

Changes in Communication Behavior Through Zoom Application Technology

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Abstract

Communication is very important in the current era, especially in supporting daily life activities and in the work environment. One of the companies that must implement the policy is PT Mustika Memadata, PT Mustika Memadata employees must be required to communicate online. The purpose of this study is to determine changes in communication behavior and the process of changing communication behavior when interacting with information technology, video conferencing, the Zoom application in the work environment of PT Mustika Memadata. The theory used in this study, using one of the communication theories, namely S-O-R Theory, Stimulus (message)-Organism (communicant / receiver)-Response, where this theory is a study of psychology that has an attachment to the study of communication science, because the object of psychology and communication is the same, namely humans. The theory also has studies from the side of communication science, namely with components of attitudes, opinions, behavior, cognition, affective and also conation. The research method approach used in this study is quantitative. This type of research is used to find out why a certain condition or conditions arise or affect something that happens. The data used in this study is in the form of data obtained from a questionnaire scale distributed to respondents and processed in the SPSS Statistics 25 program. The results of research in this case, changes in communication behavior can occur in online communication, these changes are related to the process of an attitude, action, behavior that encourages someone to do different things in their communication patterns. Understanding the importance of communication, especially in communicating online, gives respondents a new insight, where its application can be shown at work and communication is carried out online on a Zoom application.

Keywords: *Online communication, Communication behavior, Zoom App*

Introduction

Humans are social creatures who depend on others and need to interact with their environment. Communication is used in any of those exchanges. The evolution of human communication will go hand in hand with technological advances. With the increasing number of human resources available, technology will develop very quickly in this modern age. As a result, there will be an increased demand for the use of technology to transmit and disseminate information in response to current information needs. In today's world, information is very important. The ease with which information can be accessed today makes people get information in *real time*, this happens because of the rapid development of information technology today.

Communication that allows people to create a frame of reference and use it as a guide to interpret their current circumstances. Humans can learn and use strategies to solve social difficulties through communication. Communication is the most fundamental part of human life. Communication is also a very important part of human life, the development of knowledge today is due to communication, and communication can also form a social system that needs each other, therefore communication and society cannot be separated. According to Laswell, communication itself is an answer to *who says what in which medium to whom with what effect*. According to Wursanto (2001: 31), communication is the process of passing or delivering news, news, information that contains meaning from one party (someone or place) to another party (someone or place) in an effort to gain mutual understanding. According to Oktarina & Abdullah (2017: 1), in general, communication is a human activity to understand each other or understand a message conveyed by someone (communicator) to the interlocutor (communicant) or communication can also be said to be a process of passing messages from individual to other individuals, from individuals to a small *group (small group) or large group (large group)*. From this understanding, it can be concluded that communication is the delivery of messages whose purpose is to create a common understanding or meaning between the communicator and the communicated.

Communication is very important in the current era, communication both traditionally and with technology has become a major need today, especially in supporting daily life activities. Good communication relationships are one of the success factors in maintaining relationships between others, especially in the field of work. Well-regarded communication can foster mutual need and trust. Direct communication between the speaker (communicator) and the listener (communicant) is the best type of communication. Although in this case there is no sophisticated technology, the essence of direct communication will never replace it with another type of communication. Communication is the process of changing attitudes, opinions, and behavior directly or indirectly (Nurhadi & Kurniawan, 2017). The purpose of communication is also to change the communication behavior of each person, creating a person as a dynamic being, so that a dynamic person develops and undergoes changes over time, for example in his communication behavior. Communication behavior itself is an action or behavior in communication both verbal and non-verbal in behavior (Rorimpandey, 2016). Communication behavior also changes over time. Circumstances and environment can affect changes in the communication process. In order not to change behavior in a bad direction, then one must put oneself in the right environment in this era (Gifary & Kurnia, 2015).

Communication behavior is all activities carried out deliberately to seek and obtain information and disseminate information to various parties in need. Communication behavior is goal-oriented, which means that human behavior is largely motivated by the desire to achieve a specific goal. Communicative behavior in groups is referred to as actions in communication (Khairil, 2012). According to Notoatmodjo, behavior is the action or activity of humans themselves which has a very wide expanse, including: walking, talking, crying, laughing, working, lecturing, writing, reading, and so on.

In today's modern era, information technology has an important role in the process and practice of communication in the midst of a global industrial society that is transforming as an information people. The development of information technology for now, changing modes or ways of communicating. Information today is a characteristic literacy of people who can use

information in accordance with its benefits and objectives and affect the social life of people from various social classes, namely *information competence society* who know how to use information in accordance with the aims and objectives.

In work, especially in the field of projects, communication is the main basis in building good relationships between workers and *clients*. Face-to-face communication is a very important part in supporting these work activities, especially related to project work, where face-to-face communication can be directly felt between the communicator and his communicant, because face-to-face communication can provide more detailed information, and have little impact on disruption to a communication. As is known that in the realm of project work, direct communication is often carried out in supporting these activities. This communication includes things such as preparatory meetings related to work to be done, meetings related to work reports, meetings related to work budget discussions, and so on. In this case, direct communication activities in the field of project work can find solutions to solve problems faster, have a direct impact on an organizational structure of project work activities so that communication is more effective, increase better close relationships between colleagues and *clients*, with the aim that the work done does not experience problems in the future.

