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AND THE 4th INTERNATIONAL CONFERENCE
ON BUSINESS AND BANKING INNOVATIONS**

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*The Strategy of Digital in Business
for Gaining Competitive Advantages after Pandemic*



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**Proceeding Book of
The 4th International Conference on Business and Banking Innovations
(ICOBBI) 2022
“The Strategy of Digitalization in Business for Gaining Competitive
Advantages after Pandemic”**

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FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 4th International Conference on Business and Banking Innovations (ICOBBI) with the topic "The Strategy of Digitalization in Business for Gaining Competitive Advantages after Pandemic". This proceeding contains several researches articles from many fields in Business & Marketing, Banking & Sharia Banking, Accounting & Financial Management, Human Resources Management, Operations Management, Investasi, Insurance & Capital Market, Strategic Management, Technology Management, and Information System.

The 4th International Conference on Business and Banking Innovations was held on 29th January 2022 by virtual (online) zoom meeting and organized by the Master Management Study Program of Universitas Hayam Wuruk Perbanas in Collaboration with five Higher Education Institutions in Indonesia and three Universities from Asia countries. Keynote speakers in this conference were: Chonlatis Darawong, P.hD (Sripatum University, Thailand), Associate Prof. Dr. Elisha Nasrudin (University of Science, Malaysia), Dr. Sanju Kumar Singh (Postdoctoral Fellowship in Universitas Airlangga, Tribhuvan University Nepal) and Prof. Dr. Abdul Mongid, MA., P.hD (Universitas Hayam Wuruk Perbanas, Indonesia).

I would like to give high appreciation to the Rector of Universitas Hayam Wuruk Perbanas for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the three universities, namely Universitas 17 Agustus Surabaya, STIE YKPN Yogyakarta, Universitas Negeri Gorontalo, Universitas Surabaya and Universitas Muhammadiyah Surakarta which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <http://eprints.perbanas.ac.id/>

Chair of the Master Management Study Program
Universitas Hayam Wuruk Perbanas

Prof. Dr. Tatik Suryani, M.M.



Tabel of Content

Cover.....	i
Co-Host and Sponsorship.....	ii
Committee	iii
Reviewers.....	iv
Foreword.....	v
Table of Content.....	vi

Accounting and Financial Management

The Influence of The Level of Financial Literacy, Materialism and Impulsive Buying to Management Financial Behavior Students Master of Management in Surabaya 1-7
Dominika Rosvita Amadea Tarung; Muazaroh

The Effect of Perception of Confidentiality and Security, Perception of User Satisfaction, and Perception of Easy on The Implementation of E-Filing on Taxpayer Compliance in Submitting Annual SPT (Case Study at KPP Pratama Kebumen) 8-17
Wicak Ari Wibowo; Tri Ciptaningsih

The Effect of Attitude, Subjective Norms, Perceived Behavioral Control, And Tax Knowledge On Studentâ€™S Interest Who Join The Tax Volunteer Program For A Career In Taxation (Empirical Study In 2021)..... 18-26
Dheanira Ayu Hapsari; Tri Ciptaningsih

Differences un the Strenght of Financial Ratios and Financial Distress of Transportation Companies in Indonesia During the COVID-19 Pandemic Era..... 27
Ivana Oktarina Sopacua; Manggar Wulan Kusuma

The Causes of Audit Report Lag..... 28-34
Rusmawan W. Anggoro; Anita Kristiana

Fluctuation Of Rupiah Exchange Value, Interest Rate And Changes In Share Price..... 35-44
Hais Dama; Meriyana Franssisca Dunga

Fraud Financial Statement Detection: Fraud Hexagon Model Analysis in the Financial Sector Listed on the Indonesia Stock Exchange 45-55
Shinta Permata Sari; Diana Witosari

Attaining financial well-being: The essential effects of financial experience, status, and behavior..... 56-66
Mochammad Zakariya Rosyid; Rr. Iramani



