

COMPARATIVE ANALYSIS OF THE USE OF YAHOO AND GOOGLE INFORMATION SYSTEMS IN THE ENVIRONMENT OF AMBON STATE POLYTECHNIC LECTURERS AND STUDENTS

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ABSTRACT

Google is indeed a brand in information systems, especially in search engines, popular among lecturers and students of the Ambon State Polytechnic compared to Yahoo. The analysis technique used is qualitative analysis which describes the theoretical approach from the opinions of experts about the quality of information systems and quantitative analysis where data processing is a process to obtain data from each research variable that is ready to be analyzed. Data processing includes data editing, data transformation (coding), data tabulation and data presentation in order to obtain complete data from each object for each variable studied. Google has an advantage over Yahoo, at all levels of information system quality.

Keywords: Information Systems, search engines

INTRODUCTION

1.1. Background

It is a well-known fact that searching for information on the internet is nothing new. Everyone can access the information they need via the internet. In searching for information on the internet, internet users often use search engines which are considered as an easy way, namely simply by writing keywords in the search box. Information from the internet can be scientific or non-scientific, can come from blogs or from anywhere that is captured according to keywords. From a collection of information available on the internet, internet users can get the information they want, but not infrequently they even get lost in the wilderness of information. To anticipate various problems that arise in searching for information on the internet, one solution, namely, internet users need to pay attention to which search engines are suitable for use. For example, an internet user is looking for scientific literature for research he is working on, in this case, of course it will be more effective if the internet user chooses a search engine that can link it to a database which is also scientific literature or information.

The need for information is an acknowledgment of the existence of uncertainty in a person that encourages someone to seek information. If someone is sure that some information is really wanted, then the desire for information will turn into a request for information (information demands), (Kriklas, 1983). From this great need for information, a variety of behaviors emerge from technology users in searching for information such as the Google search engine via the internet. The problem that arises is that the rapid development of the internet has resulted in a flood of data and information (information overloaded) making it very easy for users to find data and information

exactly as they want. But you can also feel what if you search for information that fits the needs of users without a media search engine. Difficulty finding information will be the same as when users search for information through books. Searches are time-consuming, cost a lot and sometimes the results you get don't match. Search is not easy and fast if there is no search engine, you have to know sites or websites from a research and it is not easy if you have to search manually, that's why search engines on the internet play an important role and really help users in finding information. But with the internet, users don't have to bother if they want to know everything about the development of information, both domestic and foreign information, such as journals or articles.

Most likely the internet can provide convenience to its use, including access speed, updating and diversity of existing information (Sisson and Pontau in 1-Saleh, 2004). As a result of technological developments, the internet as an information seeker has resulted in the emergence of companies such as Altavista.com, Excite.com, Yahoo.com, AskJeeves.com, and others competing to make the best search engine. In principle, the purpose of a search engine program is to find documents or electronic archives on the internet that meet the needs or requests of users in the shortest possible time. These two things, namely the quality of the findings and the search time, which then becomes a measure of whether a search engine's performance is good or not. Search engines (search engines) that can assist in searching for an article, file, or database.

Galletta and Lederer say that there are several arguments used to measure the success of a system, namely the use of the system properly, increasing decision making using higher quality and timely information, saving costs directly, increasing revenue, better user expertise. , and increased user satisfaction information.

Many studies have been carried out to measure the satisfaction of users of information system services, including research conducted by Bailey and Pearson; Ives, Olson, and Baroudi. Research conducted by Baroudi and Orlikowski (1988) identified several main factors forming the satisfaction of information system service users. These factors include the quality of the information product, the level of knowledge and involvement of users of information systems, and attitudes towards information system function staff (Ketinger and Lee 1994:740).

METHOD

The research was conducted by comparing 2 types of popular web browsers with 8 data. To get good results, 30 samples were used from each data collection and a presentation was obtained for the compatibility of the data obtained with what was sought. In searching for information, data that has been crawled by search engines is then indexed. In indexing pages, the engine employs processed analysis engines for various aspects of its content. Then determine the weight of the page that has been determined so that it can determine the match of the data you are looking for.

Analysis Technique

The analysis technique used is qualitative analysis which describes the theoretical approach from the opinions of experts about the quality of information systems and quantitative analysis where data processing is a process to obtain data from each research variable that is ready to be analyzed. Data processing includes data editing, data transformation (coding), data tabulation and data presentation in order to obtain complete data from each object for each variable studied.

DISCUSSION

Two Ph.D students of Stanford, Larry Page and Sergey Brin, founded Google in 1998. The private company announced in June 1999 that it had \$25 million in funding sources. Google's mission is to provide the best Internet search experience by making the world's information accessible and useful. Google, maker of the world's largest search engine, offers fast, easy search for information on the internet. By accessing more than 1.3 billion web pages, Google delivers relevant results to all users around the world in less than half a second. As of today, Google has responded to more than 100 million search queries a day. Google uses the latest patented PageRank technology, this technology guarantees the most important information will be displayed first. Google is a play on the word 'googol', which was used by Milton Sirota, nephew of American mathematician Edward Kasner, to say the number 1 and have 100 zeros after it. Google uses this word in describing the company's mission to organize the vast amount of information available on the Internet and in this world.

