The Effectiveness of Whatsapp in Disseminating Work-Related Information: The Case of UPTM

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Abstract

In today's digital age, WhatsApp, an instant messaging application has been extensively utilized in people's daily lives, especially at work. Previous study shows that the use of instant messaging enables the workers to communicate better in a workplace. Hence, this study aims to examine the effectiveness and impact of WhatsApp as a communication tool for disseminating work-related information within an organization. This study employs a quantitative method approach to collect data where survey questionnaires are distributed to the employees across faculties and departments in Universiti Poly-Tech Malaysia (UPTM). The factors investigated include speed, accessibility, clarity and overall satisfaction among UPTM employees in navigating WhatsApp to discuss work-related information. The results of this study complement the existing literature on organizational communication and technology adoption which are fruitful for both employers and employees. Overall, the study outlines best practices recommendations to optimize the use of WhatsApp as a communication tool within an institution by taking into account key factors such as message content, timing and recipient preferences.

Keywords: *WhatsApp, Effectiveness, Impacts, Communication, Satisfaction.*

INTRODUCTION

In the early 1990s, instant messaging became a mainstream phenomenon, allowing friends and strangers to exchange real-time messages with people around the world (Appel, Grewal, Hadi & Stephen, 2019). Since then, instant messaging applications have revolutionised the way people and organisations interact, collaborate and share information in the modern age of communication technology. According to Bhat (2023), WhatsApp is one of the most popular apps that has gained tremendous popularity in various fields such as businesses and professions. This application is fast becoming a necessity as the main communication platform for everyone, especially in a organization. Therefore, it is an opportunity to conduct this research that aims to investigate and discuss the effectiveness of WhatsApp as a tool for disseminating work-related information within organizations.

Effective communication plays an essential role in every aspect of business operations and is critical to the success of any business leader (Martic, 2023). The timely and accurate sharing of information about work by employees is an important factor in fostering collaboration, increasing productivity, and improving decision-making processes. The previous communication methods such as email or face-to-face meetings were very common because they have limitations in terms of speed, accessibility, clarity and overall satisfaction.

Wahab and Bahfen (2021) state that WhatsApp is a potential solution to these limitations due to its user-friendly interface, robust messaging, and widespread use of the application. However, the effectiveness of WhatsApp as a tool for disseminating work-related information has not been studied in depth and remains uncertain (Sutjipto, Arviani, & Putri, 2022). Therefore, this study aims to investigate the effectiveness of WhatsApp as a tool for disseminating work-related information in Universiti Poly-Tech Malaysia (UPTM).

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The use of Whatsapp for daily communication among employees is a common practice at UPTM. Employees tend to rely on Whatsapp for communication rather than a phone call or face-to-face meeting. The results of this study will help develop an understanding of how Whatsapp can be used more effectively for workplace communication by closing this gap.

This research focuses specifically on the use of WhatsApp for disseminating work-related information within the UPTM organization. The study will collect data from UPTM employees and managers through surveys. The research will analyze current usage patterns, assess perceived effectiveness, identify influencing factors and explore the benefits and challenges associated with WhatsApp in disseminating work-related information. The findings will be used to make recommendations tailored to UPTM that may be extended to other organizations with similar communication challenges.

LITERATURE REVIEW

This section aims to examine and summarise the relevant literature on the effectiveness of WhatsApp as a tool for disseminating work-related information in organisations. It provides a critical examination of the existing literature to identify gaps, inconsistencies and areas for further investigation.

Universiti Poly-Tech Malaysia

Universiti Poly-Tech Malaysia, also known as UPTM is an academic institution for higher learning that is managed by a President with three Deputy Presidents and a Registrar respectively. These personalities invariably form the management of the UPTM for day to day administration and supervision. Below the top management level, there are another layer occupied by Dean of faculty departments for academician staff members.

All academicians at UPTM are grouped into five different faculties based on their expertise which are Faculty of Computing and Multimedia (FCOM), Faculty of Education, Humanities and Arts (FEHA), Faculty of Business, Accountancy and Social Sciences (FBASS), Institute of Professional Studies (IPS) and Institute of Graduate Studies (IGS).

