

## Socialization of the Use of Perplexity AI in Improving the Quality of Research and Student in Indonesia

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### ABSTRACT

Penulis melakukan sosialisasi ini kepada mahasiswa dan dosen muda. Sosialisasi ini dilakukan pada saat penulis sedang mengajar dan diskusi informal antar rekan sekantor. Hasil dalam artikel ini menunjukkan penulis melakukan sosialisasi selama kurang lebih empat kali pertemuan dengan mahasiswa di tempat penulis mengajar dengan konsep sosialisasi penggunaan Perplexity AI sebanyak satu kali dan langsung praktik menulis jurnal dan framework skripsi dengan tiga kali evaluasi. Saat melakukan sosialisasi, penulis memaparkan beberapa keunggulan Perplexity AI, antara lain: 1. Kemampuan Search Engine yang Lebih Optimal: Google Search lebih optimal dalam melakukan pencarian dengan menggunakan kata kunci. Jika kita memasukkan kalimat yang panjang, Google sering kali tidak dapat menemukan hasil pencarian. Hal ini berbeda dengan Perplexity AI yang mampu memahami konteks tulisan yang kita input, baik berupa teks panjang atau hanya sekedar kata kunci. Siapa saja yang menggunakannya tentu akan dimudahkan. 2. Jawaban yang Lebih Akurat: Meskipun ChatGPT memiliki pemahaman bahasa yang luas, mereka mungkin tidak selalu memahami konteks secara mendalam. Hal ini menyebabkan jawaban yang diberikan kurang tepat atau tidak sesuai dengan apa yang dimaksud pengguna. Berbeda dengan Perplexity yang memiliki pemahaman konteks yang lebih baik sehingga jawaban yang diberikannya bisa lebih relevan dan akurat. 3. Chatbot dengan Kemampuan Canggih: AI ini dapat menanggapi setiap percakapan yang Anda lakukan, meskipun hanya sekedar "halo". Jawaban yang diberikan juga sangat ramah sehingga kita dapat merasa nyaman saat mengobrol dengan mesin pencari ini. Meskipun begitu, pengetahuannya sangat luas sehingga kita dapat menanyakan apa saja kepadanya, mulai dari pertanyaan yang sepele hingga pertanyaan yang sangat sulit. Ia akan berusaha menjawabnya seakurat mungkin lengkap dengan referensi. 4. Menampilkan Sumber Jawaban Secara Transparan: Setiap jawaban yang diberikannya biasanya didapatkan dari hasil pencarian Google. Meski begitu, Perplexity AI mampu merangkumnya untuk Anda. Jadi, Anda tidak perlu repot-repot mencari inti jawaban. Satu hal yang membuat AI ini sangat membantu adalah ia akan menampilkan sumber informasi untuk setiap jawaban. Tidak hanya satu sumber, setidaknya dua hingga lima sumber informasi dapat ditemukan. 5. Cepat dan Efisien: Tidak perlu menunggu lama untuk melihat jawaban dari Perplexity. Setelah Anda mengetik pertanyaan, jawaban akan langsung muncul di bawahnya. Meski begitu, kecepatan ini juga dipengaruhi oleh beberapa faktor. Semakin sulit dan kompleks pertanyaan yang Anda lemparkan, tentu saja proses menjawabnya juga akan semakin lama. Jadi, masalah kecepatan ini harus disesuaikan dengan variabel-variabel tersebut. Padahal, di antara kelebihan-kelebihan yang penulis sebutkan di atas, masih banyak kelebihan lain yang dimiliki oleh Perplexity AI seperti evaluasi performa, kemudahan penggunaan, dapat digunakan di PC atau smartphone, dan lain sebagainya. Keunggulan yang dimiliki Perplexity AI, menurut peneliti

adalah dapat meningkatkan kualitas penelitian mahasiswa, baik jurnal maupun tesis.

