

Utilizing the Facebook Live Streaming Feature in Services of the Gmim Pniel Tuna Worship in Manado, Wonasa, Kombos Area

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Abstract

The development of information technology is currently so rapid, along with the presence of various kinds of communication technology, the internet and its applications. Access to information in the current digital era can be received from various kinds of gadgets, including smartphones and PC computers to laptops. The emergence of the corona virus or covid-19 greatly influenced various aspects of human life in this world, both economically, socially, health, and so on, various efforts were made by all countries in the world including Indonesia to overcome the covid-19 problem. The impact of the spread of Covid-19 has also affected the congregation's worship process, one way that can be done is to take advantage of the development of ICT (Information Communication Technology) through the zoom application, so that the congregation can worship from home. Utilizing the Facebook live streaming feature in online worship can reduce the spread of the corona virus because there are no crowds. However, other problems still arise, related to how to use zoom by the congregation at GMIM PNILE Tuna Manado, Wonasa, Kombos Regions. There are still many complaints from the public or congregation related to the use of zoom, starting from bad network, how to use zoom and up to data quota limitations, and many other things that become obstacles in using zoom in worship, and the impact is also totality in worship online is reduced.

Keywords: Utilization, Live Streaming, Facebook

Introduction

Entering the millennium era, since 2000, the development of information technology has begun to penetrate human life, since the start of the computer and internet era, which were previously only consumed by certain institutions or companies. The development of communication technology since the advent of the internet has opened up opportunities for humans to gain more knowledge and broaden their horizons about this world (Leonardi et al., 2013).

The development of information and communication technology is currently very rapid, often the development of today's society is very dependent on technological advances. We can see not a few in almost all corners of the world and also in all regions of Indonesia, lots of people who already have smartphones as a means of human telecommunications in today's modern era. This certainly has a positive impact on human development, but it cannot be denied that the advancement of information technology opens opportunities for negative impacts on the development of this society. The era of development of communication technology is very closely related to human life in this world (Zhao, 2019). Human need for technology has reached its final limit, which can be classified at the dependency level, meaning that humans are very much affected and dependent on information technology, in carrying out their daily lives.

Information and communication technology has penetrated human life in the last few years, but its impact and use have increased even more during the Covid-19 pandemic. ICT has become a necessity for humans in the world, in meeting the need for information and communication. The existence of ICT has become more and more important in human life in this world, since the outbreak of the Covid-19 started which allowed people to only do activities from home. The need for ICT is starting to influence various aspects of the life of the world community (Harris et al., 2019). Due to the Covid-19 pandemic which has forced entire countries to self-quarantine and even lock down, live streaming activities have become a trend used by millennials and Gen Y. Almost all social media platforms have live streaming services. Starting from Facebook, WhatsApp, Twitter, Instagram, to YouTube. Meanwhile, streaming service providers include Clip On Yu, Bigo Live, Live.me, to 17Live.

Having made a name for himself as a content creator, Live Streaming existed and was more productive during the corona virus outbreak. As a result, people who are doing self-quarantine have started surfing for entertainment #dirumahaja. Not only that, most of you use Live Streaming content as a place for self-productivity to make money. For those who don't really understand, Live streaming is video content that is broadcast live via the internet, where you no longer need to do editing and post production. Just need to turn on the camera then start recording whenever you want. Live streaming is also interactive so that the audience can immediately leave comments and reactions during the video. In addition, your account followers will get notifications every time they do a live stream.

The live streaming feature that is quite widely used is on the Facebook application, which is what most people use today. Since the existence of Covid-19, the use of live streaming has not only been used to exchange information and online business facilities, but has also begun to be utilized in carrying out church services, which require online worship and can be carried out from home, without causing crowds. This is done because this method is indeed very effective in efforts to prevent Covid-19 at this time. But it is another problem, when there are still many congregations that have not been able to take full advantage of the development of ICT through the live streaming feature, so that in the end the goal of online worship is not optimally achieved.

Several things can be used as reasons for the ineffectiveness of the Facebook live streaming service, which was found in the initial observations of researchers, namely that there are still many congregations who do not know how to do live streaming, then there are signal/network obstacles that are not yet stable, not to mention obstacles others, which can be found through this research.