In addition, non-academic staff members at UPTM play a vital role in supporting the overall functioning and operations of the institution. These staff members work in diverse departments and units across the university, such as administration, finance, human resources, information technology, library services, facilities management, student affairs and more.

Academician

An academician refers to a faculty member who is actively involved in teaching, research and scholarly activities (Paudel, 2021). Academicians at universities usually known as lecturers play a crucial role in advancing knowledge, educating students and contributing to the academic community. They are closely related to communication in disseminating work-related information within the academic community and beyond. They engage in communication to disseminate their research findings, theories, and scholarly work. They publish academic papers, present at conferences and share their expertise with the academic community and beyond.

Furthermore, academicians disseminate work-related information through their teaching activities (Khan et al., 2021). They deliver lectures, conduct seminars, and facilitate discussions to share their expertise and knowledge with students. By providing up-to-date and relevant information in their respective fields, academicians equip students with the necessary skills and understanding to excel in their academic pursuits and future careers.

The advancement of technology and the widespread use of mobile messaging applications have revolutionized the way academicians communicate and disseminate work-related information (Morsidi et al., 2021). Among the various platforms available, WhatsApp has emerged as a popular choice for seamless and efficient communication among colleagues.

Non-Academician

 Non-academic staff members at a university refer to individuals who work in various administrative, technical and support roles within the institution (Kallenberg, 2020). Unlike academic staff members who are primarily

involved in teaching, research, and scholarly activities, non-academic staff members contribute to the operational aspects of the university.

They are responsible for managing administrative processes, supporting student services, maintaining facilities, handling financial operations, providing technical support, managing human resources and carrying out other essential functions that are necessary for the efficient functioning of the university (Mengistu, 2022). Non-academic staff members play a crucial role in supporting the overall mission and goals of the institution and in creating a conducive environment for students, faculty, and staff.

Similar with academicians, communication methods of non-academic staff members for disseminating work-related information have undergone a significant shift towards the use of WhatsApp among colleagues (Hashim et al., 2022). WhatsApp enables instant and efficient communication, with quick sharing of updates and queries.

Whatsapp

Nowadays, there is a wide range of Mobile Instant Messaging (MIM) applications and services that can be found on smartphones, such as WhatsApp, Line, WeChat, iMessage, Viber, Skype, Facebook Messenger, KaKoa Talk, and Telegram. These specific applications are commonly known as Over The Top (OTT) applications because they are not proprietary and function independently of the network provider being utilized (O'Hara, Massimi, Harper, Rubens, & Morris, 2014).

WhatsApp is widely recognized as a favoured messaging application for personal utilization, it has also penetrated the realm of professional contexts as a means of communication and collaboration amongst team members. Numerous organizations have opted to employ WhatsApp groups to disseminate job-related updates, announcements, as well as documentation within respective teams or departments. In contemporary organizations, mobile technologies have become the primary mode of communication. Employers are swiftly incorporating these technologies into the organizational framework with the aim of promoting engagement in work-related activities, irrespective of temporal and spatial constraints (Bott et al., 2010).

According to statistical data, it has been revealed that Malaysia holds the distinction of being the most extensive utilizer of WhatsApp applications. The underlying reason for this noteworthy occurrence can be attributed to the staggering amount of smartphone users that exist within the country which currently totals a staggering 11 million individuals. Furthermore, this number is projected to increase by 10% annually as per a report published by Utusan Online in 2016.

WhatsApp allows users to send text messages, voice messages, images, documents, and even make voice and video calls. Its group chat feature enables multiple team members to participate in discussions, share information, and coordinate tasks. Additionally, WhatsApp's broadcast feature allows users to send messages to a large number of recipients simultaneously, making it suitable for disseminating important announcements or company-wide updates.