Determinant Analysis Affecting The Level of Disclosure of Operations Segments (Empirical Study on Companies Consumer Cyclicals Listed on the Indonesia Stock Exchange in 2017-2019)	67-75
Tetiana Fitriarningsih; Lintang Kurniawati	
The Effect of Asset Management, Leverage, and Free Cash Flow on Firm Value With Dividend Policy as Moderating Variable (Study on Consumer Goods Industry Sector Companies Listed on The Indonesia Stock Exchange (IDX) 2018-2020).....	76-84
Awalia Endang Setyorini; Triyono	
Analysis of Factors Affecting Audit Report Lag Mining Companies Listed On the Indonesia Stock Exchange 2018-2020.....	85-89
Yuli Tri Cahyono; Cindy Elisa Putri;	
The Effect of Dividend Policy and Capital Structure on Company Value with Profitability as Mediation Variable in The Food and Beverage Companies Listed on The IDX in 2015 – 2020.....	90-95
Atikah Resiana Fildzah; Wiwik Lestari	
Factors Affecting Firm Value : Theoretical Study on Public Textile and Garment Manufacturing Company in Indonesia	96- 104
Cholis Hidayati; Lintang Puspitasari Wijanarko	
Principles and Agents: The Phenomenon of Agency Theory in The Business Sector and The Public Sector	105-109
Maulidah Narastri;	
Company value of Indonesia State-Owned Enterprises during the Pandemic-Covid 19....	110
Hwihanus;	
Financial Knowledge, Financial Experience and Income as Determinant of Financial Well-Being in Bali, Indonesia.....	111
Mochamad Hanif Nuruddin; Rr.Iramani	
Behavior of Financial Management as a Mediation of The Influence of Financial Knowledge and Intention Behavior To Well-Being Family Finance	112-118
Dewi Candra Purwati; Rr. Iramani	



The Effect of Fundamental and Macroeconomic Factors to Stock Return..... 119-123
Aprilia Setiadi Lukas; Werner R. Murhadi; Arif Herlambang

Balanced Scorecard Contribution to Business Strategy In PT XYZ National Shipping
Company 124-129
Yudith Agusta; Lutfi

Analysis of The Effect of Current Ratio (CR), Return On Assets (ROA), Debt to Equity Ratio
(DER) and Net Profit Margin (NPM) on Stock Price (Empirical Study on LQ45 Companies Listed
on the Indonesia Stock Exchange for the 2017-2020 Period) 130-136
Ice Diana; Erma Setiawati

The Relationship of Sustainability Reporting Disclosure and Firm Performance, Risk, Value: Study
on Banking Sub Sector Companies Listed Into Indonesia Stock Exchange (IDX) 137-146
Alfiana Mufti Ainuna; Rina Trisnawati

Banking and Shari'a Banking

Stress Test of Financing Quality at Indonesian Islamic Rural Bank Using Montecarlo
Simulation 147-154
Uvy Dian Rizky; Abdul Mongid

Macroeconomic Stress test of Credit Risk in Indonesian Banking using Monte Carlo
Simulation 155-162
Nanda Diyah Syarifah; Abdul Mongid

The Effect of Credit Risk and Efficiency on Capital Adequacy With Profitability as Intervening
Variables. 163-169
Mochamad Syafruddin Aji; Emanuel Kristijadi

Analysis Of The Effect Of Inflation, Capital Adequacy Ratio, Operation Cost Of Operating Income,
And Net Performing Financing On The Profitability Of Sharia Commercial Banks in
Indonesia 170
Rias Hasna Rosabila; Abdul Mongid

The Effect of Liquidity Ratio, Asset Quality Ratio, Sensitivity Ratio, Capital Ratio and Efficiency
Ratio Towards Return On Asset (ROA) on Foreign Exchange National Private Commercial
Banks..... 171-174
Oppi Putri Bunga; Muazaroh



Planned Behavior Theory Testing (Case Study Of Financial Management In A Muslim Family In Sidoarjo)..... 175-180
Wiwik Lestari; Desy Sanggita Fitriany; Merita Dwi Nandasari

Does Competition Make Regional Development Banks More Efficient? 181
Zunairoh; Werner Ria Murhadi; Bertha Silvia Sutejo

Determinants of Indonesian Banking Profitability 182-189
Sholikha Oktavi Khalifaturofi'ah; Achmad Saiful Ulum

The Influence of the Britama Savings Marketing Strategy on Customer Satisfaction at PT. Bank Rakyat Indonesia (Persero), Tbk. Batua Raya Makassar Unit..... 190-200
Dhita Pratiwi Ar; Rini L.; Abdul Gafar Samalam; Halida Sasmita; Hafipah