For this reason, this research was conducted in order to find out how to use Facebook live streaming in carrying out online worship, and the results of this study can provide recommendations on how to use this media properly and correctly to maximize the purpose of worship.

Sam Ratulangi University as an institution of higher education, is obliged to produce research cultured resources, which can run the national industrial system as well as infrastructure for the development of science, technology, arts, culture, social sciences and humanity. The scope of research in Higher Education basically includes basic research, applied research and development research. The problem of this research is that the use of the community in the use of information technology developments is still not optimal, especially in making better use of the YouTube application and can increase their family income. These basic problems can certainly be one of the priorities that need to be improved by educational institutions as community development facilitators, by helping to provide assistance related to the use of this information technology. This is of course related to the research strategic plan of Sam Ratulangi

University, especially the development of resources in the field of social humanities studies. Where the results of this research can contribute to the knowledge of the community, the congregation for the development of a better and prosperous society's life, through the use of good and correct live streaming features, in optimizing the implementation of church worship online. Communication is a very basic and vital social process in human life. It is said to be fundamental because every human society, both primitive and modern, wishes to maintain an agreement regarding various social rules through communication (Wati, 2023). It is said to be vital because each individual has the ability to communicate with other individuals thereby increasing the individual's chances of surviving. Etymologically the notion of communication is: "Communication comes from Latin; communicatio which means; association, participation, cooperation, originating from the term; communis which means; same meaning" (Effendy, 1986). So the meaning of communication from the etymological aspect as stated by the expert is; association, participation, cooperation, which also has understanding; the same meaning of the symbol used. The term communication according to the opinion put forward by Arifin Anwar, (1992: 19-20) regarding the etymological meaning of communication is: "The term communication itself contains the meaning together (common, commonness in English), the term communication in Indonesian and in English comes from Latin, namely: communicatio, which means: notification, giving part (in something) of exchange, where the speaker expects consideration or answers from the listener, takes part. If the verb; communicare, means: dialogue or deliberation.

Thus, according to the etymological perspective, the definition of communication is as follows: notification, sharing, exchange, discussion, or deliberation. Teguh (1981) cites Albig's limiting definition of communication as follows: "Communication is the act of expressing the views, thoughts, and emotions of a person or group of individuals to another person." In order for there to be human communication, there must be a messenger who delivers a message to an intended receiver via a chosen medium in order to achieve a desired outcome. You might also refer to them as parts or communication pieces. Source There is always someone who creates or transmits the information in each conversation that takes place. Sources in human communication might take the shape of a single individual or a more complex structure like a political party, an organization, or a governmental body. In English, we say "source," "sender," or "encoder" to refer to the person or thing doing the sending or communicating. The message, or information sent from one party to another, is the subject of the communication process. It is possible to deliver messages either directly or via various channels of media. The subject matter may be informative, humorous, instructive, or even propagandistic. Message may mean message, substance, or information in English. Media, The media is a tool for disseminating information from speakers to listeners. Humans often utilize mass media to influence their behavior by manipulating the messages they receive via their five senses. Recipient, A message's recipient is the person or organization to whom the sender is addressing the transmission. One or more individuals, or even organizations, parties, or whole nations, might be the recipients. There are several names for the people who receive something: audience, target, communicant, or simply audience or receiver in English. It's common knowledge that there must be a sender for there to be a receiver. Impact or influence, The change in the listener's thoughts, emotions, and actions before and after hearing the message is the influence or impact. Knowledge, attitude, and actions are all susceptible to this kind of manipulation. As a consequence, one definition of influence is the alteration of one's understanding, outlook, and behavior as a result of hearing a particular message. Facebook now supports live streaming of events, performances, and gatherings with its new feature, Facebook Live. Anyone with a smart phone, computer, or internet-enabled television may tune in. You may communicate with your target demographic by soliciting feedback, sharing content, and responding to comments. Instagram's live video feature operates independently of Facebook's. Social Construction of

Technology (SCOT), developed by Wiebe E. Bijker and Trevor J. Pinch in 1984, is one of the ideas in the field of technology studies. According to this view, human activities have a greater impact on how technology develops than does technology itself. Understanding the social environment in which a technology exists is equally crucial to comprehending how to utilize that technology. According to this idea, the emergence of new forms of media is attributable to a shift in human motivation toward the pursuit of multitasking efficiency.

