

## INFORMATION SEEKING BEHAVIOR YOUTH IN BANDUNG CITY

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**Abstract:** *Information Seeking Behavior Youth in Bandung City. The main problem studied in this research is about Youth information seeking behavior in the digital era. This research was conducted with the aim to know the information seeking behavior of Youth, at knowing the utilization of Internet-based information source, and to know the obstacle that arises in searching for information. and to know what efforts are being made to overcome obstacles in searching for information. The method used in this research is a descriptive method. The respondents of this study were a youth in range 17-21-year-old. The method used is a descriptive analysis of youth information seeking behavior in the digital era. These findings are expected to have a positive impact, which in turn can provide accurate information about the needs and information seeking of youth. The results showed that the search for information young age in the good category. This indicates that the young age can already choose information in accordance with the information needs and can perform stages that search for information with the ideal. The results showed that the search for information young age in the good category. This indicates that the young age can already choose information in accordance with the information needs and can perform stages that search for information with the ideal.*

**Keywords:** *Information Resources, Information Seeking Behavior, Youth*

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### Introduction

Information seeking behavior is a person's behavior that always keeps moving based on cross-space and time, seeking information to answer any challenges faced, determining facts, solving problems answering questions, and understanding a problem. Nowadays many problems are related to the information itself, such as the difficulty of obtaining information relevant to the needs, the selection of reliable sources of information, overflow with information, etc., causes a person to be selective in using the information obtained. A person must have the ability to filter all incoming information's, so that the information obtained is not wrong and can be used for the activities performed.

The need for information about diverse circles requires the fulfillment of diverse needs as well. Basuki (2004, p.393) explains that "information needs are the information one wants for work, research, spiritual satisfaction, education, etc.". Further Basuki (2004, p. 396) argues that the information needs are determined by the following.

- a. The range of information available;
- b. Use of the information to be used;
- c. Background, motivation, professional orientation, and characteristics of each user;
- d. The social, economic, and political system in which the user is situated;
- e. Consequences of information usage.

One's information seeking behavior is driven by its academic needs. Youth as one of the users of information also did not escape the information needs. The need for this information literature is based on supporting all academic activities that are carried out both in the completion of teaching and learning tasks in the classroom and activities outside the classroom. Pringgoadisuryo (in Darmono, 2001, p.21), states that "the readiness of information units to provide support to the information needs of communities in the environment surrounding information seekers, influences information seeking behavior". In line with that opinion it is asserted that the information seeker who in this case is the teacher will pass an effort that will provide the fulfillment of the needs of academic information. If, the information needs of youth can be supported by the existence of the library in the school environment, then the fulfillment of academic needs will be more easily obtained. Conversely, if the library is not able to meet the needs of the information then someone will come to other sources of information.

The above concepts and thoughts on which to base this research. Youth Information Searching Behavior in the digital era is expected to provide accurate information about the information needs and behavior of youth information discovery in the digital era Research on the Behavior of Information Searching Youth in Bandung city to be analyzed the problems in general namely; "What is the picture of Youth information seeking behavior in Bandung City."

Implementation of the research was carried out in Bandung. Areas Bandung Utara, Bandung Barat, Bandung Selatan, Bandung Timur. The research method is descriptive analytical. The research approach uses qualitative study. This is done to obtain a picture of Youth information seeking behavior in the digital era. The focus on the research is more on the analysis of Youth information seeking behavior in Bandung city. Research subject in this research is Youth with 17-21 age. To obtain data and information from this research will develop tool or instrument of data collector in the form of questionnaire, interview guide, and observation guide.

The above concepts and thoughts on which to base this research. Youth Information Searching Behavior in the Digital Age is expected to provide accurate information about the information needs and behavior of young age information discovery in the digital era. The definition of information conveyed in different opinions, basically there are some similarities that can be concluded as the definition of information in general that as a fact or news that can provide understanding and communicated so beneficial to the recipient in decision making at this time or in the future.

### **Literature Review**

Information can be obtained in different ways and sources in different forms. Sources of information itself is a means or storage of information. Information can be obtained from document sources and non-documents. Document information sources can be found in the form of books, magazines, journals, research results such as thesis, theses, dissertations, and so on.