 As mentioned by Allaguiy (2019), WhatsApp's popularity in organizational communication is due to its free, easy-to-use, and familiar interface, leading to its widespread use in creating groups for sharing information and building teamwork among employees. In the case of University Poly-Tech Malaysia (UPTM), Whatsapp is one of the most preferred platforms to act as communication tools as well as to aid in disseminating work related information among the staff compared to the other platform such as Telegram, WeChat, LINE and Facebook. Figure 1.0 shows the icons of six different Mobile Instant Messaging (MIM) to be compared in terms of their basic information.
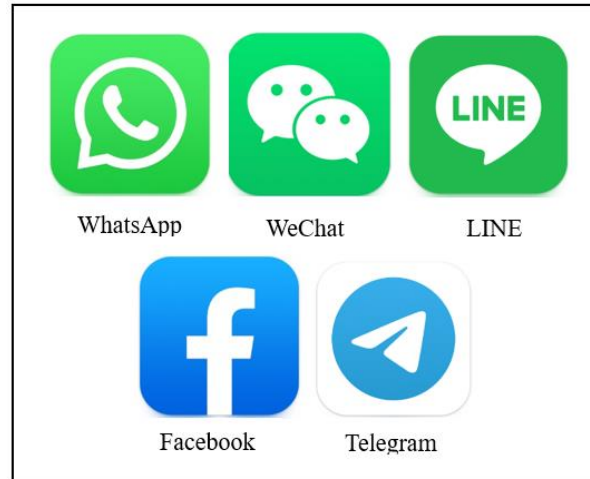
Figure 1: Icons of five (5) different Mobile Instant Messaging (MIM)

Table 1 below shows the basic information of six different types of Mobile Instant Messaging (MIM) from google play store. Based on the table, it can be concluded that WhatsApp by WhatsApp LLC has the highest mean rate which is 4.4 while the Mobile Instant Messaging (MIM) application with the highest number of downloads is WhatsApp and Facebook by having more than 5 billion number of downloads.

Table 1 Basic Information of Five Different Types Mobile Instant Messaging (MIM)

Information	WhatsApp LLC	WeChat International Pte. Ltd.	LINE Corporation	Meta Platform, Inc.	Telegram FZ-LLC
Name	WhatsApp	WeChat	LINE	Facebook	Telegram
Year Made	2009	2011	2011	2004	2013
No. of Downloads	5B+	100M+	500M+	5B+	1B+
No. of Reviews (Comments)*	177M	6.19M	13.8M	134M	12.5M
Mean Rate (Evaluation Score)*	4.4	3.6	4.1	4.1	4.3

(Source: https://play.google.com/, 2023)

Through the observation of the current related works of Mobile Instant Messaging (MIM) application that available in Google Play Store, WhatsApp with the trademark simple, reliable and private had adopted various kind of features such as chat room for users to message privately with end-to-end encryption, reliable in terms of how they can call across the world for free with the internet connection, group chat with friends and family and the users can share their daily moments through the status. According to Hashim, Mohd Shahid & Razak (2022), social media enables interactive communication between an organization and its employees, allowing for the exchange of views through message responses. This real-time capability facilitates prompt communication with employees, enabling the firm to effortlessly and expeditiously disseminate information.

However, the usage of social media in organizations can have both positive and negative impacts on organizational communication, depending on factors such as speed, accessibility, clarity and overall satisfaction of the user. Thus, the case study of the effectiveness of WhatsApp in disseminating work related information among UPTM's staff by taking into account key factors such as message content, timing and recipient preferences had been conducted through the distribution of questionnaire.

Factors Involved the Effectiveness of Disseminating Work-Related Information

The purpose of this research is to discuss the effect of WhatsApp on the dissemination of work related information among employees at UPTM. With the widespread usage and ease of access of Whatsapp, it has become an attractive option for organizations to share work-related information quickly and informally.

However, the effectiveness of WhatsApp as a dissemination tool depends on several factors. This section outlines four key factors that influence the effectiveness of WhatsApp in disseminating work-related information, allowing organizations to leverage its potential while ensuring efficient communication within the workplace.