Business and Marketing

Social Media Marketing Activities, Brand Love and Brand Trust In Willingness to Participate Online (Co-Creation) with Satisfaction as Mediation Variable 201-204
Amilia Jasmin Nabila ; Tatik Suryani

The Influence of Social Media Marketing and Personal Selling on Purchase intention during the pandemic Covid-19: The Case of Discovery Property Agency 205-231
Renaldo Giovanni ; Theresia Gunawan; Istiharini

Factors Influencing Mobile Banking Adoption In Covid 19 Pandemic Period: The Mediating Role Of Behavioral Interest..... 232-241
Noormalita Primandaru; Gita Nirmalasari Triyana;

How Coolness Affects The Brand Image On The Vans Fashion Footwear?..... 242-247
Nuning Kristiani; Andi Muntabilah Naida;

Implementation of Digital Marketing & Knowledge Transfer of Hollandpark Permaculture Products..... 248
Syamsul B Biki; Umin Kango; Vetty D Pulukadang

Knowledge Management: Social Media & Public Knowledge About the Hazard of Mercury 249-254
Dyah Ayu Nuraini; Mohamad Agus Salim Monoarfa; Andi Juanna



Relationship Between Talent Management And Employees Performance: Case In Gorontalo	255-261
Rizan Machmud; Raflin Hinely; Tineke Wolok; Umin Kango	
The Effect Of Security, Responsiveness, Convenience, And Reliability Of Services On BRI Customer Satisfaction In Using Mobile Banking	262-270
Bramantiyo Adhi; Ronny	
Impact Of Wfh In Surabaya City The Effect Of Workload, Employee Burnout On Work Life Quality And Employee Performance	271
Nanis Susanti;	
Analysis Of Marketing Strategy, Product Quality And Service Quality To Repurchase Intention	272-278
Sumiati;	
The Effect of Customer Satisfaction and Trust on Performance Expectancy and Word of Mouth (WOM) at Shopee Applications Users.....	279-287
Annisa Eka Septiana; Tatik Suryani	
Does Brand Matter in Driving Purchase Intention of the Banking Services?.....	288-295
Muhammad Alvin Juanda; Burhanudin	
The Effect of Perceived Quality and Value on Brand Trust of Express Delivery Services during Pandemic Covid 19 in Indonesia	296
Fika Fahmi Firdaus; Yudi Sutarso	
The Determinants of Brand Equity in Banking	297-306
I Made Gde Pasek Bagiartana; Burhanudin	
Entrepreneurial Intention for Students at Universities in Sleman, Yogyakarta Special Region, Indonesia	307-316
Bambang Kharisma; Irhas Effendi; Dyah Sugandini	
The Effects of Commitment, Perceived Quality, and Satisfaction on Brand Equity: The Medating Role of Brand Trust and Brand Loyalty.....	317-326
Miftakhul Jannah; Burhanudin	
Behaviour Intention of Digital Banking Adoption UTAUT2 and Covid-19 Pandemic as Factors.....	327-335
Popy Novita Pasaribu; Auzi Naufal Rabbani	





Factors Influencing Online Purchase Intention Through E-Commerce in The Millennial Generation 336-345
Delta Sagita Riandana; Delta Sagita Riandana

Analyze of Customer Loyalty on Customer Oriented and Marketing Communication PT. Bank Syariah Indonesia Tbk. 346-348
Verawaty;

The Effect Of Experiential Marketing On E-Wom (Electronic Word Of Mouth) And Customer Value As Intervening Variables In Tourism Destinations Rawa Bento Kerinci Regency Jambi Province. 349
Deci Fachrosi; Johannes; Sylvia Kartika Wulan B

Human Resources

The Effect Of Leadership Style, Work Environment, Compensation On Job Satisfaction At Pt Pln (Persero) Sikka Regency 350-356
Krisanty Natalia Mariani Parera, Emanuel Kristijadi, Tjahjani Prawitowati

The Mediating Role of User Satisfaction in the Influence of Organizational Learning Culture and Online Learning Engagement To Net Benefit Outcome In Indonesia During Covid 19 Pandemic Period 357-362
Heni Kusumawati;

Emotional Intelligence And Apparatus Performance 363-371
Mughtar Ahmad; Djoko Lesmana Radji; Hais Dama

