

# The Impact of User Experience on social media to communicate in relation to the other ethnic: A Field Experiment UiTM Student

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## Abstract

This study aims to describe the Impact of User Experience on social media to communicate in relation to the other ethnic and the application of the inter-ethnic social communication model to Malaysian UiTM students, and the supporting and inhibiting factors of social communication in social media. This study uses a descriptive approach. Data collection techniques were carried out by interview, distributing questionnaire, and documentation. The data validity technique in this study used source triangulation. This study uses data collection, data reduction, data presentation, and drawing conclusions. The results showed that the application of the communication model in the form of information, entertainment, social communication. There are several social media that are often used in inter-ethnic social communication, namely Facebook, WhatsApp, and Twitter. communication is openness in inter-ethnic social communication Impact and has a higher intensity in social media groups.

## Keywords

Media social, Malaysia UiTM student, relation to the other ethnic , Impact

## 1. Introduction

Malaysia is a country with a diverse culture because Malaysian society is a heterogeneous society. This is manifested by ethnic, religious, and cultural diversity. As a society consisting of various ethnicities and cultures, Malaysian society is a multicultural society that lives in harmony in diversity because each different ethnicity can be easily accepted in social life in Malaysia. The image of Malaysian society as a multicultural society is displayed in various artistic and cultural products by displaying Malaysian society in various works in various versions. Ethnic, religious, and cultural differences in Malaysia have inspired the emergence of works as a form of cultural expression which is an effort by the Malaysian people to promote their country as a multicultural country (Syam et al., 2019). In expressing these works, they face various challenges and obstacles in the era of easy digitization by using social media according to their interests and political goals. In Malaysia, income and wealth inequality between ethnic groups has been an open issue and has been recognized since the British colonial era again. This is evident through the manifestation of traditional elements in the social contract that gives rights and privileges to the Malays/Bumiputras (Sukemi, 2018).

One of the challenges of using positive social media is being tolerant of other cultures of faith (Masrukhan et al., 2017). Judging from its function, social media has various functions that are almost the same, but each have their own advantages, including establishing communication with other users in the form of postings or sharing content shared by social media account owners. The content can be in the form of videos, photos, e-books, and others. There are various types of content shared by social media users. There is content that contains personal content or personal matter such as sharing photos of their wedding, relatives' birthdays, or graduation ceremonies such as graduation. Educational content is also no less. The use of social media for most internet users is watching videos, re-sharing other people's posts, placing selfies, and sharing food photos such as social media twitter as a facility for spreading news (Nasrullah, 2015), (Pollett, 2020).

The object of this research is UiTM students. UiTM University is a university that was originally intended to fulfill social responsibilities to the Bumiputera that they are able to prove their potential in the field of professional education. UiTM is now able to become the university of choice for bright Bumiputera students based on the broad and robust scope of academic programs offered by various Faculties and University Academic Centers (UiTM Research Management Institute [RMI], 2013). As Malaysian citizens, we all hope for inter-ethnic unity and do not expect division. Maybe the worry felt by the Malaysian people is even more felt when hoaxes and hate speech are spread that attack each other on social media.

Given the importance of this research to reveal student activities on the use of social media among UiTM students. There have been many studies related to social media, but this research is expected to increase students' views

regarding the use of social media. The purpose of this study was to assess the impact of students' multicultural behavior on social media. This research is expected to evaluate the social media activities that are mostly done by students. The results of this study are also expected to be used as a basis for further research related to the effect of using social media activities in strengthening the unity of Malaysian society.

## 2. Methods

This study uses two assessment methods, namely direct interviews with sources and distributing questionnaires. The direct interview aims to find out the activities of using social media carried out by students. The questionnaire is intended to find out responses about multiculturalism on social media.

### 2.1. Participant

Participants in this study were students of UiTM Malaysia, one of the prides of the Indigenous universities. The number of resource persons and participants in this study were 25 respondents consisting of 19 male and female students, 1 lecturer, and 5 employees with an age range of 18-31 years.