This research seeks to answer the question, "How can the Youtube app help rural communities in North Kawangkoan sub-district, Minahasa regency?" by applying the SCOT theory, which states that "rural communities should be quick to respond to the presence of new media, such as Facebook streaming, in order to take advantage of its potential to enhance worship services and general quality of life." The phrase "new media" refers to any and all mass communication mediums that rely on electronic means of transmission and storage of data. The internet is the new medium that exemplifies these qualities. According to Mass Communication Theory (Vivian, 2008), the Internet is a combination of terrestrial and satellite telephone networks that link computers. According to tiny jhon & Karen A.Foss's (2009) introduction to new media theory, Mark Poster's publication of *The Second Media Age* in 1990 heralded a new age in which interactive technology and network communication, particularly cyberspace, alter the fabric of society. An fundamental change in media theory occurred between the 1980s and now with the development of the concept of a second media age.

Methods

This study uses a qualitative method, which is a contextual study that uses humans as instruments, and adapts them to reasonable situations in relation to data collection, which are generally qualitative in nature. According to Bogdan and Tylor (in Moleong, 2000) is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior.

Research is a scientific activity pursued through a series of long processes. In the context of social science, research activities begin with an interest in studying in depth the emergence of certain phenomena. Research which is a scientific series is good for collecting data, drawing conclusions on certain phenomena in empirical phenomena. Through long activities, social research tends to be thick description by relying on holistic analysis (Bungin, 2003).

In this qualitative research, Bogdan & Biklen, 1992; Eisner, 1991; Merriam, 1998, Firestone, 1987; (in Creswell, 1994) mentions six assumptions of qualitative research, as follows: (1) Qualitative researchers pay more attention to the process, not the result or product; (2) Qualitative researchers are interested in meaning—how people make sense of their lives, experiences, and world structures; (3) Qualitative researchers are the principal instrument for data collection and analysis. Data is approached through human instruments, rather than through inventories, questionnaires or machines; (4) Qualitative researchers involve field work. The researcher physically interacts with people, settings, locations, or institutions to find out or record behavior in their natural settings; (5) Qualitative researchers are descriptive in the sense that researchers are interested in processes, meanings, and understandings obtained through words or pictures; (6) The qualitative research process is inductive in that the researcher builds abstractions, concepts, hypotheses, and theories from details. (Creswell, 1994).

The qualitative approach is characterized by research objectives that seek to understand symptoms in such a way that do not require quantification, because symptoms do not allow them to be measured precisely (Garna, 1991: 32). Qualitative research methods are used because the research design that is made is not binding on the researcher (elastic) in accordance

with the conditions in the field, and is also considered capable of exploring in more detail the ways in which people interact and cooperate in communicating through observed phenomena in everyday life in the natural environment. . In this case, society is seen as the result of the ability to think and act with full awareness. Visible behavior cannot describe all that is happening, therefore the research approach taken must be able to reveal the hidden forces that move the human (Mulyana, 2002).

The research subject, or more often referred to as research informant in a qualitative study, is the congregation of GMIM Pniel Tuna Manado Kombos Wonasa Region. The informants in this study consisted of basic informants and key informants (Koentjaraningrat, 1991). According to Koentjaraningrat (1999), base informants are people who are seen as capable of providing general information and are able to appoint other people as key informants who can provide more in-depth information.

According to Agus Salim (2001: 156) that the purpose of purposive sampling is intended so that researchers can have comparability (can be compared) and transability (can be translated) when collecting data and analyzing data. Meanwhile, snowball is used when the researcher does not know who understands the research object information. The snowball technique has several stages, namely; (1) When starting the research, the researcher collects information and tries to find the first gatekeeper at the research location; (2) The first person then appoints another person who understands more about the object of research; (3) After the interview, the researcher asked the informant to appoint another person who could be interviewed to complete the information; (4) Then the informant was asked to appoint another informant to be asked information at other times, (Bungin, 2007).