The Internalization of Patient Safety Culture in The Quality of Performance of Nurses in Different Generations of Nurses at The XYZ Hospital, Surabaya 372-377
Sisilia Andri Soelistyani; Ika Yunia Fauzia

The Role of Work Ability and Servant Leadership on Employee Performance in a TIKI Delivery Service Companies in Surabaya..... 378- 384
Siti Mujanah;

The Effect of Organizational Commitment, Organizational Culture,Self-Efficacy on Employee Performance with Job Satisfaction as Mediator Literature Review and Proposed Model .. 385-393
Vega Hardikasari; Burhanuddin; Emma Julianti;

Determinants Of Millenials Employee Engagement In Indonesia: Systematic Literature Review 394-400
Febby Ayu Ramadhani; Tatik Suryani





The Effect Of Employee Engagement, Motivation, And Organizational Culture On Employee Performance During The Covid-19 Pandemic..... 394-400
Ni Sheila Fairuz Ratnasar; Tatik Suryani

Investment, Insurance and Capital Markets, Information System, and Technology Management

The Effect Of Student Environment, Lecturer Environment, And Technology Dimensions On Software User Trust With Student Satisfaction As Intervening Variable (A case study of students taking ERP courses online)..... 405
Prima Rosita Arini Setyaningsih; Lita Kusumasari

Technology Acceptance and Adoption of Mobile Application: A Systematic Review. .. 406-415
Boonchai Wongpornchai; Chonlatis Darawong

Efficiency Level of Malaysian Family Takaful Using Stochastic Frontier Approach.416
Labibah Salsabila; Zubaidah Nasution

The Role of Locus of Control in Examination of Private Sector Employee Retirement plan Model in Surabaya..... 417-425
Ismawati; Rr. Iramani

Analysis of The Indonesia Capital Market Reaction to The Announcement Implementation of Emergency Community Activity Restriction (PPKM) (Event Study on Companies. 426-433
Said Setiandika Pambudi; Suyatmin Waskito Adi

The Effects of Interpersonal Communication and Self-Efficacy on Job Satisfaction of LSP P1 Assessor of Higher Education Institutions in Surabaya, East Java Province, Indonesia. .
Ida Aju Brahmasari; Irmasanthi Danadharta; Ida Aju Brahma Ratih



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Knowledge Management: Social Media & Public Knowledge About the Hazard of Mercury

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ABSTRACT

This study aims to explore the role of social media in East Tulabolo, East Suwawa in increasing public knowledge about the dangers of mercury from a knowledge management review. The research was conducted using a qualitative method and using an in-depth review approach. Information on the results of the research was obtained from informants who were around the mining site who directly used mercury in the process of managing mining products. The results showed that the elements in knowledge management were not optimal and not well integrated so that public knowledge about the dangers of mercury could not be maximized. On the other hand, the public has a fairly good level of understanding of the use of social media, especially WhatsApp and Facebook because of the public's tendency to access these two applications. This is because the social media application has been embedded automatically when buying a smartphone. The problem encountered is the use of social media that is not optimal, where its use is only for entertainment and communication needs. On the other hand, people do not gain knowledge about the dangers of using mercury in their daily lives.

Keywords: Knowledge Management, Social Media, Whatsapp, Facebook.

1. INTRODUCTION

Gorontalo is one of the provinces in Indonesia that has potential gold mineral resources and can be found in several districts, namely, Gorontalo Regency, North Gorontalo Regency, Pohuwato Regency, and Bone Bolango Regency [1]. One of the regencies that have gold resources is Bone Bolango Regency. Geographically, Bone Bolango Regency has an area of 1,984.58 km² or 16.24 percent of the total area of Gorontalo Province. Bone Bolango consists of 18 sub-districts, consisting of 166 sub-districts/villages with a population of 165,334 people [2]. In the Bolango Regency area, the potential for gold mining is in the Districts of Central Suwawa, East Suwawa, and Bone Rayas [1].

Gold mining is one type of industry that still often causes problems today. The problem is usually in the form of pros and cons caused by the community around the gold mining area. These pros and cons arise because mining activities in addition to having a positive impact, gold mining can also have a negative impact. But people do not care about the negative impact that will be

caused. One of the gold mines that raises pros and cons is in East Tulabolo Village, East Suwawa District, Bone Bolango Regency.

