



The Influence of "Search Engine" Utilization Toward English Master Students' Learning Culture

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Article Info	Abstract
Article History Received: 2022-06-20 Revised: 2022-07-28 Published: 2022-08-19 Keywords: <i>Effectiveness; Search Engine; Learning Culture.</i>	Search engines are tools to seek, identify and retrieve information on different websites. In this modern era, the changes of learning culture among higher education students are undeniable, especially on the use of internet. This paper aims to investigate the effectiveness of search engine utilization toward learning culture of English Master students of Universitas Ahmad Dahlan. The Participants were 10 students which consist of five males and five females. This research was under qualitative research followed by direct observation through semi-structured interview. Based on data interview, it showed that the participants are enthusiasm in using search engine. The result presents that search engine utilization has positive effects in enhancing students' knowledge in the learning culture development. Furthermore, the utilization of search engine in improving the positive learning culture should be continued with different styles of educational approaches in the future.
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2022-06-20 Direvisi: 2022-07-28 Dipublikasi: 2022-08-19 Kata kunci: <i>Efektivitas; Mesin pencari; Budaya Belajar.</i>	Mesin pencari adalah alat untuk mencari, mengidentifikasi, dan mengambil informasi di berbagai situs web. Di era modern ini, perubahan budaya belajar di kalangan mahasiswa perguruan tinggi tidak dapat disangkal lagi, terutama dalam penggunaan internet. Makalah ini bertujuan untuk mengetahui efektivitas pemanfaatan mesin pencari terhadap budaya belajar mahasiswa Magister Bahasa Inggris Universitas Ahmad Dahlan. Peserta berjumlah 10 siswa yang terdiri dari lima laki-laki dan lima perempuan. Penelitian ini merupakan penelitian kualitatif yang dilanjutkan dengan observasi langsung melalui wawancara semi terstruktur. Berdasarkan data wawancara menunjukkan bahwa peserta sangat antusias dalam menggunakan mesin pencari. Hasil penelitian menunjukkan bahwa pemanfaatan mesin pencari berpengaruh positif dalam meningkatkan pengetahuan siswa dalam pengembangan budaya belajar. Lebih lanjut, pemanfaatan search engine dalam meningkatkan budaya belajar positif harus dilanjutkan dengan berbagai gaya pendekatan pendidikan di masa mendatang.

I. INTRODUCTION

In an effort to improve the process of education and welcome the development of communication technology in this millennium era, science gets very high appreciation. In transferring knowledge, there are many tools that can be used. One of the examples of this is through internet media, where knowledge can be disseminated quickly, cheaply and reliably. Distance is no longer an obstacle and due time difference geography is not an obstacle for someone who wants to access science. Internet is an abbreviation of interconnected network, which means the connection between computers and the various types that make up the system worldwide network (global computer network) via telecommunications lines such as telephone, radio links, satellites and more. In 1994 the World Wide Web Worm was among the first web search engines to have an index of 110,000 web pages and accessible documents. In March and

April 1994, the World Wide Web Worm received an average of about 1500 queries per day. With the growing number of web users and automated systems which query search engines, hundreds of millions of queries will be handled every day by the year 2000 by top search engines. Most search engines are currently provided by internet organizations. Google, Yahoo! and Bing are the most popular search apps (used in the USA).

Search engines are means by which information on different websites can be found and classified on the internet. It can assist us to find relevant information on a specific topic through different search methods. The Britannica Encyclopedia defines search engines as a computer program for finding answers to information collection queries that may be a catalog or database but are most commonly used on the World Wide Web. The World Wide Web is a popular site for search Engines since it allows users to switch over millions of documents

quickly. Computing and Digital Media Dictionary defines a search engine as a data base where users can explore for information via a keyword on the internet. Learning culture in the current technological revolution 4.0, especially at university level has a significant change. The presence of internet "search engine" technology facilitates students in accessing their learning materials. Web search engine is a computer program designed to search for files stored in the www service, ftp, publication mailing list, or news group on a single or a number of computers on a network. Moreover, the purposes to explore the search engine experiences are vary but most of them are to seek information to support students' learning, teaching, and research. This study significantly discusses about the perspective on how search engine effectively influences magister students' learning culture. These effects gathered from questioners and interview or discussions which include the positive and negative impact of search engine. The main idea is to summarize main conclusions from the discussions and bring them all together in a form of a paper. Further, this research is expected to contribute to the university in supporting online-based learning facilities for students.