In the last 2 years, experiencing the Covid-19 pandemic that has hit the entire world, including in Indonesia, things have changed current communication patterns and the government has implemented *a Social Distancing* policy, with its sudden enactment, this is certainly a challenge for a company's institution in its implementation, the implementation of WFH in a company is not because of the flexible work culture that has been embedded from the beginning in a company, but because of demands to stop the spread of Covid-19. In addition, the new work culture for today's society will certainly provide a change in communication behavior and positive and negative impacts can be felt. The benefits of WFH work system activities include giving people the freedom to manage their working hours and not be limited by a predetermined schedule, which improves work results, reduces absenteeism and delays, lowers travel costs, and allows them to avoid direct contact with others. In addition to the perceived negative impacts, there are limited opportunities for direct learning (*on the job training*) and reduced direct knowledge transfer, as well as restrictions on internet network access, difficulty separating work time from personal matters, and lack of understanding of how to adapt to today's advanced information and communication technology.

Workplace infrastructure and facilities have had a major impact on how well employees have performed during the pandemic, improving their ability to use internet devices and collect data accurately. Currently, workers will communicate with all relevant parties through the Zoom application and the company's website. Communication when using the Zoom application, of course, has obstacles in its implementation, such as obstacles to network access that affect the communication process, as well as the focus or not of participants in participating in online communication activities, because the meeting does not occur face-to-face.

One of the companies that must implement this policy is PT Mustika Memadata, in this case PT Mustika Memadata employees must be required to communicate online, where this activity becomes a challenge in communicating between employees and with *clients*.

Attitudes and behaviors when communicating online in this case using the zoom application, of course, are very different from *offline* communication, this is the main factor in determining good communication in online communication. During the presentation or presentation of a material communicated through the zoom application, employees of PT Mustika Memadata must be able to explain as well as possible to their communicants, and different attitudes and behaviors must be balanced with communication that is only carried out in front of a gadget screen, changes in communication behavior are felt to all employees of PT Mustika Memadata in carrying out their activities.

The formulation of the problem in this study is the change in communication behavior resulting from the use of information technology video *conferencing Zoom application in the work environment of PT Mustika Memadata*, as well as how the process of changing communication behavior when interacting with information technology video conference application Zoom in the work environment of PT Mustika Memadata. The purpose of research on changes in communication behavior through Zoom application technology in the work environment of PT Mustika Memadata, to determine changes in communication behavior resulting from the use of information technology video conferencing Zoom application in the work environment of PT Mustika Memadata, fiber to determine the process of changing communication behavior when interacting with information technology video conferencing Zoom application in the environment the work of PT Mustika Memadata. From a theoretical point of view, this research is expected to be able to contribute to the work environment of PT Mustika Memadata, especially in the study of changes in communication behavior towards the use of information technology, *video conferencing*, the Zoom application and can be useful in maintaining communication relations between internal public PT Mustika Memadata during a pandemic, besides that this research can also have a positive impact on all employees and stakeholders of PT Mustika company Record.

Method

The theoretical foundation consists of several concepts and includes definitions and references used in the scientific literature which are very important. Sugiyono (2010: 54) said that the theoretical foundation is the flow of logic or reasoning which is a set of concepts, definitions, and dimensions that are arranged systematically. The theory used in this study uses one of the communication theories, namely S-O-R Theory, Stimulus (message) - Organism (communicant / receiver) - Response. The S-O-R theory was introduced by Hovland, Janis and Kelly in 1953. S-O-R theory stands for Stimulus-Organism-Response, this theory was originally a study of psychology that has an attachment to the study of communication science, then implemented in communication science, where the main goal of psychology and communication is the same, namely humans, this is because the theory has material objects that can be studied from the side of communication science, namely with components such as attitudes, opinion, behavior, cognition, affective and also conation. The organism (O) symbolizes the cognitive role that mediates between S and R, cognition here refers to the rational or mental processes that acquire, store, acquire and transform information. The basic hypothesis of the S-O-R theory is that the first beginning of changes in individual behavior can be influenced by the stimulus or the quality of the stimulus given to the organism. This theory assumes that each organism or communicant responds differently to

a particular stimulus. While the response or reaction is a process of behavior change that takes place in a stimulus or in the body after the stimulus is received.