The author conducted this socialization towards students and junior lecturers. This socialization was conducted during the author's teaching hours and informal discussions among colleagues in the office. The result in this article show the author conducted lasted for approximately four meetings with students at the author's teaching place with the concept of socializing the use of Perplexity AI once and directly practicing writing journals and thesis frameworks with three evaluations. When conducting socialization, the author explained a number of advantages of Perplexity AI, including: 1. More Optimal Search Engine Capabilities: Google Search is more optimal in searching using keywords. If we enter a long sentence, Google often cannot find search results. This is different from Perplexity AI which is able to understand the context of the writing we input, whether it is in the form of long text or just keywords. Anyone who uses it will certainly be facilitated. 2. More Accurate Answers: Although ChatGPT has a broad understanding of language, they may not always understand the context in depth. This causes answers that are less precise or not in accordance with what the user means. Unlike Perplexity which has a better understanding of context so that its answers can be more relevant and accurate. 3. Chatbot with Advanced Capabilities: This AI can respond to any conversation you make, even if it's just a "hello". The answers are also very friendly so that we can feel comfortable when chatting with this search engine. Even so, his knowledge is so broad that we can ask him anything, from trivial questions to very difficult questions. He will try to answer it as accurately as possible complete with references. 4. Displaying Answer Sources Transparently: Every answer it provides is usually obtained from Google search results. Even so, Perplexity AI is able to summarize it for you. So, you don't need to bother getting the gist of the answer. One thing that makes this AI so helpful is that it will display the source of information for each answer. Not just one source, at least two to five sources of information can be found. 5. Fast and Efficient: No need to wait long to see the answer from Perplexity. After you type the question, the answer will immediately appear below it. Even so, this speed is also influenced by several factors. The more difficult and complex the question you throw, of course the answering process will also be longer. So, this speed issue must be adjusted to these variables. In fact, among the advantages that the author mentioned above, there are still many other advantages possessed by Perplexity AI such as performance evaluation, ease of use, can be used on PC or smartphone, and so on. The advantages possessed by Perplexity AI, researchers are that it can improve the quality of student research, both journals and theses.



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## INTRODUCTION

The definition of quality according to Pierre and Simar is the achievement of previously set goals, or conformity to predetermined standards. Meanwhile, Bourke, states quality as a description of a product or work result. Thus, quality includes various aspects related to the criteria or characteristics of work results or activities. If associated with student theses, then the quality of the thesis is related to the criteria that must be included in the thesis (Abdurahman 2016).

Hont uses two approaches to understand the meaning of quality, namely (Manzilati 2017): (1) a descriptive approach, and (2) a metaphysical approach. The descriptive approach assumes that quality is a description and characteristic of the results of a job. In this approach, something of quality is seen as something of value. In the second approach, called the metaphysical approach, quality is seen as something that can not only be analyzed descriptively but also has criteria, so that it can be measured. A thesis is a form of scientific work by a student, which is usually compiled as one of the requirements to

obtain a Bachelor's degree. A thesis is said to be a scientific work, because the thesis is compiled based on the results of scientific research and is written systematically, consistently with the process and steps of scientific thinking and paying attention to the rules of scientific writing techniques. Thus, discussing the quality of a thesis means discussing the quality of research. Research has a distinctive role when associated with certain activities. On the one hand, research is an educational tool when associated with educational activities, and on the other hand, research is very functional in finding knowledge, or more precisely, new information (Rukin 2019).

In writing a thesis, the quality of the thesis is generally approached with a metaphysical approach. This is because the quality of the thesis, in addition to being closely related to the values contained, must also meet clear criteria (Zirmansyah 2011). This is in line with Delors' opinion, which means that quality is related to the product, or the results of an activity that meets the specified criteria. Furthermore, it is said that there are three things that must be contained in quality work results, namely (Susantiningrum, Triharyanto, and Hantari 2020); (1) reliability, namely the results of the work are in accordance with the rules set and in accordance with what was promised, (2) certainty, the results of the work are in accordance with expectations so as to create trust, and (3) physical evidence, regarding the completeness of the evidence that must be there .