While non-document information sources can be obtained from humans such as lecturers, friends, experts or experts, librarians, information specialists, and so on. According to Setiarso (in Rozinah, 2012, p. 8-9), the sources of information are: (1) Humans. Non-documented sources of information can be obtained from people such as friends, librarians, experts (experts), or information specialists. Human as a source of information can be contacted either orally or in writing. The most commonly used for direct contact with this source are meetings in the form of lectures, discussion panels, conferences, workshops, seminars, and others; (2) Organization. Government or private research institutes or institutions that operate in the same field are important sources of information including industry and professional associations. In this case they have the capability of having facilities in the form of laboratory staff, equipment or laboratories, libraries, and information services available; (3) Literature. Literature or publication in the form of readable and micro is a source of information that is quite plural. Literature can be grouped into: (a) Primary literature: Form of document containing complete and original essay. They are in the form of papers, collections of scientific papers, manuals, textbooks, official publications, periodicals, and so on; (b) Secondary literature. Commonly called a means of finding information in the primary literature. The types are index, bibliography, abstract, literature review, parent catalog, and others. The definition of information conveyed in different opinions, basically there are some similarities that can be concluded as the definition of information in general that as a fact or news that can provide understanding and communicated so beneficial to the recipient in decision making at this time or in the future. Information can be obtained in different ways and sources in different forms. Sources of information itself is a means or storage of information.

The information search results are highly dependent on who the person is searching for and the availability of the information source. Sources of information is the place or media used by someone in obtaining information. In the world of libraries themselves, information sources are divided into: (1) Primary information sources are the main sources of information that are often used in supporting the writing of scientific papers or research. According to Reitz (in Achmad et al., 2012, pp. 64-65) "a scientifically primary source of information is a document or recording containing first-hand information or original data for a topic used to do the next work". Another definition suggests that the primary source is the original material that is the basis for other research, the source which is usually the first formal presentation of the research results in printed or electronic literature, presenting information in original form, not interpreted or summarized or evaluated by other authors, the time period concerned, and presenting original thinking, reporting the discovery, or sharing new information. So, it can be concluded that the primary source is a complete original written essay. The primary sources of information include textbooks, articles, research journals, autobiographies, speeches, publications, proceedings of seminars, conferences, congresses, symposia, patents, official patent news, final assignments, theses, dissertations, research results, statistics, or poetry, fiction, and so on; (2) Secondary Source of Information. It is usually a work repackaging, rearranging, reinterpreting, summarizing and indexing or otherwise adding "value" to new information reported in the primary literature. According to Saylor and Hooper (in Achmad et al., 2012, p.65), "secondary information sources are describing, interpreting, analyzing and evaluating primary sources, commenting and discussing evidence from primary sources". Secondary information sources are works that are one step or more from the events or information that they refer to, for they are written after the event, and after many things are revealed and learned. So, it can be concluded that the secondary source of information is any kind of summary of primary sources. Examples include bibliography, biography, reviews, dictionaries, encyclopedias, handbooks, history, indexes, abstracts, journal articles, and so on; (3) Sources of tertiary information are works that register primary and secondary sources in a specific subject area. The material contains information from

a "digestible" secondary source then reformatted and summarized for easy reading. For example, almanac, manual, and so forth.

Internet Information Source in addition to primary, secondary, and tertiary information sources, there are other additional resources that are currently used by many people without having to come to the library. The rapid advancement of technology allows information seekers close to various sources of information. The Internet has become a fairly reliable source of information. Quite a lot of information can be obtained from him. Sources of information from this internet can be accessed easily anywhere and anytime. Lots of supporting literature in various aspects of life. But it must be filtered back which information can be really used and what is not. Information seekers have a variety of search alternatives and libraries are also some alternative in searching information from various other sources of information. From various sources of information, please note that as consumers of information, one needs to filter all incoming information. Students as information seekers should recognize the source of information they choose. Sometimes the information obtained does not have high accuracy. So, it takes strategy and ability in filtering information well.

Behavior Information search is a conscious effort to obtain information in response to a need or gap in one's knowledge. According to Putu Laxman Pendit (in Yusup, 2010, p.101), "information retrieval behavior is behavior at the micro level, in the form of a person's searching behavior when interacting with information systems". This behavior consists of various forms of interaction with the system, either at the level of interaction with a computer such as the use of a mouse or the action of clicking on a link, as well as at the intellectual and mental level such as the use of the Boolean strategy or the decision of selecting the most relevant book among the rows of books in the library.