The method in this study, using quantitative research methods (positivist), the positivist paradigm, which focuses on using the five senses and tracking remotely to obtain truth in science, serves as a foundation for quantitative approaches. The qualitative approach, on the other hand, is based on the phenomenological paradigm, which argues that the essence of truth or meaning can be found through various human interactions and is thus not value-free. In this study, researchers used two variables, namely wanting to know changes in communication behavior through information technology, *video conferencing*, and the Zoom application in the PT Mustika Memadata environment. The research method used in this study is quantitative. This type of research is used when researchers want to know how a certain circumstance or situation can occur and affect something. Quantitative research is conducted to measure one or more variables and to measure the relationship (correlation/effect) between two or more variables. Quantitative methodology is literally a research method that creates a picture of a situation or event in such a way that someone wants to use this method to provide a database of numbers only. In this research object, the type of research that researchers use to describe and analyze human phenomena, events, social activities, attitudes, thoughts, individually or in groups.

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Population and sample, Population is a generalizable domain consisting of objects/subjects that exhibit certain characteristics that are determined by the researcher to be studied and then inferred. The population taken in this study is employees of PT Mustika Memadata, and based on data information obtained by researchers, there is a population in this study as many as 200 employees. In general, a sample is a part of an item taken from the entire item examined and is considered representative or representative of the entire population. These samples are partial or representative of the population that have been correctly collected or identified (Ahyar et al., 2020).

From the existing employee population at PT Mustika Memadata, researchers decided to use the Slovin formula to determine the sample size in this study:

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = Number of samples

N = Total population

e = tolerable error, taken 10 percent

$$n = \frac{200}{(1 + 200.0,1^2)} = 66.66$$

Thus, the minimum sample size that can be used in this study is 66.6 respondents, which if rounded up to 67 respondents. Based on the results obtained from the Solvin formula, the number of respondents was determined to be 67 respondents.

This study used *purposive* sampling technique, where *nonprobability sampling technique*. A researcher's goal when using *purposive sampling* is usually to examine a specially selected population that is very diverse or very limited in some way, rather than studying a larger, more uniform population (Johnson & Reynolds, 2005). In this case, the sample is relatively small and diverse, and the researcher can easily select the members of the sample using the researcher's own discretion to determine which respondents match the sample and are "typical" or "representative". The procedures researchers use when drawing samples can vary greatly among interviewers, limiting the comparability of sample members.

The research data used is in the form of data obtained from the scale of questionnaires that researchers distribute to respondents, The questionnaires that researchers distribute to respondents are questionnaires that contain statements to be answered, then processed in SPSS software. The source of data from this study is PT Mustika Memadata. In a survey given to respondents using the Likert measurement method, each answer from the four available alternative answers was given a weight (score) as follows:

SCALE TABLE

Questionnaire weights based on the Likert Scale method

Answer	Score
Totally Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

The method used in data analysis using Descriptive Analysis, data is obtained from answers that have been given to respondents through questionnaires that have been distributed, then the data is processed through a data processing application program or data software, namely SPSS. Data obtained from respondents to make it easier to find out how much change in communication behavior through information technology, *video conferencing*, the Zoom application in the PT Mustika Memadata environment. Operational variables in this case are the foundation for making questionnaires. The way these variables work is an elaboration of the theoretical understanding of these variables so that researchers can observe and study these variables, to make this research a scientific study. In accordance with the research title chosen by the researcher, namely Changes in Communication Behavior

Through Zoom Application Technology, the researcher operates variable (X) Change in Communication Behavior in PT Mustika Memadata employees and variable (Y) in the use of the Zoom application by PT Mustika Memadata employees.

Results and Discussion

This research was conducted at PT Mustika Memadata which is engaged in network installation services, distribution of telecommunication and / or telephone services, electrical power installation implementation services for buildings and factories, and other electrical installation construction services. With the social restriction policy system related to the Covid-19 pandemic that has hit almost all regions, inevitably PT Mustika Memadata implements a *hybrid and non-hybrid work system*. All employees must be able to implement behavior change in work activities by following the application of working at home as well as in the work environment and project environment. The application of using technology and communication is now inevitable, all activities at work must be able to use the technology without exception, this is a challenge and problem that arises among employees, where employees of PT Mustika Memadata must be able to communicate work via *online*, where the habit of previously doing work communication *was done via offline*.

PT Mustika Memadata in this case the work process is work that focuses on field projects, face-to-face communication has often been carried out to support its activities, but with the COVID-19 pandemic, communication has changed in its application, the application carried out in supporting hybrid and non-hybrid work activities PT Mustika Memadata is more often *online*, by using video conferencing applications such as Zoom, both with internal offices and with clients. There are several new approaches that can be taken in dealing with changes in communication behavior, especially during the current pandemic. The right approach will give rise to and shape a *new culture*. Work activities at PT Mustika Memadata before the Covid-19 pandemic, the application was in accordance with the standards applicable to work activities in accordance with labor law. Meanwhile, the application of work activities during the Covid-19 pandemic is more applied to communication *via online*, using *the digital video conference platform* Zoom application. The implementation steps are carried out gradually by considering all aspects, without reducing the level of productivity in the work environment of PT Mustika Memadata.