Determination of informants in this study using purposive sampling. According to Bogdan and Taylor, informants were chosen purposively because: (1) they were considered subjects who were willing to accept the presence of researchers well compared to others, (2) their ability and willingness to share past and present experiences, (3) anyone those considered interesting, for example having special experiences, (4) it would be wiser to avoid solving subjects who have professional and other special relationships who already have assumptions or special presumptions that can color their interpretation of what is disclosed.

This study used key informants and key informants as one of the instruments for collecting data in the field, so it was deemed necessary to display an overview of the research informants.

The study's main informants were a diverse group of people chosen because their participation had the greatest potential for yielding useful material for use as credible comparative data in future research reports. Whether or whether this main source is up-to-date on the topic's most recent developments is an open question. Therefore, the criteria set by the researchers are not the only criteria for selecting the informants for this study. We will verify the information we get from Informant 1 with the information we collect from other Informants. As the investigation progresses and new questions emerge, the researcher may decide to adjust the total number and kind of informants employed. We will provide an example of the total number of credible sources we examined while discussing the study's conclusions in the following section. Every qualitative study needs a research topic or focus. Given the narrow scope of the problem at hand, this research will have to zero in on either (1) the positive aspects of Facebook live streaming for the congregation or (2) the negative aspects of the congregation's use of Facebook live streaming for the worship service at the GMIM Pniel Tuna church in the Manado, Kombos, and Wonasa areas.

According to Lofland & Lofland (Moleong, 2003), primary data, such as interviews and observations, is the backbone of qualitative research. That is to say, without some kind of

analysis and reduction, the subject's words and actions amount to nothing more than worthless data. Data gathering, analysis, and reading nonverbal signs from interviewees are all part of a researcher's toolkit. Communicating verbally, electronically, or physically are all valid means of gathering data. Setting (where the research will take place), actors (who will be observed or interviewed), events (what will be observed or observed), and process (the nature of events carried out by actors in that setting) are four factors that Miles and Huberman (1984) suggest researchers consider in Creswell (1994). The research used standard qualitative techniques of collecting data, such as in-depth interviews, document analyses, and participant observation.

Researchers have been interacting with villagers throughout the data collection process to have a deeper understanding of the problem of how the YouTube app benefits the village community. Researchers will benefit more from a thorough understanding of the topics investigated if they meticulously record the results of their observations, interviews, and documentation. According to Patton's definition (as cited in Moleong, 2003), data analysis is the act of organizing and categorizing data sets according to predetermined criteria. Each phase of qualitative research includes analytic reflection. Research report writing began after data analysis was complete; this process had been continuous from the commencement of data collection. The report should include a summary of the data that is both descriptive and analytical. Here are the processes used to analyze the field data, as described by Miles and Huberman: The first stage was data reduction and categorization, or the collection of all data pertinent to this research and its subsequent classification. The second stage is sequencing the tales such that the information is relevant to the subject under investigation. Third, you'll need to evaluate the data, which means making sense of what your sources have supplied and how they've articulated the difficulties you're looking into. The fourth phase involves using the narrative structure you developed in the third step to answer your research questions. Step five entails utilizing the results of the data analysis to confirm the conclusions from step four. The purpose of this procedure is to avoid a possible diversion from the primary topic that might arise from misinterpreting the results of interviews with several research informants (Miles and Huberman, 1992:16). Simplifying the data, rearranging the data, and summarizing the data are all necessary steps in collecting and organizing data from interviews, observations, and documents in order to discover significant research assertions. Before, during, and after data collection, analysis entails decreasing data, presenting data, and generating conclusions at the same time.

Results and Discussion

Developments in the field of telecommunications and technology are ranked first in order to contribute to changes in the social conditions of people in the world. The development of increasingly advanced telecommunication technology can be interpreted as the loss of distance that separates one individual from another, so that the transfer of technology and knowledge transfer will occur more quickly (Nasution, 2017). The development of information and communication technology will provide easy access to information for every individual throughout the world so that the absence of limits on access to this information can result in the pervasiveness of foreign cultures into this country.