Speed

Speed is a crucial factor in the effectiveness of WhatsApp in sharing work information among employees (Razali et al., 2022). The rapid transmission of information facilitates efficient communication, enabling employees to access and respond to work-related updates promptly. WhatsApp allows for instant messaging, enabling employees to communicate with each other in real-time. Unlike traditional communication methods like email or phone calls, WhatsApp offers immediate message delivery, ensuring that work-related information reaches recipients without delay. This real-time communication fosters quick decision-making, problem-solving, and collaboration among employees.

Furthermore, WhatsApp facilitates the creation of group chats and broadcast lists, allowing work-related information to be shared simultaneously with multiple recipients. In group chats, team members can exchange messages, files, and updates instantly, enabling swift information dissemination within a specific project or department. Broadcast lists enable the sender to send a single message to multiple recipients simultaneously, ensuring that important updates reach a broad audience quickly.

Moreover, WhatsApp's notification system plays a vital role in enhancing speed (Shah, 2022). When a new message is received, the recipient receives a notification on their mobile device. This immediate alert ensures that employees are promptly notified about new work-related information, reducing the likelihood of missed messages or delays in accessing critical updates.

WhatsApp allows the sharing of various multimedia formats, including documents, images, videos, and audio files. This feature enables employees to quickly exchange files related to work tasks, projects, or important announcements (Yilmazsoy et al., 2020). By eliminating the need for file transfers through other platforms, WhatsApp streamlines the process of sharing multimedia, saving time and ensuring speedy access to relevant information.

In addition to text-based messaging, WhatsApp offers voice and video calling capabilities. This feature allows employees to have real-time voice or video conversations, facilitating quick information exchange and decision-making (Dwivedi et al., 2021). Voice and video calling provide an alternative to traditional phone calls, eliminating the need for additional communication platforms and enhancing speed in work-related discussions.

Accessibility

Accessibility is one of the key factors that contribute to the effectiveness of Whatsapp in disseminating work-related information (Oksa et al., 2020). This is because of accessibility factor contributes in ensuring all employees have the necessary means to access and engage with the shared information. Sarwar and Soomro (2013) mentioned that accessibility begins with the availability of mobile devices such as smartphones or tablets. In today's digital era, mobile devices have become ubiquitous, with a growing number of individuals owning and using them for various purposes.

This phenomenon causes many organizations to provide company-owned devices or support a bring-your-own-device (BYOD) policy, ensuring that employees have the necessary hardware to access WhatsApp for communication and sharing work-related information (Palanisamy et al., 2020). Reliable internet connectivity is essential for accessing WhatsApp and sharing work-related information. Organizations need to ensure that employees have access to a stable internet connection, whether through Wi-Fi or mobile data plans.

Clarity

Wahab and Bahfen (2021) stated clarity is an essential factor in the effectiveness of WhatsApp in sharing work information among employees. Clear and concise communication ensures that the intended message is easily understood, minimizing misunderstandings and promoting efficient collaboration. WhatsApp primarily relies

on text-based messaging, which encourages users to express their thoughts concisely and clearly. The platform's interface promotes focused and structured communication, enabling employees to articulate their ideas and straightforwardly share work-related information.

In terms of message formatting, Woodgate (2019) mentioned that WhatsApp offers formatting options such as bold, italics, and bullet points, allowing users to emphasize key points or structure their messages more effectively. By using these formatting tools, employees can enhance the clarity and readability of their messages, ensuring that important information stands out. Next, WhatsApp enables the sharing of various file formats, including documents, spreadsheets, presentations, and PDFs. This feature allows employees to share work-related materials directly through the platform, ensuring that the information is presented in its original format. By avoiding file conversions or compatibility issues, WhatsApp maintains the clarity of shared documents and ensures that recipients can access the information as intended (Barhoumi, 2015).

In terms of message editing and deletion, WhatsApp allows users to edit or delete messages after they have been sent. This feature can be particularly useful in clarifying misunderstandings or correcting errors. If a message is misinterpreted or contains inaccuracies, employees can quickly edit or delete the message, preventing any confusion and maintaining clarity in subsequent communication. Other than that, WhatsApp provides read receipts and message status indicators, which inform senders when their messages have been delivered and read by recipients. This feature helps ensure that employees are aware of the message's status and can follow up if necessary. When messages are read promptly, it reduces ambiguity and promotes timely responses, contributing to clearer communication (Mehta, 2023).