The description of data and respondents in this case is a process of grouping and assigning value to the data generated by a general questionnaire. This study measured how communication behavior changes using Zoom application technology around PT Mustika Memadata employees. Respondents in this study were 67 people for the data to be processed. Data analysis carried out in this study through the process of data analysis carried out to describe the information obtained from the results of the distribution of questionnaires. The goal is to determine respondents' assessment of changes in communication behavior of PT Mustika Memadata employees through the Zoom application. The representation in the statement item is adjusted to the indicator of variable (X) Change in Communication Behavior, and variable (Y) Through the Zoom Application, so that in the description of answers from various respondents, there are several explanations about the topic of the variable arguments used. The Likert scale consisting of four responses was used to select survey responses: (Strongly Disagree), (Disagree), (Agree), (Very Agree).

Table 1. Working from home (WFH) through the Zoom application towards changes in communication behavior.

N=67

Statement	F	%
In carrying out work from home (WFH) activities through the Zoom application, I experienced changes in communication behavior such as; changes in attitudes, actions, and communication processes.		
Strongly Disagree	0	0%
Disagree	11	16.4%
Agree	50	74.6%
Very Agree	6	9%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 50 people or 74.6% of respondents answered Agree. The resulting data provides clues that respondents in carrying out work from home (WFH) activities, where communication is online using the Zoom application, experience changes in communication behavior in terms of changes in attitudes, actions, and communication processes. This shows that changes in offline communication to online communication have changed, especially in the field of work in a project.

Table 2. Understanding messages and information delivered while working from home (WFH) through the Zoom application.

n=67

Statement	F	%
Working from home (WFH) and working from office (WFO) through the Zoom application, the messages and information conveyed can be well understood.		
Strongly Disagree	0	0%
Disagree	6	9%
Agree	54	80.6%
Very Agree	7	10.4%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 54 people or 80.6% of respondents answered Agree. The resulting data provides clues that respondents in carrying out work from home (WFH) and work from office (WFO) activities, where communication through online using the Zoom application, messages and information can be understood well, this shows that offline communication or online communication has not changed in communication, so work activities can still be carried out properly between employees.

Table 3. Confident attitude in online communication.
n=67

Statement	F	%
When communicating through the Zoom application, I am more confident in delivering messages to interlocutors or Zoom participants.		
Strongly Disagree	0	0%
Disagree	13	19.4%
Agree	49	73.1%
Very Agree	5	7.5%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 49 people or 73.1% of respondents answered Agree. The resulting data provides clues that respondents in carrying out work activities where communication is online using the Zoom application, respondents show more confidence in communicating, this shows that online communication experiences changes in behavioral attitudes in their communication when carrying out their work activities, especially in online communication.

Table 4. Mastery in communicating online.
n=67

Statement	F	%
Communication carried out in the online system through the Zoom application, I am more good at communicating than communicating offline.		
Strongly Disagree	0	0%
Disagree	23	34.3%
Agree	38	56.7%
Very Agree	56	9%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 38 people or 56.7% of respondents answered Agree. The resulting data provides clues that respondents in carrying out work activities where communication is online using the Zoom application, respondents show more mastery in communicating, this shows that online communication makes it easier to carry out their work activities, especially in the field of work in a project.

Table 5. Open attitude behavior, online communication.
n=67

Statement	F	%
When communicating through the Zoom application, I have a more open attitude in delivering messages to interlocutors or Zoom participants.		
Strongly Disagree	0	0%
Disagree	17	25.4%
Agree	44	65.7%
Very Agree	6	9%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 44 people or 65.7% of respondents answered Agree. The resulting data provides clues that respondents in carrying out work activities where communication is online using the Zoom application, showing a change in behavior, where respondents are more open in delivering messages when communicating online, this shows that online communication can provide behavioral changes to the communication process, and can strengthen relationships between employees in carrying out their work activities.

Table 6. Motivational attitude in work activities through online communication.
n=67

Statement	F	%
Communication through the Zoom application when working systematically (WFH), makes me more motivated in doing work activities.		
Strongly Disagree	0	0%
Disagree	20	29.9%
Agree	40	59.7%
Very Agree	7	10.4%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 40 people or 59.7% of respondents answered Agree. The resulting data provides clues that respondents in carrying out work activities where communication is online using the Zoom application, showing changes in attitudes and behavioral actions, where respondents can be more motivated in conveying messages when communicating online, this shows that online communication can provide changes in attitudes and actions towards the communication process, in carrying out their work activities, Especially in the field of work in a project.

Table 7. Attitudes of active behavior and inactive communication online.
n=67

Statement	F	%
During online meetings either with internal employees or with clients, where communication is through the Zoom application, I am not very active in participating in the online meeting activities.		
Strongly Disagree	0	0%
Disagree	32	47.8%
Agree	31	46.3%
Very Agree	4	6%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 32 people or 47.8% of respondents answered Disagree. The resulting data provides clues that respondents in running online meetings where communication through the Zoom application, shows no change in attitudes and behavioral actions towards online meeting activities, meetings held offline and online are not an obstacle in the communication process, this can be seen in the data as many as 32 people or 47.8% answered disagree and as many as 37 people or 46.3% answered in the affirmative, which shows that attitudes and actions towards the communication process have no difference from communication that takes place both face-to-face and online.