II. METHOD

This paper was designed under qualitative research supported by a semi-structured interview. According to Sugiyono qualitative research methods is a research method based on the philosophy of postpositivism, used to examine the condition of natural objects. As this study focuses on the effectiveness of search engine utilization and how far it influences students' learning culture, the researchers emphasized on students' personal experience and feeling to support the finding. The participants were 10 master students of English Education Program at Universitas Ahmad Dahlan. Purposive sampling was applied as the technique to choose the participants which include of 5 females and 5 males. In carrying out data collection, the researchers made questions for participants relating to the utilization of search engine toward students' learning culture. Those questions were being asked to the participants one by one by direct invitation or face to face. The interviewer asked the questions in Bahasa to make sure that participants understand what are being asked and to get in depth information. Finally, after collecting the data and followed several steps of data collection and analysis, an adjustment of five

main points were highlighted in the following table 1.

Table 1. Themes of influencing factors of search engine

No	Themes
1.	The purpose of using search engine
2.	Kinds of search engine being used
3.	The effectiveness of search engine
4.	The impact of using search engine
5.	The influence of search engine toward students' learning culture

III. RESULT AND DISCUSSION

In this part, explains the result gained from the interview. In the following finding, the participants views are being stated and were followed by explanations and supporting idea from experts to strengthen the idea

1. The purpose of using search engine

"I use search engine to look for some materials. Because of the ease of technology, everyone almost does not want to be complicated, more practical shorten the time. So, everything until the solution is all available on search engines including material for lectures" (A1)

"It is easier and more practical to use the search engine in finding the required data compared to other sources such as books" (A2).

"In this modern era, when we are not using the search engines we will actually be outdated. This era is modern and it is this search engine that makes the era grows rapidly" (A3).

A student needs to perform successfully in their learning activity. The existences of technology information in this modern era facilitate students to learn better and faster. As a part of technology information, the uses of search engines enable students to learn easily. They can search and find any learning materials that can help them in the learning process. Moreover, students nowadays do not hesitate to open a search engine anytime and anywhere the need. This means that students are desperately need a search engine in their learning life. This statement is supported by research conducted by Ningrum which states that students find it easier and faster to find information using the internet. Searching the internet using search engines can save search time. Search engines always improve convenience facilities for their users. A website or blog that is searched for by internet users, can

appear at the top in searches due to Search Engine Optimization (SEO). From the results of Nurhayati's research, it shows that UGM students get the most information by using online journals and think that printed books do not really meet their needs. This is indicated by their actions that go directly to the computer and use a search engine which is considered more interactive when compared to print media. As an information search tool, search engines offer a lot of convenience in finding information, besides that search engines are very easy for people to access, both at home and abroad, to find things and make it easier for everyone connected to the internet to find information. According Rhoni there are several benefits for users, in this case students, namely overcoming time constraints, overcoming space limitations, obtaining the most recent information, facilitating access to information from various sources, making it easier to move and change forms for the benefit of the user presentation and so on.

2. Kinds of search engine being used

"Usually, I immediately search for my search keywords in Google and then can find journals or books. When I don't find it on the internet, I will look for it in the library" (A1).

"I usually use Google and online books because it brings up useful articles to support the needs of my lecture material" (A2).

"I usually access to online book because you can search and choose the destination you want and it's not complicated" (A3).

Based on the findings above, it can be concluded that online media is the first choice for students to use rather than offline media. Google search engine is the first choice used by students rather than go to library. Overall, most of students used online books to get the material, as it can help students to find the material correctly and appropriately. However, depending on the needs of the students as well, besides online books students also use open access like Google to search for any materials because it is easier for students to reach. The use of Google as a type of search that is often used because based on the results of the test *precision* conducted by Halim, it shows that Google occupies the highest precision compared to other types such as Yahoo.id, googaltavista, and so on. At the

beginning of this search engine appeared and when there was no Google Scholar and Google Doc, Yahoo and Altavista occupied the highest rating. Even altavista topped the rankings for the accuracy of the documents displayed. This fact also resulted in Yahoo's acquisition of Altavista. However, along with the support of Google Scholar and Google Doc, this situation changed and gradually put Google in the top precision ranking.

3. The effectiveness of search engine

"Yes, but it also depends on the words we write, for example, we search for the appropriate word, we will get the maximum search" (A1).

"Yes, of course. Usually, you get it immediately, if you don't get it, you will find the keyword. So, all materials are available on the search engine" (A2).

"Yes, but sometimes it's also available and sometimes it's a bit different from what we are looking for, change keywords and search until we find what we need" (A3).

