stage is one of the important stages and should not be missed for the reporter profession. This is due to the demands of the job that must present the latest and hottest information. So that the latest information is something that must be sought and known, especially in this study, namely around the world of education.

CONCLUSION

Reporters of Swara Pendidikan magazine search for information based on their work and their role as information providers in the campus environment. The main information needs

they have are information about developments in the world of education including policies, regulations, programs and so on. Reporters of Swara Pendidikan magazine have ten patterns of information search behavior that are the same, namely starting with the starting stage and ending with the networking stage.

The findings of the information search behavior patterns are apparently slightly different from the theory put forward by Meho and Tibo in 2003. The difference found is only in one stage, namely the networking stage is carried out after the information managing stage. The similarity in the findings of information search behavior patterns carried out by reporters of Swara Pendidikan magazine above is due to the similarity of work tasks and stages of completing tasks, resulting in the same information search characteristics, including search motivation and strategic planning. In addition, there is a stage that cannot be missed in the information search process carried out by reporters of Swara Pendidikan magazine, namely the monitoring stage or the stage of monitoring the development of information obtained in order to present the latest and hottest information for the public.

SUGGESTION

As a conveyor of information in the middle of the campus environment, it is expected that Swara Pendidikan magazine reporters can present credible and comprehensive information so that readers will gain knowledge, insight and other useful things. In order for this to be realized properly, Swara Pendidikan magazine reporters should have and improve skills in the field of digital literacy. This aims to support information search activities that are carried out because most of them occur by utilizing digital information sources.

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