Table 8. Convenience with online communication attitudes and behaviors.
n=67

Statement	F	%
In communicating through the Zoom application while working, it makes me feel comfortable and better, and can improve the quality of my work.		
Strongly Disagree	0	0%
Disagree	20	29.9%
Agree	44	65.7%
Very Agree	3	4.5%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 44 people or 65.7% of respondents answered Agree. The resulting data provides clues to respondents in carrying out online communication through the Zoom application, showing respondents feel comfortable and can improve the quality results of their work. This shows that online communication can provide changes in attitudes and actions towards the communication process, in carrying out work activities.

Table 9. Experience a new understanding of working from home (WFH) and working from office (WFO) systems by communicating online.
n=67

Statement	F	%
The existence of a communication system through the Zoom application while working, as well as the implementation of work from home (WFH) and work from office (WFO) or the term hybrid & non-hybrid, I have a new understanding of how to communicate both virtually or online communication.		
Strongly Disagree	0	0%
Disagree	2	3%
Agree	52	77.6%
Very Agree	13	19.4%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 52 people or 77.6% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application, showing that with the existence of working from home (WFH) and working from office (WFO) or the term *hybrid & non-hybrid*, respondents have a new understanding of online communication systems at work, this shows that online communication can provide new understanding to respondents who carry it out, Online communication systems that are applied related to work in the project field provide new experience and understanding when carrying out work activities.

Table 10. An understanding of working from home (WFH) and working from office (WFO) systems by communicating online.
n=67

Statement	F	%
The existence of a communication system through the Zoom application while working, as well as the implementation of work from home (WFH) and work from office (WFO) or the term hybrid & non-hybrid, I still don't understand how the communication system process works.		
Strongly Disagree	0	0%
Disagree	27	40.3%
Agree	37	55.2%
Very Agree	3	4.5%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 37 people or 55.2% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application, showing that with the existence of working from home (WFH) and working from office (WFO) or the term *hybrid & non-hybrid*, there is still a need for a time process in understanding the online

communication system. This can be seen as 37 people or 55.2% of respondents answered Agree. With the communication system through the Zoom application while working, as well as the implementation of work from home (WFH) and work from office (WFO) or the term *hybrid & non-hybrid*, it can be known that the online communication system can be run during the process.

Table 11. Focus attitude in communicating online.
n=67

Statement	F	%
The message or information conveyed when communicating through the Zoom application makes me have to focus more on understanding than when communicating offline.		
Strongly Disagree	0	0%
Disagree	13	19.4%
Agree	50	74.6%
Very Agree	4	6%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 50 people or 74.6% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application, showing messages or information conveyed when communicating online, must focus more on understanding the message or information conveyed, in the process it can be seen that there is a change in attitude and action towards the communication process when carrying out work activities.

Table 12. Behavior to worry about disruption of communication online, and re-delivery of messages that are less clear.
n=67

Statement	F	%
During online meetings either with internal employees or with clients, where communication is through the Zoom application, sometimes the delivery is unclear or difficult to understand, but I feel afraid to ask again regarding the unclear delivery.		
Strongly Disagree	0	0%
Disagree	34	50.7%
Agree	30	44.8%
Very Agree	3	4.5%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 34 people or 50.7% of respondents answered Disagree. The resulting data provides clues that respondents are carrying out online communication through the Zoom application, indicating that the online communication process is poorly understood, respondents still have attitudes and behaviors that are no different from the messages conveyed during offline communication.

This can be seen in the percentage of respondents who do not differ much in the cumulative results of answers, attitudes and actions towards communication can still be carried out in supporting work activities.

Table 13. Tolerance towards colleagues in carrying out work activities through online communication.

n=67

Statement	F	%
If there are colleagues who do not understand the information conveyed during online communication through the Zoom application, then I will help to explain back to my colleagues who do not understand it.		
Strongly Disagree	0	0%
Disagree	4	6%
Agree	53	79.1%
Very Agree	10	14.9%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 53 people or 79.1% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application, in understanding the information conveyed to colleagues who do not understand the message or information, can carry out work activities in the form of good cooperation. This shows that respondents still have appropriate attitudes, actions and behaviors in job responsibilities between fellow employees from the online communication process carried out, and do not interfere in supporting work activities.

Table 14. Communication behavior towards superiors and subordinates in online communication.

n=67

Statement	F	%
If I don't understand the information submitted during online communication through the Zoom application, I will ask my boss or colleagues again regarding the delivery of previous information.		
Strongly Disagree	0	0%
Disagree	5	7.5%
Agree	49	73.1%
Very Agree	13	19.4%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 49 people or 73.1% of respondents answered Agree (S). The resulting data provides clues to respondents in carrying out online communication through the Zoom application, if respondents who do not understand the information conveyed during online communication, respondents can carry out

work activities in the form of good cooperation at the structural level between subordinates and superiors. This shows that respondents still have appropriate attitudes, actions and behaviors in job responsibilities between fellow employees, especially in the position structure system of the online communication process that is carried out, and does not interfere in supporting work activities. Work activities in online communication at the hierarchical level in the company do not affect work activities both online and offline.