In terms of research, it is defined as a careful, systematic activity, patient study in the field of knowledge, an activity in an effort to discover or prove facts and principles (Zirmansyah 2011). The meaning of careful and systematic here is because research must be carried out carefully and have a previously established order and system. In other words, the work procedure can be described to others, so that anyone can repeat the procedure to check newly discovered information in relation to validity and reliability, as an indication of good or quality research. Schulte in Billah, states that research is said to be of quality if the research includes a series of processes from a sequence of sequential stages which in general consist of the stages of preparation, data collection, analysis and reporting of results. This means that the previous stages in the series of research work become the basis for the following stages. While Race states that research is said to be of quality if the research has reliable validity and reliability. In relation to the validity of research, Eisenhart and Borko, state that there are standards that must be met, namely (Brennan 2000); (1) the contribution of the research to knowledge in the field, (2) the suitability between the research problem and data collection procedures and analysis techniques, and (3) the fulfillment of the requirements for the reliability of the research instrument.

Thesis as a research report is a scientific work result that must be of high quality, therefore Fraenkel and Wallen stated that there are four things that must be included in a scientific research report, namely (Zirmansyah 2011); (1) introduction, (2) main part, (3) reference sources, and (4) appendices (supplements). Furthermore, it is stated that the introduction contains; title page, table of contents, list of figures, and list of tables. While the main part contains five parts, namely; (1); the problem to be researched, in this section contains, (a) research objectives, (b) benefits of the research, (c) research questions and hypotheses, and (d) definitions of terms, (2) a review of relevant theories, (3) procedures containing (a) a description of the research design, (b) a description of the sample, (c) a description of the data collection instruments used, (d) an explanation of the procedures carried out, (e) a discussion of internal validity, and (f) a description and justification of the statistical techniques used, (4) findings, containing descriptions relating to the hypothesis or research questions, (5) a summary, conclusions, and recommendations, as well as suggestions.

Research with a quantitative approach emphasizes the existence of variables as research objects, these variables must be defined in operational form, therefore the research variables must be studied first, which is called a theoretical study. The more theories that are expanded, the deeper and sharper the theoretical study. In addition, reliability and validity are absolute requirements that must be met in research using a quantitative approach, because the fulfillment of these requirements will determine the quality of the data collected and mean the quality of the research results. Based on the descriptions above, it can be concluded that the quality of the thesis is the conformity between the student's thesis and the standards that must be contained in scientific research reports using scientific methods and procedures, which contain problems, theoretical studies, hypotheses, populations and sampling techniques, validity and reliability testing of instruments, research methods, data analysis techniques, conclusions and recommendations (Zirmansyah 2011).

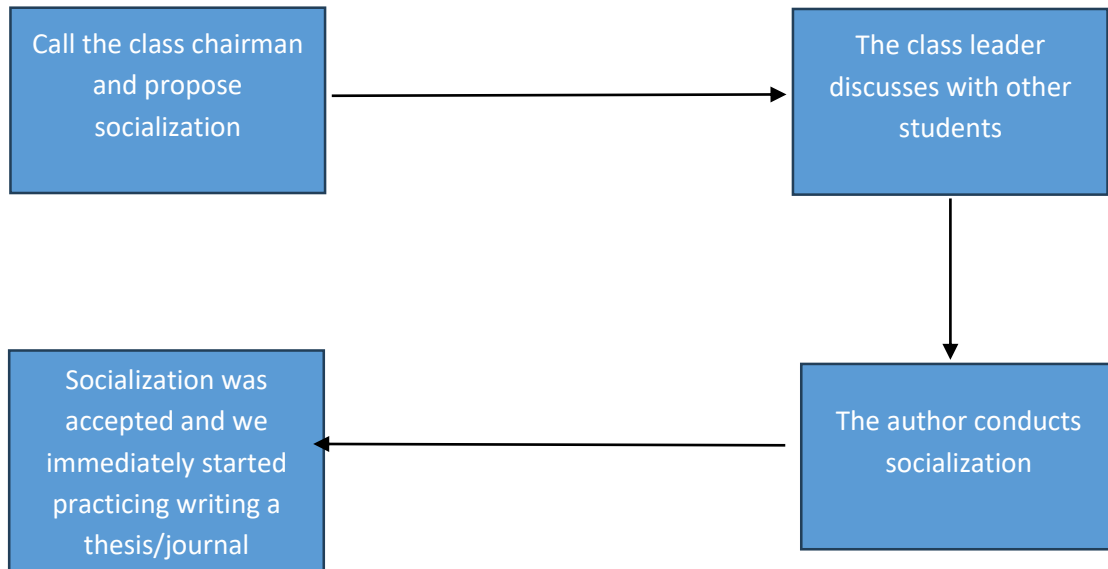
Based on the above explanation, the author considers improving the quality of student research and theses to be important to improve the quality of students personally. To improve the quality of