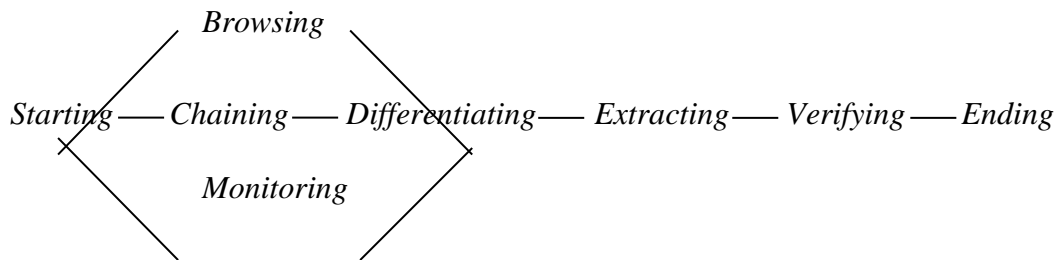
The behavior of information retrieval by a person depends on how much the information needs to be fulfilled. For example, when a student has a college assignment that must be completed it will seek information faster and use more accurate sources of information. Unlike the case with someone looking for information that is recreational tend not to rush and choose information that is easy to do. In this case a person will act if accompanied by a certain motivation. So, it can be concluded that the behavior of information search is a response, the activity that someone does to find information, solve the problem of the information needs in various ways and obtained from a particular source of information.

### **Concepts and Definitions of Information Behavior**

A person's behavior is a very interesting thing to study. Almost all of the behaviors a person does must have certain goals and objectives. Own behavior is the response or reaction of an individual to a stimulus. In the Large Dictionary of Indonesian Online. "Behavior is the response or reaction of individuals to stimuli or the environment" (kbbi.web.id). When someone behaves or acts, then actually behind that there is a reason or driving factor. Whereas according to Skinner (in Notoatmodjo, 2010, p. 20), "behavior is a response or reaction to a stimulus (external stimuli)". Stimulus is a factor from outside oneself (external factors), and the response is a factor from within the person concerned (internal factors). So behavior is every action that is used as a tool or a way to reach the goal, so that needs are met, or a desire is satisfied. Information seeking behavior is a conscious effort to obtain information in response to needs or gaps in one's knowledge. Searching for information is a part that is not released from everyday life. Wilson (in Yusup, 2010, pp. 104-105), provides an explanation that "information seeking aims to find the information needed". In searching for information, individuals will interact or use a manual search system through textual media such as books, newspapers, magazines, scientific and

library, or can also use computer-based media such as the internet. In other words, information seeking behavior is an activity or activity of an individual in seeking information that is needed or desired with a specific purpose. Information seeking behavior carried out by a person depends on how much information needs he wants to fulfill. For example, when students have college assignments that must be completed immediately, they will find information more quickly and use more accurate sources of information. Unlike the case with someone who is looking for recreational information tends to be in no hurry and choose information that is easy to do. In this case someone will act if accompanied by a certain motivation. So it can be concluded that information seeking behavior is a response, an activity carried out by someone to look for information, resolve problems from their information needs in various ways and obtained from certain sources of information.

There are several models that can be used in searching information. One of the models of information seeking behavior model is that of Ellis. Ellis (in Yusup, 2010, pp. 105), proposes some characteristics of information seeking behavior from researchers, first of all he describes the characteristics of social, science, and engineering researchers. Ellis's characteristic can be seen in Figure 2.2:



**Figure 2.2**  
**Information Seeking Behaviour Model David Ellis (Wilson, 1999, hlm.255)**

a. Starting

Starting is an activity carried out by individuals by starting to search for information for example asking someone who is an expert in one of the scientific fields needed. In essence, this stage is an activity or activity carried out when starting information search. Initial tracking is used by using initial referrals (for example from peers, collection of notes, etc.), article reviews or synopsis, and from secondary sources (eg abstracts, indices, and catalogs).

b. Chaining

Chaining is an activity carried out by individuals by writing things that are considered important in small notes, with other words searching for citations or other forms of reference material. This activity consists of activities following a series of citations, citations, or forms of reference between documents with each other. For example, tracing the citation from the footnote of a material. The chaining activity itself can be done in two ways, as follows.