Table 15. Behavior and actions will change for the better to work through online communication.
n=67

Statement	F	%
With the communication system through the Zoom application while working, it makes me at work more able to prepare myself to face work activities every day.		
Strongly Disagree	0	0%
Disagree	12	17.9%
Agree	49	73.1%
Very Agree	6	9%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 49 people or 73.1% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application, are better able to prepare themselves to face work activities every day. This shows that work activities in online communication have changes in attitudes, actions and behaviors in carrying out their work activities. Work activities in online communication make respondents more able to prepare themselves to be more organized in supporting all their work activities, especially in communicating online.

Table 16. Delivery of messages and information in online communication through the Zoom application.
n=67

Statement	F	%
When communicating online through the Zoom application, sometimes there is a misunderstanding or misunderstanding.		
Strongly Disagree	0	0%
Disagree	14	20.9%
Agree	49	73.1%
Very Agree	4	6%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 49 people or 73.1% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application, the message or information conveyed can be received properly. This shows that the Zoom application can provide good facilities in welcoming communication on work activities through online communication.

Table 17. Disruption of messages and information in online communication through the Zoom application.
n=67

Statement	F	%
When communicating through the Zoom application, there are disturbed messages conveyed, such as participants who follow Zoom forget to turn off the microphone, when called in an online meeting do not answer, do not turn on the camera, this makes messages and information disturbed.		
Strongly Disagree	0	0%
Disagree	3	4.5%
Agree	49	73.1%
Very Agree	15	22.4%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 49 people or 73.1% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application, a lot of noise is produced, this can be seen how the percentage of respondents in answering statements. Online communication and offline communication can be distinguished from the results of the percentage of respondents' answers, it is clear that online communication has the effect of disrupting messages or information that makes the communication not conveyed properly.

Table 18. Interaction between employees in online communication through the Zoom application.
n=67

Statement	F	%
In my opinion, with the communication system through the Zoom application at work, the achievement of messages and information has been very good for interactions between employees and clients .		
Strongly Disagree	0	0%
Disagree	13	19.4%
Agree	47	70.2%
Very Agree	7	10.4%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 47 people or 70.2% of respondents answered Agree. The resulting data provides clues to respondents in carrying out online communication through the Zoom application, the achievement of messages and information has been very good, the interaction that is established has a positive impact on employees and with *clients*. This shows that online communication with the Zoom application can help in carrying out work activities in communicating online, by not affecting work activities even online.

Table 19. Advantages in work to online communication through the Zoom application.
n=67

Statement	F	%
Work from home (WFH) activities where communication is carried out through the Zoom application have advantages in managing time, energy and expenses, this makes changes in the process of communicating when I carry out work activities.		
Strongly Disagree	0	0%
Disagree	4	6%
Agree	52	77.6%
Very Agree	11	16.4%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 52 people or 77.6% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application where work activities are carried out from home (WFH), have a positive impact in managing time patterns and there is a process of change in the communication process when carrying out these activities. This shows that online communication with the Zoom application provides a change in the behavior process and communication process, where a Zoom application can have a positive impact in providing benefits to its use.

Table 20. Weaknesses in communicating online through the Zoom application.
n=67

Statement	F	%
In communicating through the Zoom application while working, there are always weaknesses such as network disruptions, messages or information that have time lags, cannot share material etc., this makes me lazy to pay attention to communication interactions that occur.		
Strongly Disagree	3	4.5%
Disagree	18	26.9%
Agree	39	58.2%
Very Agree	7	10.4%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 39 people or 58.2% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application have another negative impact, where the online communication has weaknesses in its use, the process that occurs has a change in an attitude and action towards the communication process, this is inseparable from the network infrastructure of each participant in accessing the Zoom application. From the data above, it shows that online communication with the Zoom application is not fully effective, there needs to be other supporting factors to be applied, such as location in accessing the network, the right time when communicating online, planning the right time in carrying out these activities.

Table 21. Attitude to maintain good relations in communicating online through the Zoom application.
n=67

Statement	F	%
Working online and communicating through the Zoom application, further improves good relations with colleagues and <i>clients</i> .		
Strongly Disagree	0	0%
Disagree	18	26.9%
Agree	43	64.2%
Very Agree	6	9%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 43 people or 64.2% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application can improve good relationships with colleagues and clients, the achievement of messages and information has a positive impact, where online communication has its own advantages when running it. This shows that online communication with the Zoom application can run effectively, the Zoom application has a good influence in maintaining good relations through online communication.