### 2.2. Interviews

Researchers conducted interviews with resource persons, namely Prof. Norzaidi and Hafezz Student of UiTM. All interview activities were recorded by the researcher by preparing questions related to the main research problem in advance. The questions contained, among others, related to the views of students in multicultural life, the use of social media by students.

### 2.3. Distributing questionnaire

To analyze the research, researchers have prepared questions that include 3 elements: first, Activities and Attitudes UiTM Students. Second, Regarding the University's multicultural inclusive efforts. Third, Student communication model for other ethnic and non-Muslim cultures and their impact. As well as narrative questions about multicultural life and the impact of social media on inter-ethnic relations.

## 3. Results and Discussions

The results of distributing questionnaire about the era of digitalization facilitates inter-ethnic cultural relations such as entertainment, information, and communication show that 92% of respondents agree and 8% of respondents disagree. This shows that the majority view that social media with various platforms has no significant effect on the life of inter-ethnic relations in Malaysia.

Table 1. You prefer to interact with social media than face to face

Activity	Frequency	Percentage (%)
Strong Agree	1	4
Agree	6	24
Neutral	11	44
Disagree	7	28

Table 1 shows the activities of students more comfortable interacting with social media than meeting face to face. The data shows that 28% of students are more comfortable interacting directly, 44% of students are neutral, 24% feel more comfortable interacting through social media, and 4% are very comfortable interacting with social media. The possible reason to explain the fact of most opinions is that interacting through social media and meeting face-to-face are both significant in social life that cannot be abandoned for modern society. As for students who feel uncomfortable, interacting through social media that social media has limitations, namely spreading news without control, especially related to news that is hate speech because of political interests and personal problems. As Sharmilla said, as a postgraduate UiTM student she said, "bad influence of cyber troopers for political means".

Regarding The era of digitalization enhances inter-ethnic cultural relations such as entertainment, information, and communication different responses, table 2 shows the responses that 84% agree, 4% respond neutrally, and 12% disagree with social media being a means of interaction in the form of, entertainment, information, and social communications such as Twitter and Facebook. Of course, students who are neutral have their own reasons, maybe they are not active on social media. Meanwhile, 12% disagreed with the social media interaction model, among the reasons given by Allias Alwi, if he analyzed the narratives of the answers in the questionnaire, he saw that

social media was more inclined to political interests.

Table 2. The era of digitalization enhances inter-ethnic cultural relations such as entertainment, information, and communication.

Response	Frequency	Percentage (%)
agree	21	84
Neutral	1	4
Disagree	3	12

Frequency of Response to the Impact of social media can be seen in Table 3. Further analysis shows the impact of social media, including the impact of Spreading hoaxes and hate speech, 44% strongly agree that social media is used to spread false news and hate speech. And 44% of respondents agree with the negative impact. This is certainly very dangerous for the harmony of inter-ethnic relations. From this it shows that as many as 21 respondents do not agree that social media is used for negative things. Different responses showed that there were 4 students who were neutral and disagreed that social media had a negative impact. The second social media impact Creates an era of positive and negative as create personal accounts and group accounts. 60% of respondents think that social media has a positive impact, including the creation of social media groups and personal accounts. Such as facebook and twitter to establish a harmonious relationship from all walks of life and social status of society. The interesting finding is that there were some respondents from Bumiputra students who wanted peace and tranquility in inter-ethnic relations, and this was supported by the Malaysian government and the kingdom. However, they have concerns about the issue of inter-ethnic tensions, even though they are relatively small.

Table 3. Frequency of response to the impact of social media

	Response to the Impact of social media		
	Responses	Frequency	Percentage (%)
Spreading hoaxes and hate speech	Strong Agree	11	44
	Agree	11	44
	Disagree	3	12
Creates an era positive than negative as create personal accounts and group accounts	Agree	15	60
	Neutral	6	24
	Disagree	7	13

#### 4. Conclusion

The activity of using social media is widely used among students, from the results of the analysis concluded that social media has a negative and positive impact. although the majority are not happy with the use of social media for negative things, there are differences of opinion among students who state that social media has a negative impact, especially for political activities. This study is a study related to the impact of social media in inter-ethnic relations. Further research is needed to determine the influence of certain ethnicities in inter-ethnic relations.

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