c. Backward Chaining

Backward Chaining is an activity carried out in the traditional way, namely by following the bibliography in the core reference, so that the next reference is the references that have been cited at the core reference. So, using only one reference, another reference will be obtained that will not differ greatly from the problem discussed in the core reference. This activity is referred to as a way of linking to the back.

d. Forward Chaining

Forward Chaining is an activity carried out by looking for other references but still based on the subject or author's name from the existing core reference by linking it forward. Can be done using bibliographic means. So, in general the characteristics of chaining activities are individuals seeking reference material based on the literature listed on the core reference and looking for reference material outside the core reference list but still guided by the subject or author at the core reference.

e. Browsing

Browsing is the activity of searching for structured or semi structured information in the observed field. So, someone can search for information in a place that has the potential for the existence of information that is needed rather directed. Searching for information in the appropriate field, not only reading journals or contents, but also references and contents of the literature. Then you can see research abstracts, a range of books in the library, and others.

f. Differentiating

Differentiating is the division or reduction of data or the selection of which data to use and which is not necessary. In other words, at this stage one must be able to sort out, filter information from various findings in various information sources as a basis for checking the quality and content of information. The selection of this information is based on the suitability of information with the topic being sought and the quality of information obtained.

g. Monitoring

Monitoring is an activity where a person always monitors or seeks up-to-date development of news or information regularly by focusing on the chosen source. For example, by looking for certain sources such as journals, magazines, books, newspapers, conferences, catalogs, and others. Monitoring can be done through the following ways. 1. Formal and informal relations (formal and informal contact), this method is an arena for exchanging information, both with friends and experts (experts). 2. Read the journal (monitoring journal) 3. Catalog monitoring (monitoring material published in book form)

h. Extracting

Extracting is the activity of taking one of the useful information in a particular source. For example, taking one file from a world wide web (www) in the internet world. So, this activity is a systematic way to extract information that is considered important by digging in a certain source. This activity is needed for making a literature review. The sources of information are journals, abstracts, research sources, catalogs of publishers, indices, and others.

i. Verifying

Verifying is an activity to check the accuracy of the information chosen. So, this activity consists of assessing and checking the suitability and accuracy of the information that has been obtained. This activity can be done by checking the data that is owned and evaluating the evaluation of the results that have been obtained. This evaluation is important to ensure that the information obtained is in accordance with what is needed. According to Surachman (2015, pp. 16-17) evaluation can be carried out as follows.

1) Authorship In this evaluation, one can check the credibility of the author or organization of the work to be read. Can be seen from the author's background, position, and certain expertise possessed by the information source.

2) Relevance

The point is the suitability of information needed with the topic written. Even though the quality of information is good but if it is not relevant to the needs, it still cannot solve the problem or thing that wants to be solved.

- 3) Current  
This is intended to find out or monitor the development of information. Because sometimes information changes over time. Then up-to-date information is something that needs to be obtained.
- 4) Evaluation  
So, an evaluation that can be done by someone is by checking authorship credibility, checking suitability by looking at the relevance of the topic chosen, and ensuring that the information obtained is not wrong by looking for current or up-to-date data.
- 5) Ending  
Ending is the end of information search which usually coincides with the end of a task or research. After the information has been processed, the individual can present the information according to his purpose. For example, in the form of papers, articles, thesis, and so on.

Ellis's information seeking activities do not always have to be done one by one in sequence. Sometimes several stages are carried out at the same time as when doing the chaining stage, also doing the browsing and monitoring stages. So, this model is basically a feature that someone goes through in searching for information.

The information retrieval activity Ellis disclosed does not always have to be done one by one in sequence. Sometimes several stages are performed simultaneously as when performing chaining stage also performs the stage of browsing and monitoring. So, this model is basically a feature someone passes through in information search. Information seeking skills are needed by someone who is constantly on the move based on cross-space and time, seeking information to answer any challenges faced, determining facts, solving problems answering, questioning, and understanding a problem. Nowadays many problems are related to information itself, such as the difficulty of getting information relevant to the need, the selection of reliable sources of information, overflow of information, etc., causes youth to be selective in using information obtained.

### **Research Methods**

The research method used is descriptive analytical. The research approach uses qualitative studies. This is done in the hope that it can be in accordance with the research objectives, namely to find out information needs and information seeking behavior of youth in the digital era. The focus of the research is more on the analysis of information requirements and youth information seeking behavior in the digital era. The research subjects in this study were Youth. The Young age used as an informant in this study was youth in Bandung City to obtain data and information from this study will develop tools or instruments for data collection in the form of questionnaires, interview guides, and observation guidelines. The preparation and development is carried out in accordance with the schedule specified in the research schedule presented hereinafter.