In terms of language support, WhatsApp supports multiple languages, allowing users to communicate in their preferred language which facilitates clearer communication by enabling employees to express themselves comfortably and accurately in their native language (Abbas et al., 2019). It also promotes inclusivity and ensures that language barriers do not hinder understanding and collaboration among diverse teams.

Overall Satisfaction (FARAH)

The level of satisfaction employees experience with Whatsapp can significantly impact their engagement, productivity and collaboration. WhatsApp offers several collaboration features such as group chats, file sharing, and voice/video calls. These features enable employees to work together, exchange ideas, and discuss projects. Effective collaboration fosters a sense of teamwork and accomplishment, leading to increased satisfaction as employees feel empowered and engaged in their work.

Moreover, respecting timing boundaries is an important factor that contributes to overall satisfaction when using WhatsApp for sharing work information among employees. It refers to the consideration and adherence to appropriate timing when communicating, ensuring that messages are sent and received within acceptable timeframes. Clear communication and setting expectations regarding response times can help in respecting timing boundaries. Teams can establish guidelines or agreements regarding response timeframes for different types of messages, such as urgent versus non-urgent.

By setting these expectations upfront, employees can align their communication accordingly, ensuring that messages are sent with appropriate timing and recipients have clarity on response expectations. This practice promotes a respectful and efficient communication culture, leading to overall satisfaction.

Overall satisfaction in sharing work information among employees using WhatsApp is influenced by factors such as ease of use, reliability, communication efficiency, collaboration features, mobile accessibility, privacy and security, integration with work processes, user support, and updates. By addressing these factors, organizations can ensure that employees have a positive experience using WhatsApp for work-related communication, fostering engagement, productivity, and overall satisfaction.

RELATED WORKS

The rising of a mobile technologies in this digital age had led towards use of a lot of applications such as WhatsApp, Telegram, LINE and WeChat in disseminating work-related information efficiently. This paper

presents the research on the efficacy of WhatsApp as a means of disseminating work-related information among the staff of UPTM. Numerous factors under the different organizational context had been proposed to address the effectiveness of Whatsapp towards its user.

According to Hashim et al. (2022), the relationship between the WhatsApp usage and employee engagement can be analysed based on the impact of perceived usefulness, perceived ease of use, social influence, and job relevance of WhatsApp usage on employee engagement. Thus, the case study on Ministry of Communication and Multimedia Malaysia had been conducted to determine the relationship between WhatsApp usage and employee engagement and the result shows that the level of WhatsApp usage in the Ministry of Communication and Multimedia Malaysia is high, and the level of employee engagement is also high.

In the recent research, Zakaria & Ibrahim (2018) investigates on how to optimize office resources by using WhatsApp as an information system tool in the management and administration of Polytechnics in Ghana. The concept of optimization entails the pursuit of achieving the utmost level of perfection, functionality, or effectiveness in a given context. This term has found extensive application in various fields of study such as Efficiency (Stringfellow, 2019), Human Resource Development (Shuck, 2011; Elnaga, & Imran, 2013), and Talent Management (Schiemann, 2014; Heathfeld, 2019) as evidenced in the academic literature. As a result, the integration of WhatsApp in the information system of Polytechnics in Ghana had optimized the use of paper, ink, and electricity.

In fact, Sutjipto, Arviani, & Putri (2022) had indicated that the social media platform WhatsApp has a significant effect on the dissemination of learning information in the Communication Studies Program of the State University of Jakarta. The survey design provides a quantitative description of a population's trends, attitudes, opinions, or tests to connect between population variables, by studying the population sample. Ariffin & Omar also study the relationship between WhatsApp usage and employee engagement in an organization but in different context which is the Telecommunication Company. As a result, WhatsApp is relevant for them to interact and communicate within themselves either for personal or work purposes.