Many new problems have arisen due to technological and information developments that have entered the social life of Indonesian people too quickly, starting from positive and negative behavior changes. Apart from the many negative things caused by the development of information and communication technology, many positive things have also emerged from the development of communication and information technology in various fields, social, economic, security and order, education, health, including the religious sector. The

phenomenon of live streaming video has become a force in the current ICT era in supporting activities in various fields, both education, economics and business in Agustina, (2018).

The use of information and communication technology, especially in the religious field, especially worship services, is due to the impact of the Covid-19 phenomenon, because currently many places of worship are utilizing the new media of the internet and social media as a medium of communication in serving their people. One of the new media that is quite widely used in worship services is the live streaming Facebook application. This method is considered quite effective at this time because activities can be carried out directly online. This method is of course quite appropriate to use to support programs from the Indonesian government in overcoming the spread of Covid-19 by adhering to health protocols, namely by not crowding, maintaining distance and diligently washing hands. The use of Facebook live streaming has certainly had a very good impact on suppressing the spread of Covid-19 to date. Many places of worship, especially churches do live streaming during church worship services.

In this study, it was found that the benefits of Facebook live streaming for the congregation were very good, and helped the congregation in carrying out worship even though only online, even though it was not as a whole that the community could enjoy worship through this social network, many people also could not use it, this is This is due to the existing congregation, especially at the GMIM Pniel Wonasa church, which actually turns out to be divided into several classifications, namely, elderly parents, adult parents, youth, teenagers and children. In the classification of elderly parents and several classifications of adult parents, many cannot yet use, operate the Facebook live streaming, even though in the current era many of these church classifications already have smartphones, but back to the problem of use, many cannot yet operate it. Most of them can only enjoy the live broadcast of the worship if there is help from people who understand, for example children or people who understand information technology. Then also other problems, often there is signal interference that is not good enough to interfere with the smooth running of worship.

Associated with the theory that is used as a reference in this study is the Theory of Social Construction of Technology (SCOT) Wiebe E. Bijker and Trevor J. Pinch, in 1984 is one of the theories regarding the study of technology. This theory suggests that technology does not determine human action, but human actions themselves shape technology. How to use a technology also cannot be understood without understanding how the technology is embedded in the social context that surrounds it. From the point of view of this theory, new media is a result of changes in human behavior that increasingly want to be fast and responsive to many things. Likewise with the use of Facebook live streaming media in worship activities at the GMIM Pniel Wonasa congregation, where the community really needs information communication technology in these worship services but the consequences must understand how to use it, but there are still congregations that still cannot use it, due to sources technological resources and insights that are not yet optimal, the cool term is still clueless (technology failure) or also do not understand technology at this time. This becomes an obstacle, because at certain times must be assisted by others.

Conclusion

Utilization of the live streaming Facebook application for church worship services has not been optimally felt by all congregations, because there are still many congregations who do not understand well how to use it. The existence of Facebook live streaming is enough to help carry out congregational worship, even though it is only done online, worship services are still carried out, the congregation feels happy and responds by always following the online worship. classification of congregations, elderly parents and also some adult parents, have not been able to take advantage of the Facebook live streaming service for online worship because their

operational capabilities are still low, or you can say they don't know, are clueless and so on. The format of worship through online live streaming often provides opportunities for chaos because the congregation only does it from their respective homes in their own way and style, some attend online worship in an orderly manner, neatly dressed and also activate the camera, but on the other hand there are also those who take part in online worship in a relaxed and free manner with each other's style. Based on the research results and research conclusions, several suggestions can be made, namely: The church needs to conduct special training for the congregation, regarding how to operate the Facebook live streaming, as well as other social media applications, which can be used for worship services. Utilization of live streaming media as a means for worship services, needs to be improved on several other worship services, apart from church services, it also needs to be utilized for column worship services, Bipra and others. The church needs to carefully choose applications that are simpler and easier to operate in order to make it easier for the elderly and other congregations to take part in online worship services. Congregations need to be more disciplined and orderly in participating in online worship, even if only from their respective homes.

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