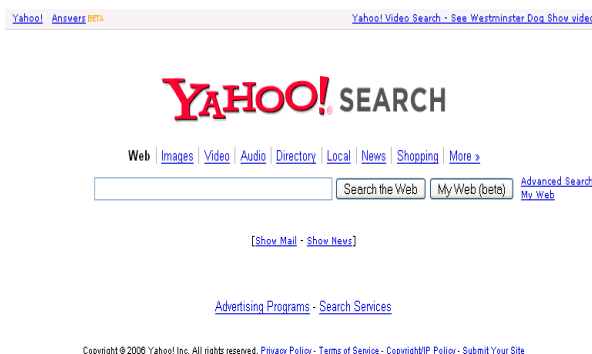


Gambar 1. Search Engine Google.com



Gambar 2. Output Pencarian Google

2. YAHOO



Gambar 3. Search Engine yahoo.com

The two founders of Yahoo!, David Filo and Jerry Yang, are doctoral candidates in Electrical Engineering at Stanford University. They started in a college trailer in February 1994 as a way to stay on top of their personal fascination with the Internet. The website started with the creation of "Jerry's Guide to the World Wide Web" which received a new nickname with the help of a dictionary. Jerry and David soon realized that they were not alone in finding such a useful website, long before hundreds of people were accessing their guides from trailers in Stangford. Currently, Yahoo! Inc. has become a global communication leader via the internet, commercial, and media companies that has become a network service brand of more than 232 million individuals every month in cyberspace. As the first online navigation guide on the web, www.yahoo.com is a leader in the context of traffic, advertising, household use, and business user reach. Even though Yahoo is actually more directed to the Directory, users from the search engine side are also among the most widely used in the world. A site that ranks low, it may be difficult for the Narotama Collection <http://ejournal.narotama.ac.id> to emerge at the top position. As a result, the level of traffic they get through search engines is also low. Yahoo! is an acronym for "Yet Another Hierarchical Official Oracle," but Jerry and David chose the name yahoo because they liked its general definition: "rude, unsophisticated, uncouth".



Gambar 4. Hasil Output Yahoo

COMPARISON RESULTS OF THE QUALITY OF YAHOO AND GOOGLE SYSTEMS

Kualitas Sistem	Web Browser	
	Yahoo	Google
kemudahan untuk digunakan	6,97	8,59
kemudahan untuk diakses	7,10	8,48
kecepatan akses	7,00	8,45
ketahanan dari kerusakan	6,00	7,10

Tabel 1. Tabulasi Data Perbandingan Kualitas Sistem Yahoo dan Google

Kualitas Sistem	Web Browser	
	Yahoo	Google
kemudahan untuk digunakan	70%	86%
kemudahan untuk diakses	71%	85%
kecepatan akses	70%	84%
ketahanan dari kerusakan	60%	71%

Tabel 2. Hasil Persentase Perbandingan Kualitas Sistem Yahoo dan Google

Based on the table above, it can be seen that Google has an advantage over Yahoo, at all levels of system quality, namely ease of use, ease of access, speed of access and resistance to damage. However, among the four categories measured, it can be seen that both Yahoo and Google are quite vulnerable to damage, such as getting viruses easily, and their accounts can be hijacked.

COMPARISON RESULTS OF YAHOO AND GOOGLE INFORMATION QUALITY

Kualitas Informasi	Web Browser	
	Yahoo	Google
Relevansi	6,59	8,45
Akurasi	6,52	7,97
Tepat Waktu	6,83	8,45
Penyajian informasi	6,41	8,21

Tabel 3. Tabulasi Data Perbandingan Kualitas Informasi Yahoo dan Google

Kualitas Informasi	Web Browser	
	Yahoo	Google
Relevansi	66%	84%
Akurasi	65%	80%
Tepat Waktu	68%	84%
Penyajian informasi	64%	82%

Tabel 4. Hasil Persentase Perbandingan Kualitas Informasi Yahoo dan Google

Based on the table above, it can be seen that Google has an advantage over Yahoo, at all levels of information quality, namely relevance, accuracy, timeliness and information presentation.

And one of the advantages of Google in adding to the convenience of users in searching for data on search engines, has features for completeness of searches such as advance search, namely further searches, categories that function as category directors, related search is a search related to inputted data, and search by is a feature to search through desired site

CONCLUSION

From the test above it can also be concluded that Google is indeed a brand in information systems, especially in search engines, popular among lecturers and students of the Ambon State Polytechnic compared to Yahoo. Aspects that stand out from the quality of Google's system are easy to use and accessible, as well as fast in accessing and aspects that stand out from the quality of Google's information are the relevance, timeliness and presentation of information, as

well as additional features that make it easier for users to be more complete than Yahoo.

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