Community mining is a complex issue, and as is the case in many other countries, generally the people involved in mining activities are people who have low levels of education and do not have other better alternative livelihoods. It is the responsibility of every individual in the community to provide knowledge to the people involved in these small-scale mining and community mining activities in the practice of using mercury. For this reason, knowledge management theory is used in this study to test the level of public knowledge about the dangers of mercury.

In general, the implementation of strategic knowledge management will affect the three components at a certain level. Therefore, careful consideration must be exercised to anticipate the implications that will occur. Failure to implement usually occurs because the organization views knowledge management as just a technical implementation [3]. Whereas in knowledge management theory there are 3 important components,

among others: people, processes, and technology. This technology can be in the form of the internet or other supporting applications.

A global survey on internet technology users in 2017 reported that the number of smartphone users has been growing at an astonishing rate [4]. The results of the We Are Social survey conducted in Singapore in 2017 [5] showed that the Indonesian population who used social media reached 106 million out of a total population of 262 million.

1.1. Knowledge Management

The Gartner Group defines knowledge management as a science that promotes an integrated approach to identifying, categorizing, retrieving, and sharing an organization's information assets. The process starts with capturing knowledge, continues to how to structure good knowledge so that it is more easily available, share knowledge with others, and create new knowledge (Figure 1).

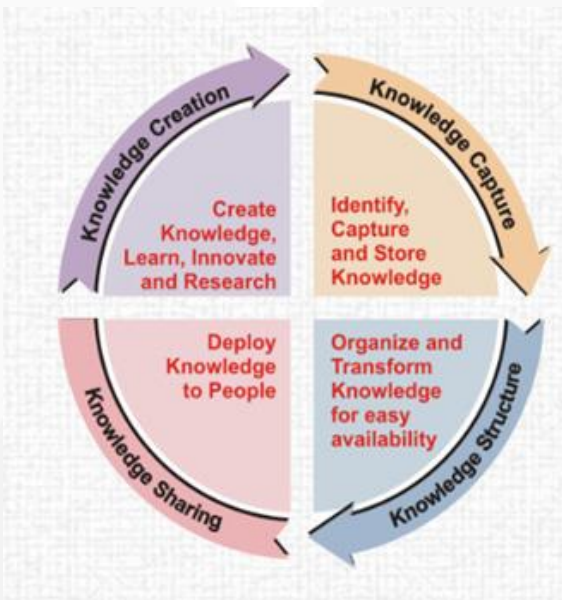
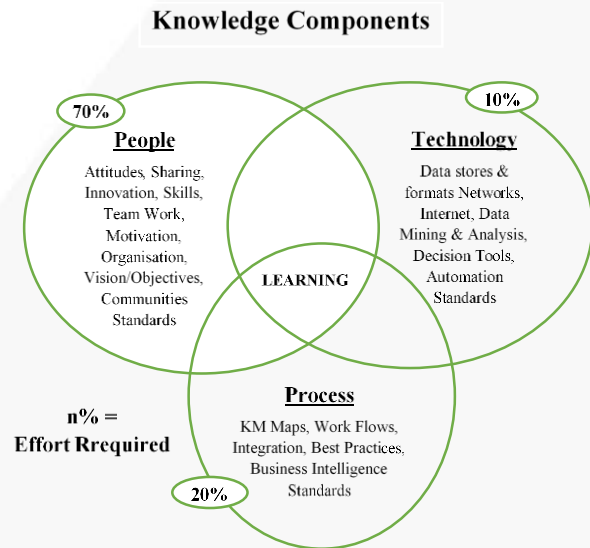


Figure 1 Process Knowledge Management

Knowledge management is built through four pillars of the process, namely: (1) Knowledge creation, when new knowledge is created through the innovation process, (2) Knowledge transfer when equalizing knowledge levels through knowledge transfer. (3) The use of knowledge, when knowledge is used in the organization. (4) Knowledge retention, while storing current and past experiences for future use or creation of new knowledge. This stage is the easiest stage to implement.

In the application of the concept of knowledge management, there are three important components (Figure 2), namely the importance of facilitating issues



of people, processes, and technology

Source: Knowledge Center Site

Figure 2 components Knowledge management and their sub-elements.