Table 22. Advantages in communicating online through the Zoom application.
n=67

Statement	F	%
In my opinion, communicating through the Zoom application when carrying out work activities is more profitable.		
Strongly Disagree	0	0%
Disagree	14	20.9%
Agree	50	74.6%
Very Agree	3	4.5%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 50 people or 74.6% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application, these activities can provide an advantage to respondents. This shows that online communication with the Zoom application has a new change process, and the process of changing behavior in communicating online is more directed and structured, especially in the field of work in the project.

Table 23. The influence of attitudes and actions in communicating online through the Zoom application.
n=67

Statement	F	%
When working and communicating through the Zoom application, I can exchange ideas and views with all colleagues and superiors on work-related solutions.		
Strongly Disagree	0	0%
Disagree	11	16.4%
Agree	48	71.6%
Very Agree	8	11.9%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 48 people or 71.6% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application, can communicate openly without looking at the structure between subordinates and superiors. In this case, online communication provides a positive encouragement to be more open in delivering a message or information without any doubts possessed. This shows that the online communication process with the Zoom application has a good place in work activities, because it provides a more efficient and open nature of online communication.

Table 24. Understanding and understanding related to online communication activities through the Zoom application.
n=67

Statement	F	%
Working online and communicating through the Zoom application, I can understand and understand related to these activities.		
Strongly Disagree	0	0%
Disagree	10	14.9%
Agree	55	82.1%
Very Agree	2	3%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 55 people or 82.1% of respondents answered Agree. The resulting data provides clues that respondents in carrying out online communication through the Zoom application can be well understood by respondents, how the process of online communication can be carried out properly without any collision with work. Understanding of online communication in carrying out work activities has an impact on the system within the company, from the data above it can be seen that understanding of online communication through the Zoom application contributes well to the company. This shows that understanding the online communication process with the Zoom application is a good application in supporting work activities, because it has a positive impact on the company, especially in the field of project work.

Table 25. Satisfaction with the use of the Zoom application for work through online communication.
n=67

Statement	F	%
In my opinion, the Zoom application is an application media that is very helpful in supporting online work activities.		
Strongly Disagree	0	0%
Disagree	2	3%
Agree	46	68.7%
Very Agree	19	28.4%
Total	67	100%

Source: Field Research Results, IBM SPSS Statistics Data Processing 25, 2022

From the results of the table above, it can be concluded that as many as 46 people or 68.7% of respondents answered Agree. The resulting data provides clues that the Zoom application is an application media that is very helpful in supporting online work activities in the work environment of PT Mustika Memadata. Respondents in carrying out online communication through the Zoom application gave a good opinion of the Zoom application, this shows that the Zoom application is very helpful in various work activities, because it provides convenience in carrying out online communication between employees within the company, especially in the field of project work.

Test the research instrument, in validity testing can find out the accuracy of the instrument to find out whether the questionnaire made and distributed is correct. Therefore, it is necessary to test the correlation between the rating (value) of each rating expression and the general rating of the questionnaire. A commonly used correlation technique is *the product moment correlation technique* and to find out the meaning of each correlation value can be taken from the value calculation table at the product moment or tested with SPSS. If r_{count} is greater than r of the r_{table} and the value is positive, then the item statement or indicator is declared valid. If $r_{\text{counts}} > \text{of the } r_{\text{table}}$ (at a significant level of 5%) then the statement is declared valid. To find out the variable statement items (X) Changes in Communication Behavior and variables (Y) Zoom Application Technology declared valid or invalid can be displayed in the table as follows:

Table 26. Validity Test Results

Statement Item No.	rhitung	rtabel (5%)	Information
Statement item 1	0.460	0.202	Valid
Statement item 2	0.503	0.202	Valid
Statement item 3	0.660	0.202	Valid
Statement item 4	0.605	0.202	Valid
Statement item 5	0.702	0.202	Valid
Statement item 6	0.605	0.202	Valid
Statement item 7	0.380	0.202	Valid
Statement item 8	0.656	0.202	Valid
Statement item 9	0.573	0.202	Valid
Statement item 10	0.340	0.202	Valid
Statement item 11	0.476	0.202	Valid
Statement item 12	0.476	0.202	Valid
Statement item 13	0.453	0.202	Valid
Statement item 14	0.543	0.202	Valid
Statement item 15	0.654	0.202	Valid
Statement item 16	0.445	0.202	Valid
Statement item 17	0.280	0.202	Valid
Statement item 18	0.735	0.202	Valid
Statement item 19	0.627	0.202	Valid
Statement item 20	0.253	0.202	Valid
Statement item 21	0.705	0.202	Valid
Statement item 22	0.615	0.202	Valid
Statement item 23	0.700	0.202	Valid
Statement item 24	0.582	0.202	Valid
Statement item 25	0.554	0.202	Valid