### **Result and Analysis**

This research has 8 informants who represent the region in the city of Bandung and also represent the level of the school namely junior high and high school. The initials of the informants are as follows: LN, RA, MT, ZM, LI, SA, LM. And Key Informants are DY who is a digital literacy practitioner and is a journalist in Bandung.

The results of the research conducted on predetermined research subjects will be presented with the results of interviews with the informants. The use of social media by young people is unavoidable. The motives for its use also range from entertainment, information seeking and

self-existence. As stated by informants (LN) that using social media with the aim of seeking entertainment, after school. Unlike the informant (RA) who said that the use of social media, especially Instagram, is better informed about the development of models that are usually uploaded by famous artists. In searching for information that I do according to (MT) a by searching by typing keywords in google, so that the information needed is easier to find. Usually done when getting assignments from school.

Information retrieval carried out by informants was carried out in accordance with the information needs to be obtained, such as entertainment, developments related to fashion and also the needs of lessons in school. In addition, information that is obtained when it is not needed is stored for later use when needed, whether for school assignments or general information. As stated by (ZM) it is usually searching for information that is being needed by googling on the internet, but when it gets information that has not been needed at that time, it will be saved, who knows what is needed at other times. Information obtained sometimes information that is not needed at that time, appears. But (LI) stores that information, because someday it might be needed. Storing information and issuing information when needed is an activity commonly carried out by information seekers. In choosing the right information also requires the ability and awareness in doing so. As stated by (SA) that there is now a lot of hoax information, to avoid this being sought through other credible sources, so that it is not trapped by garbage information. Likewise, according to (LM) who stated that users of internet-based information must be very clever in filtering information from the Google search results, because not necessarily the information obtained is due, so they must check and check.

According to the key informant (DY), information seeking behavior is not supported by critical thinking related to the information obtained, it should actually be supported by awareness in accessing information, so that the information circulating is not a hoax. " Eliza T Dressing is an expert who tries to examine the changing typology of information behavior of young people in the digital age who are always actively thinking and searching for information. From the results of the study conducted. The behavior of information developed by adolescents is not merely an activity of finding and finding information as a single activity, but in activities carried out by adolescents it is also active in developing reading behavior. In other words, the activity of finding and finding information in cyberspace is done together with activities to find and find information in cyberspace carried out together with reading activities as an integrated activity. Broadly speaking, some of the characteristics that mark the first type of information behavior of young people are as follows: a) Obtain information through various media sources b) Shows a preference for visual and graphic information c) Multitasking d) Search information nonlinearly and non-consequently e) Develop self-determination and control direction.

As part of the extraordinary rapid development of Information Technology. The presence of the internet along with various sites or content in it has not only spawned changes in behavior of everyone but also groups and on a global scale. As Piliang said that in the era of post-industrial society, technological developments in cyberspace have given rise to various changes and there are at least three levels of influence: (1) At the individual level (personal) (2) Interpersonal level (3) At the level of society (social) First, at the individual level, cyberspace has created a fundamental change in our understanding of identity, each individual in the virtual world can divide his personality into unlimited boundaries. So, there is a game of identity, fake identity and new identity, multiple identities, which can be the same or different from social identities in cyberspace. Second, at the level of social interaction, the presence of cyberspace has given rise to a kind of social deterritorialization, meaning that social interaction is not carried out in a real territorial space. But in a territorial hallucination. Someone can feel very intimate with other



people in cyberspace in other parts of the world without ever meeting. Third, at the community level, the presence of cyberspace can create a model of the democratic and open community called the "imaginary community". On the other hand, in the virtual world there is also an unavoidable emergence of a kind of radical democracy, in which ideas, ideas, expressions, desires, demands, criticisms, proposals and all forms of social actions that come from civil society do not regulate, control and give judgment.