Implementation of knowledge management in organizations involves three components, namely:

1. **Humans.** The successful application of knowledge management must be supported by the availability of competent human beings. Therefore, the first thing that needs to be developed is the human competence that exists in the organization and then ensures that individuals in the organization clearly know their respective roles and responsibilities in managing knowledge and carrying out the knowledge management process (learning, improving, or transferring knowledge).
2. **Process.** A clear knowledge management process will facilitate innovation/knowledge creation and facilitate knowledge transfer. Therefore, it is necessary to create a good knowledge transfer and flow process through the identification and mapping of knowledge and analysis of social networks.
3. **Technology.** Technology will help collaboration and communication that occurs in the knowledge management process, including by capturing, storing, and making it easier to use information. Therefore, it is necessary to build collaboration and technology-based supporting facilities such as databases, servers, portals, or other information technology devices. These three elements are not

only necessary but also complement each other to form knowledge management [6].

1.2. Internet

According to Rusman [7], "the internet is a giant library of the world because on the internet there are billions of sources of information, so we can use the information as needed". In more detail, Rusman [7] defines: "the internet is a global network which is a collection of computer networks around the world. The internet makes it easier for users to get information in the cyber world, government-owned institutions, and educational institutions by using communication protocols found on computers.

1.3. Social Media

Social media is an online media where users can easily participate, share, and create content including blogs, social networks or social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are probably the most common forms of social media used by people around the world [8].

According to Ahmad, several social media that are popular among people today are YouTube, Instagram, Facebook, and WhatsApp. Social media is commonly used to exchange information. Like, youtube a lot of information about tutorials and some other videos. Instagram, people mostly use Instagram to share information in the form of photos or short videos. WhatsApp and Facebook people often use it to share information in written form.

With the advantages of various kinds of social media to share information related to various things, it can be concluded that social media has a role to increase public knowledge. Both academic and non-academic related knowledge.

This study aims to determine the role of social media in increasing public knowledge of the dangers of mercury. So that it can be seen the extent of public knowledge about the dangers of mercury pollution, and persuading the gold mining community in Tulabolo Village to take preventive steps in preventing the impact of mercury pollution.

2. METHOD

2.1. Qualitative Method

This research method is using a qualitative method approach, where the research process is carried out by researchers by involving themselves in data collection through direct interview data collection techniques . This study uses a qualitative method, which is contextual research that uses humans as instruments and is adapted to a reasonable situation in relation to data collection which is generally qualitative in nature [9]

Mulyana [10] stated that the research method was carried out descriptively (unstructured interviews / in-depth interviews, participant observation), document analysis, case studies, critical historical studies; interpretation is highly emphasized instead of objective observation.

The qualitative research method is reasonable enough to be a research reference to explore in-depth the role of the YouTube application in increasing the knowledge of the community, especially in East Tulabolo Village, East Suwawa District, Bone Bolango Regency.

2.2. Research Focus

Focus in this research are 1. How to use social media in increasing public knowledge and what are the obstacles encountered by the community when using social media, especially people in East Tulabolo Village, East Suwawa District.

2.3. Data Collection

The collection was carried out using methods generally used in a qualitative approach, namely in-depth interviews and observation. (1) In-depth interview is the process of obtaining information for research purposes by means of face-to-face question and answer between the interviewer and the informant or the person being interviewed, with or without using an interview guide, where the interviewer and informant are involved in a relatively long social life [11]. (2) Observation is an activity to obtain information needed to present a real picture of an event or events to answer research questions, to help understand human behavior, and for evaluation.

Furthermore, according to Creswell [9], the main data source in qualitative research is the words and actions of primary data, the rest is additional data. That is, the words and actions of the subject are just a note of information that does not give any meaning before being categorized and reduced. So the researcher's ability is to capture data, not just digest verbal information but be able to reveal behind the nonverbal actions of informants. Data can be in the form of oral, written, action, or other data obtained from information sources.

2.4. Data Analysis

The analysis is an effort to systematically search and organize notes from observations, interviews, and documentation, to increase the researcher's understanding of the findings based on the problems studied. Data analysis according to Creswell [9] is the process of arranging the sequence of data, organizing it into a pattern/category and basic sequence units. The data analysis stage is the most important and decisive stage in a study. The data obtained is then analyzed with the aim of simplifying the data into a form that is easier to read.