From the answer above, it can be concluded that the use of search engine is proven as effective because it helps students immediately when they are looking for anything they need. The search engine will automatically correct student's word when they misspelling it and gives a choice of keywords closest to the word that is searching by the students. This is supported by statement Rhodin's that the Internet, especially in the use of search engines, can overcome time constraints, overcome space limitations, obtain the most recent information, facilitate access to information from various sources and make it easier to move and change forms for presentation purposes and so on. Praherdhiono et al. (2018) said that the need for digital media as a learning resource such as development guide of digital learning resources for teaching and learning, practical recommendations for the use of digital learning resources in educational activities. To find information that matches what is needed, the use of the internet selects and uses keywords. As stated by Halim, the pattern of text searches performed by google.co.id, namely text+pdf then pdf if what the user needs is a pdf file. Thus, sampling using only the first page can represent a sample of sites with the most visits.

4. The impact of using search engine

"Yes ... the positive impact really helps me in terms of the breadth of the material, the speed of time. But there is a negative side that the material is not necessarily the truth which makes me lazy to read from many sources" (A1).

"In my opinion, the emergence of search engines has a positive impact on my lectures because it makes it easier for me to find sources of lecture materials without going to the library or even buy a lot of books" (A2).

"The digital age has brought various good changes as a positive impact" (A3).

The autonomous searching will redundant many library services, a reason for which the value of web-based information recovery instruments is little recognized, and how they can be positively used for the benefit of end-users for the students' attitudes towards Web search engines. This shows that the use search engines have both negative and positive sides. The number of students seems confused when exposed to the new digital revolution; but overall, most students have had a positive impact on search engines. In fact, technology has a big influence in the search for lecture material. This is in accordance with research conducted by Nurhayati that the impact felt by students With the availability of access to various online databases anywhere and any-time, it is known that the UGM Library has subscribed to 39 online databases such as IEEE xplore, proquest, ebsco and others, indicating that the library cares about modern communication and informatics services, making the learning process easier and completing or graduating on time. Likewise with research conducted by Podomi which states that the presence of the internet in the library can have a good impact on users in searching for information in the library to meet the information needs they need.

5. The influence of search engine toward students' learning culture

"Yes, of course, the culture of student learning is developing. Before technology developed as it is now, to search for lecture materials usually have to go to the library or even buy books" (A1).

"Yes, it changes our learning culture very much, because in the learning today, 99% of the

material can be accessed through search engines" (A2).

"Yes, it influences our learning culture, in a good way. Because of the growth of technology information in this era, it makes us want to be improved as well" (A3).

Based on the answers above, we can see that the changes of learning culture also happen at the university level. The use of the search engine greatly helps them not only in matters related to their learning material but also for other purposes. It has fundamentally changed the cultural scene in which it cannot be said as positive or negative but rather to be seen as both benefit and obstacle depending on the application in each sense. Internet has a negative impact because it has become an addiction, and the use of the internet are more likely less support in learning activities. Based on the answers above, we can see that changes in learning culture also occur at the university level. The use of search engines really helps them not only in matters related to their learning material but also for other purposes. It has fundamentally changed the cultural scene which cannot be said to be positive or negative, but is seen as a benefit and a constraint depending on the application in each sense. The internet has a negative impact because it has become an addiction, and internet use is more likely to be less supportive in learning activities. This is evidenced by research from Nurhayati stating that UGM Postgraduate students prefer online media to print media. This is indicated by their actions that go directly to the computer and use a search engine which is considered more interactive when compared to print media. Therefore, search engines are considered more suitable with the lifestyle of today's students because in general students are accustomed to gaining knowledge as well as entertainment.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

After conducting a series of studies, the results show that master students majoring in English education at Universitas Ahmad Dahlan have understood the meaning and function of search engines. Search engines, particularly Google, are used very often. Students use search engines to fulfill their everyday information needs, to raise awa-

recess, concerns, entertainment, etc. Most students prefer to use search engine to help them with their learning at university because it is more efficient and they do not need to go to library. The most visited site they usually search is an online book and Google scholar which can be accessed by open access. They must discover the material through several stages namely, determine the keywords of the material to search and find the most appropriate one. Further, search engines have both positive and negative impacts on students learning. The positive effects are that students can search material quickly and easily, students are greatly helped by search engines in the digital age, students can access the material they need more precisely. Meanwhile, the negative impact is that the material that students searching for are sometimes not necessarily corrects and these make them lazy to read from many sources. Besides, changes in the culture of learning have been significantly felt by students where the use of search engines dominates their learning activities.

B. Suggestion

This related discussion is still very limited and requires input, suggestions for the next writer are to study more deeply and comprehensively about The Influence of "Search Engine" Utilization Toward English Master Students' Learning Culture.

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