METHODOLOGY

The purpose of this study is to investigate the extent to which WhatsApp is used by employees to share work-related information and its impact on the efficiency and effectiveness of information dissemination. Quantitative research methods are used to collect and analyze data from a sample of employees at UPTM.

Quantitative research is a survey method that involves numerical data. Based on the research objectives and all the key factors that affect the effectiveness of WhatsApp in disseminating work-related information at UPTM, a questionnaire was designed. The survey includes questions about WhatsApp usage for work-related purposes, perceived effectiveness, information dissemination efficiency, and factors influencing effectiveness. The collected data will be analyzed using statistical methods in the next section.

RESULT AND DISCUSSION

A total of 100 UPTM employees participated in the current study. Their demographic characteristics are displayed in Table 1. Table 1 shows that the genders of the respondents in this study consist of 21% of male and 79% female. More than half of the respondents are female. From the observation, we can see that majority of the UPTM employee are female.

The age of the respondents involved in this study range from 20 to 60 years old and above. This is based on the entrance age into the service and the age of pension. They are divided into 5 groups. Based on the research only 8% of the respondents' age are from 20 – 29 years old and 45% of the respondents are from 30 – 39 years old. It follows by 33% of the respondents' age from 40 – 49 years old. 12% of the respondents are 50 to 59 years old and only 2% of the respondents are from 60 years old and above.

As we can see majority of the respondents are from academic (77%) because based on the data from Human Resource Department, majority of the staff are academician while only 23 % respondents came from non-academic department.

Table 1 Respondents Demographic Profile *(n=100)*

	Frequency/ Percentage (%)
Gender	
Male	21
Female	79
Age	
20 – 29	8
30 – 39	45
40 – 49	33
50 – 59	12
60 years and above	2
Department	
Academic	77
Non-Academic	23

Table 2 Respondents WhatsApp Profile *(n=100)*

	Frequency/ Percentage%
Join any WhatsApp group?	
Yes	100
No	0
Number of WhatsApp group joined?	
2 groups	0
3 groups	1
4 groups	7
5 groups and above	92
Join any WhatsApp group of co-workers / colleagues?	
Yes	100
No	0
Join any WhatsApp group consist of your Co-workers / Colleagues, Head of Unit a Head of Department?	
Yes	97
No	3
Duration of using WhatsApp in a day:	
<5 hours	21
5-8 hours	35
9-12 hours	21
13-16 hours	6
>16 hours	17

Based on **Table 2**, 100% of UPTM employee join WhatsApp group, including the co-workers' groups and 92% of them have 5 groups and more. Even though they join many groups, they know how to control their time accessing the service, 35% of them only spent between 5-8 hours per day. Only 17% spent more than 16 hours accessing the service in a day.

Table 3 Factor – Speed *(n=100)*

Speed	Strongly disagree %	Disagree %	Agree %	Strongly agree %
a. Work-related information is disseminated quickly and efficiently through WhatsApp.	0	3	34	63
b. Information receives through WhatsApp is much faster compare to any other communication channels.				
c. Compared to other communication channels, WhatsApp allows for faster exchange of work-related information.	0	2	31	67
d. The speed of disseminating work-related information through WhatsApp significantly impacts my overall job performance.	1	2	32	65
	2	4	39	55

	Strongly disagree	Disagree	Agree	Strongly agree
e. Quick response times on WhatsApp contribute to the efficient dissemination of work-related information.	1	4	34	61

It can be seen from **Table 3**, more than 90% agreed work-related information is disseminated quickly and efficiently through WhatsApp compared to any other communication channels. Employees who have quick access to information can execute their work more quickly. Thus, significantly impacts the overall job performance.

Table 4 Factor – Accessibility (*n=100*)

Accessibility	Strongly disagree %	Disagree %	Agree %	Strongly agree %
a. I can access work-related information easily through WhatsApp whenever I need it (including outside of regular working hours).	1	5	33	61
b. WhatsApp allows me to access work-related messages and information conveniently, regardless of my location.	1	4	29	66
c. Compared to other communication channels, WhatsApp provides me with greater accessibility to work-related information.	2	12	37	49
d. I find it convenient to access important work-related documents or files shared through WhatsApp.				
e. The accessibility of work-related information through WhatsApp positively affects my overall job satisfaction.	8	20	39	33
	3	11	51	35

Table 4 shows that majority employees (more than 90%) agreed that work-related information can be easily and conveniently accessed through WhatsApp whenever they need it (including outside of regular working hours). 72% of them agreed that it is convenient to access work-related documents shared through WhatsApp thus positively affected their overall job satisfaction.