Furthermore, in qualitative research, data analysis is carried out throughout the research. The data analysis technique in this study was carried out after the data was obtained through in-depth interview techniques. The data collected will be analyzed through the following stages:

1. The researcher organizes all the data or an overall picture and reviews the data collected from various sources, namely in-depth interviews.
2. The researcher makes marginal notes about the data that are considered important and in accordance with the focus and objectives of the research.
3. The next step is to categorize data that has the same meaning and create a separate category.
4. The last stage carried out by the researcher is interpreting the existing research data to draw conclusions after verifying all the data that will answer the problems in the study.

3. DISCUSSION

The results of this study indicate that technology is one of the main elements contained in knowledge management, known as a medium that facilitates the dissemination of explicit knowledge. The internet itself provides features so that the need to access knowledge management and collaborate, communicate and share knowledge management can be done more easily, quickly, and at the same time [12]. In this study, researchers focused more on social media applications such as WhatsApp and Facebook.

Basically, the people in East Tulabolo Village already know about social media in the form of WhatsApp and Facebook, because on average these applications have been embedded on every community cellphone/smartphone. Then to access the application, you need an internet quota. But because in the East Tulabolo area there is no cellular data network access, the community uses the internet network provided by the village government and the company internet network around the mining sites in the village. Meanwhile, for the purposes of informants, they use WhatsApp and Facebook according to their respective needs. Among other things, to contact each other between communities, as a medium for buying and selling, as a medium for sharing daily activities and various information, both information about covid, religion and so on.

Based on the results of interviews, related to whether they often use WhatsApp and Facebook or how long people use it in a day, it can be concluded that it turns out that the use of social media by the people of East Tulabolo village is very relative, where the frequent or lack of use of social media depends on the internet quota owned or on the availability of the internet network provided by the village government.

The public's insight and knowledge about the dangers of mercury have not increased enough with the WhatsApp and Facebook applications, because people in general only use these applications for communication and sharing personal information or information that is booming at the time. Almost no people are aware of the dangers of mercury, so they rarely find out, let alone share information about the dangers of mercury on social media.

Overall, the results of this study illustrate that there is no implementation of knowledge management in the lives of people who work in the mining area of Tulabolo Village. Elements of knowledge management in the village did not educate the community about the impact of using mercury. To be able to apply knowledge management properly, it is very necessary to have the roles and responsibilities of each group, both the community in general and the company in particular, in studying, improving, or transferring knowledge on the impact of the use of mercury.

On the other hand, the role of technology in social life in the village is also not maximized properly. The sophistication of technology on social media is not used by the public and companies to transfer knowledge about the impact of mercury. Social media by the public and companies are only used for entertainment needs and various other personal interests. Social media, both WhatsApp and Facebook, which are used by the community cannot increase public knowledge in various useful things, especially on the use of mercury.

The non-optimal use of social media technology and the lack of competence of the community and companies make the process of knowledge transfer not run well. This has an impact on the absence of a learning process created from the human component, technology, and processes that exist in knowledge management. On the other hand, if these three components can be integrated properly, then the life of the community around the mining area will be well protected from the negative impacts of mercury use. Not only that, the integration of these three components will also provide a broad knowledge of various information and knowledge that is beneficial to the community.

4. CONCLUSION

1. The use of social media both WhatsApp and Facebook applications by the public is limited by the availability of internet quota to access them. People who do not have an internet quota, only rely on the internet network provided by the village government or mining companies in Tulabolo Village, East Suwawa District, Bone Bolango Regency
2. As far as observations have been made, the WhatsApp and Facebook applications as social media are not used properly. The use of social media by the community in Tulabolo Village is

only intended for entertainment needs and other personal needs.

3. The elements of knowledge management do not function optimally. Community competence in the use of technology cannot create a transfer of knowledge from outside into the community, so the use of mercury which has both positive and negative impacts cannot be known in detail.

5. RECOMMENDATIONS

A limitation in this study is the disclosure of the role of social media and public knowledge of the dangers of using mercury using an in-depth review approach. It is hoped that more detailed observations can be made by looking at how much influence the use of social media has in increasing public knowledge of the dangers of using mercury.

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