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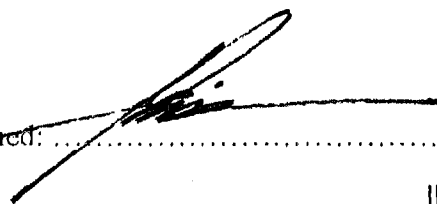
IN A TERTIARY INSTITUTION

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**OSMOSIS LEARNING
THROUGH SMS
IN A TERTIARY INSTITUTION**

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ABSTRACT

This study explores the phenomenon of Osmosis Learning, or learning through involuntary absorption from one's environment. The medium of transference being studied is that of Short Messaging Service (SMS) - a relatively new medium that is yet to be widely studied as a tool for Technology Based Learning Environments (TBLE). And the context in which the case study is observed, is that of a private university which specializes in creative based programs. The working environment of the said case study can be classified as a Learning Organization, as the philosophy of work ethics and corporate vision of the university focuses on on-job learning and perpetual development. The proposal is an Action Research effort by a member of staff, carried out as a participant-observer using the covert-immersion and dramaturgy methodologies. The rationale for the study is the need to identify patterns and models of learning within this technological context, and the objective is to strategize the application of such identified patterns or models, for the mutual benefit of the people and establishment involved.

**Pembelajaran Secara Osmosis
melalui Penggunaan SMS
di sebuah institusi tertua**

**oleh
Firuz H. Hussin**

ABSTRAK

Kajian ini meninjau fenomena Pembelajaran Secara Osmosis, iaitu kaedah mempelajari sesuatu dengan secara tidak sengaja menerusi penerapan semulajadi dari suasana persekitaran. Media pengantara yang dikaji, ialah kemudahan pesanan bertulis melalui telefon bimbit, atau lebih dikenali sebagai “Short Messaging Service” (SMS). SMS merupakan alat perhubungan yang luas digunakan masakini, tetapi belum dikenali sebagai alat pembelajaran, sebagaimana yang disarankan dalam konsep Alam Pembelajaran Berteknologi, atau “Technology Based Learning Environments” (TBLE).

Organisasi di mana kajian ini telah dijalankan merupakan sebuah Institusi Pengajian Tinggi Swasta (IPTS) yang bertumpukan pembelajaran secara kreatif, bukan sahaja di kalangan pelajarinya, malah juga sesama tenaga pekerjanya. Peningkatan pembelajaran menggunakan kreativiti dan teknologi dalam kesemua aspek, bukan sahaja diamalkan seharian, malah, ianya jelas tersirat dalam misi dan visi korporat IPTS tersebut. Lantas, suasana kerja di organisasi tersebut adalah selari dengan konsep Organisasi Pembelajaran, atau “Learning Organization”, di mana pembangunan dan pembelajaran berterusan menjadi nadi penggerak utama organisasi tersebut.

Kajian ini telah dijalankan secara “covert-immersion” oleh “participant-observer” iaitu oleh pengkaji sendiri tanpa diketahui umum, menggunakan teknik “dramaturgy” atau lakunan bersitu.

Dari hasil tinjauan, corak pembelajaran yang dikenalpasti akan disarankan penggunaannya untuk tujuan meningkatkan daya kerja dalam situasi IPTS tersebut. Adalah menjadi niat kajian ini agar peningkatan daya kerja yang terhasil akan membawa faedah dan ganjaran kepada kedua-dua pihak, para pekerja dan juga IPTS yang terlibat.

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