student research or theses, strategic steps are needed as facilities for students to make it easier for them to work on their theses. Therefore, the author took the initiative to socialize Perplexity AI in order to improve the quality of student research.

### METHOD

The author conducted this socialization towards students and junior lecturers. This socialization was conducted during the author's teaching hours and informal discussions among colleagues in the office. The stages of socialization that the author conducted in class are as follows:

**Figure 1**  
Alur Sosialisasi



### RESULT AND DISCUSSION

#### Research, Journal, and Thesis

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### **Socialization of the Use of Perplexity AI in Improving the Quality of Research and Student in Indonesia**

The socialization that the author conducted lasted for approximately four meetings with students at the author's teaching place with the concept of socializing the use of Perplexity AI once and directly practicing writing journals and thesis frameworks with three evaluations. When conducting socialization, the author explained a number of advantages of Perplexity AI, including: 1. More Optimal Search Engine Capabilities: Google Search is more optimal in searching using keywords. If we enter a long sentence, Google often cannot find search results. This is different from Perplexity AI which is able to understand the context of the writing we input, whether it is in the form of long text or just keywords.

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### **CONCLUSION**

The socialization that the author conducted lasted for approximately four meetings with students at the author's teaching place with the concept of socializing the use of Perplexity AI once and directly practicing writing journals and thesis frameworks with three evaluations. When conducting socialization, the author explained a number of advantages of Perplexity AI, including: 1. More Optimal Search Engine Capabilities: Google Search is more optimal in searching using keywords. If we enter a long sentence, Google often cannot find search results. This is different from Perplexity AI which is able to understand the context of the writing we input, whether it is in the form of long text or just keywords. Anyone who uses it will certainly be facilitated. 2. More Accurate Answers: Although ChatGPT has a broad understanding of language, they may not always understand the context in depth. This causes answers that are less precise or not in accordance with what the user means. Unlike Perplexity which has a better understanding of context so that its answers can be more relevant and accurate. 3. Chatbot with Advanced Capabilities: This AI can respond to any conversation you make, even if it's just a "hello". The answers are also very friendly so that we can feel comfortable when chatting with this search engine. Even so, his knowledge is so broad that we can ask him anything, from trivial questions to very difficult questions. He will try to answer it as accurately as possible complete with references. 4. Displaying Answer Sources Transparently: Every answer it provides is usually obtained from Google search results. Even so, Perplexity AI is able to summarize it for you. So, you don't need to bother getting the gist of the answer. One thing that makes this AI so helpful is that it will display the source of information for each answer. Not just one source, at least two to five sources of information can be found. 5. Fast and Efficient: No need to wait long to see the answer from Perplexity. After you type the question, the answer will immediately appear below it. Even so, this speed is also influenced by several factors. The more difficult and complex the question you throw, of course the answering process will also be longer. So, this speed issue must be adjusted to these variables.

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