Source: IBM SPSS Statistics 25, 2022 Data Processing Results

Reliability testing shows the extent to which measurement results can be trusted, and consistent in measurement. Reliability testing is performed with internal consistency using *Alpha Cronbach*. If the *Cronbach alpha* value > 0.70 then the instrument is said to be reliable. The result of the reliability test carried out was Cronbach's Alpha value of 0.862. Based on the level of reliability, *Cronbach's Alpha value of 0.862 means that it is very reliable, because Cronbach's Alpha value > 0.70 so that the research instrument tested is declared reliable.* For more details can be displayed in the table as follows:

Table 27. Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
.862	25

Source: IBM SPSS Statistics 25, 2022 Data Processing Results

Normality testing aims to test whether the research data is normally distributed or not. The normality test is a test carried out as a prerequisite for conducting data analysis, where good research data is normally distributed data. The normality test used is *Kolmogorov Smirnov's One Sample* test, with the help of the SPSS Statistics 25 program. For more details can be displayed in the table as follows:

Table 28. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		67
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.26761432
Most Extreme Differences	Absolute	.100
	Positive	.100
	Negative	-.062
Test Statistic		.100
Asymp. Sig. (2-tailed)		.094c

Source: IBM SPSS Statistics 25, 2022 Data Processing Results

The results of research data analysis show that communication carried out online using the Zoom application has changed communication behavior when carrying out these activities, especially in the realm of project work. According to the title in this study, Changes in Communication Behavior of Zoom Application Technology. In work activities through online communication, it has a big impact on the respondents. In measuring testing using variable (X) Change in Communication Behavior. From the research data conducted, the average percentage produced shows that changes in communication behavior carried out through online are 72.44%, the interpretation criteria of the score according to (Gonia, 2009: 50) on average 50%-74.99% are well concluded. The percentage uses the following formula:

$$X = \frac{\text{Total Percentage}}{\text{The Number of Statement Points}}$$

$$X = \frac{1086,66\%}{15}$$

$$X = 72,44\%$$

Based on these calculations, it can be seen that the percentage value of 72.44% of changes in communication behavior has changed attitudes, actions, processes in terms of communication behavior. The responders also experienced changes in behavior such as the process of preparing for work activities, being more motivated in online communication activities, and having an open attitude in online communication. Communication through online responders are more confident in carrying out their work activities, and more active in responding to the actions of their communication behavior, this can be seen from the data produced that communication through online in their work can improve the quality of work results by respondents.

In measuring testing using variable (Y) Zoom Application Technology. From the research data conducted, the average percentage produced shows that the use of Zoom application technology used in supporting work activities in online communication is 73.83%, the score interpretation criteria according to (Gonia, 2009: 50) on average 50%-74.99% are concluded well. The percentage uses the following formula:

$$Y = \frac{\text{Total Percentage}}{\text{The Number of Statement Points}}$$

$$Y = \frac{738,39\%}{10}$$

$$Y = 73.83\%$$

Based on these calculations, it can be seen that the percentage value of 73.83% of the use of the Zoom application, has a new understanding of the importance of online communication by respondents. In addition, online communication through the Zoom application, messages or information conveyed are very good for interactions between employees and with clients, and can improve a good relationship between employees, can exchange ideas, views with all colleagues and superiors on work-related solutions, more profitable in managing time at work, and the Zoom application can greatly support work activities in online communication, Especially in the field of project work, where interaction in communication is an important part of determining the results of work in the scope of a project's activities.

Conclusion

Based on the research background, theoretical foundation, problem formulation, research data analysis, and test results carried out, and refers to the theoretical foundation, namely S-O-R Theory, Stimulus (message) - Organism (communicant / receiver) - Response, where this theory was originally a study from psychology that has an attachment to the study of communication science, then used in communication science because the objects of psychology and communication are both humans, This is because the theory has material objects that can be studied in terms of communication science, namely with components of attitudes, opinions, behavior, cognition, affective and also conation, it can be concluded that, changes in communication behavior can occur in terms of communicating online, these changes are related to the process of an attitude, action, behavior that encourages someone to

do different things in their communication patterns. This shows that online communication makes a change in the person. In an element of communication, work activities from home or its term (WFH) and work from the office or its term (WFO) through the Zoom application, the messages and information conveyed can be understood well, this shows a very good feedback or response to the communication pattern, and the resulting interference does not have an impact on activities at work, Especially in the field of project work. The forms of online communication carried out, make respondents have a very strong sense of concern between colleagues, have a very good sense of confidence in communicating online, and have a more open attitude when communicating which makes the role in communicating very effective. Understanding the importance of communication, especially in communicating online, gives respondents a new insight, where its application can be shown at work and communication is carried out online on a Zoom application. The achievement of messages or information generated through communication on a Zoom application, it can be said that in the process it can be received well, all online communication activities carried out through the Zoom application provide very good benefits for its users, this can be seen from Zoom application users to PT Mustika Memadata employees. The benefits of PT Mustika Memadata office management can be said to have a positive impact on the ongoing activities carried out in the work from home activity system or its term (WFH) and work from office or term (WFO) whose communication is carried out online in the environment between PT Mustika Memadata employees.

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