In contrast to face-to-face interactions or telephone interactions where there are many clues to identifying one's identity and their intention, in cyberspace or in online interactions that occur generally is obscurity, because there are not only instructions and signs that can be used as references to understand someone's social identity. However, as Smith (2003) points out, the lack of signs in online interaction has both limited and become a resource, because it produces a more difficult type of interaction, while also providing space to play with people's identities. On the other hand, in the virtual world individuals tend to be judged on their ideas, not on gender, race, group or age. But on the other hand, it is not impossible that traditional status hierarchies and inequalities will actually be reproduced in social interactions and even more magnified when they build social relations on computer networks. The characteristics of generation Y and Z are using technology to regulate their lives. This generation has the authority to use technology such as the web to get entertainment and information. In other words, the web is used for surfing. According to Tapscot, teenagers who know the internet have the following characteristics, among others: (1) Free in using technology that he wants (2) Use it as an entertainment medium (3) Demand speed in terms of innovation and access (4) Collaborating on the use of different technologies at one time.

Net generation (generation Y and Z) is actually actually not a group of teenagers who appear by themselves. Instead they are related to technological innovation. Teenagers master technology by learning self-taught or imitating their environment. Before the existence of the net generation were born teenagers, who stutter technology (clueless) This teenager does not know new technology such as cellphones or other IT devices. Dressang and Kyungwon, moreover, found that changes in the literature of young people in the digital era, in later developments, also led to changes in information behavior of young people, which in terms of radical change theory includes the typology of information behavior: Type One: change in form of information tracing and learning (a cognitive aspect of information search). The second type: change in perspective (identity and negotiation value). Type three: Change in boundaries (access to information and searches for communication).

1) Type One: changes in the form of information and learning. Broadly speaking, some of the characteristics that mark the first type of information behavior of young people are as follows: (i) Obtaining information through various media sources (ii) Showing a preference for visual and graphic information (iii) Multitasking (iv) Searching for information in a nonlinear and non-linear manner (v) Develop self-determination and direction control.

2) Type Two: Change in Perspective. The second type of change in perspective explains how young people in the digital age have the opportunity to express their opinions and show their identity by creating information. They associate their identities and values constantly by interacting with information in different and globally connected environments. 3) Type Three: Change in Limitation The third type of radical change in information behavior of young people involves a social social environment, where Dresang and Kyungwon (2009) call it an expanding horizon which results from access to the extent of information not previously available and the development of new community sense. Broadly speaking the characteristics related to type three behavior are as follows; (a) Obtain instant access to extensive information availability; (b)

Various searches and collaborative information creation; (c) Establishment of a new type of social network; and (d) participation in the community.

Information seeking behavior was examined using an information search model developed by Ellis, which consisted of eight stages of starting, chaining, browsing, differentiating, monitoring, extracting, verifying and ending. Meanwhile, the results of the study indicate that not all stages are carried out by the youth in conducting information searches. There are several stages that cannot be fulfilled, these stages are the stages of monitoring and extracting. In this study obtained the behavior of information retrieval by the Master, with Ellis Model begins by (1) Starting; The starting process is started by the young adult by determining the information topic. Before determining the topic of information, the youth discusses with another friend. The results of the discussion are recorded and made as consideration for determining the information topic. (2) Chaining; The chaining process is carried out by the youth. The youth carries out the information search process based on the book title or predetermined reference title. The reference source is obtained through a list of references or the results of expert recommendations. (3) Differentiating; The differentiation process is carried out by the youth. The information obtained is collected, viewed again, then filtered out which are relevant or not. (4) Verifying; The verifying process is an activity of checking the accuracy of the information chosen. This activity is carried out by the youth. Before the information is used, the information is checked again. They carry out the evaluation process on two things according to the topic and time. (5) Ending; The ending stages are carried out by the youth. This stage is the stage where the youth knows when the information is presented again, the presentation of information is tailored to the tasks and needs. Information is presented through show slides, articles and papers.

## **Conclusion**

Information seeking behavior youth includes the starting process started by the youth by determining the information topic. Before determining the topic of information, the youth discusses with their friend. The results of the discussion are recorded and made as consideration for determining the information topic. The chaining process is carried out by the youth. The youth carries out the information search process based on the book title or predetermined reference title. The reference source is obtained through a list of references or the results of expert recommendations. The differentiation process is carried out by the youth. The information obtained is collected, viewed again, then filtered out which are relevant or not. The verifying process is an activity of checking the accuracy of the information chosen. This activity is carried out by the youth. Before the information is used, the information is checked again. They carry out the evaluation process on two things according to the topic and time. The ending process is done by the youth. This stage is the stage where the youth knows when the information is presented again, the presentation of information is tailored to the tasks and needs.

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