Table 5 Factor – Clarity (*n=100*)

Clarity	Strongly disagree %	Disagree %	Agree %	Strongly agree %
a. The information shared through WhatsApp for work-related communication is clear and easy to understand.	2	19	50	29
b. Compared to other communication channels, WhatsApp provides clear and concise dissemination of work-related information.	5	16	53	26
c. I rarely encounter misunderstandings or misinterpretations when receiving work-related information through WhatsApp.				
d. The use of proper language, formatting, and organization in work-related messages on WhatsApp ensures clarity.	5	29	52	14
e. I would prefer alternative communication methods if they offered even greater clarity in disseminating work-related information than WhatsApp.	4	22	45	29
	4	10	45	41

By utilising capabilities such as search functionality and some formatting, WhatsApp promotes clear and concise dissemination of work-related information, helping professionals to communicate effectively and ensuring important details are conveyed accurately and efficiently. From **Table 5**, it can be seen that more than 70% agreed that WhatsApp offers straightforward and succinct sharing of information pertaining to the workplace as compared to other channels of communication. 74% of the respondents agreed that clarity is ensured by using appropriate language, structure, and organisation in WhatsApp conversations pertaining to work-related messages.

Table 6 Overall Satisfaction

(*n=100*)

Overall Satisfaction	Strongly disagree %	Disagree %	Agree %	Strongly agree %
a. Using WhatsApp for work-related communication has positively impacted my overall satisfaction with information dissemination.				
b. I believe that WhatsApp has enhanced collaboration and coordination among team members, contributing to my overall satisfaction.	2	13	54	31
c. The timing of work-related messages on WhatsApp respects the boundaries between work and personal life.	3	9	50	38
d. I have encountered challenges or limitations related to message content, timing, or recipient preferences when using WhatsApp for work-related communication.	25	22	35	18
e. The overall satisfaction with WhatsApp as a tool for disseminating work-related information is affected by how well it addresses the diverse needs and preferences of recipients.	3	12	58	27
	2	4	64	30

Table 6 summarizes that 85% of the respondent agreed that their overall happiness with information dissemination has been positively improved by using WhatsApp for work-related communication. 88% of the respondent agreed that WhatsApp has improved teammate communication and cooperation, thus has improved their overall satisfaction. When utilising WhatsApp for work-related communication, 85% of the respondent have run into issues or restrictions regarding the message content, timing, or recipient preferences. 94% of the respondent agreed that how well WhatsApp caters to the various demands of receivers affects how satisfied users are with it as a medium for sharing work-related information. As a conclusion 50% of the respondent prefer WhatsApp as their most preferred communication channel compared to others (Email – 45% and Telegram – 5%). Many still considered Email maybe due to the professional settings, email is frequently regarded as a more formal and professional means of communication. With the use of salutations, signatures, and appropriate formatting, it gives an organised method for communicating information. Finally, more users preferred WhatsApp because this service had won many with their fast service (as shown in **Table 3**) compared to Email.

CONCLUSION

In conclusion, this research paper contributes to the understanding of the effectiveness of WhatsApp as a communication tool for disseminating work-related information within the area of UPTM. By employing a quantitative research method and analyzing data collected from a sample of employees, valuable insights were obtained regarding the utilization and impact of WhatsApp in the organization. The findings of the study indicate that WhatsApp is extensively used by employees at UPTM for sharing work-related information. The platform offers convenience in terms of speed, accessibility, clarity and overall satisfaction, making it a preferred tool for disseminating information within the organization. By highlighting its advantages and addressing potential challenges, the study provides valuable insights and recommendations for optimizing the use of WhatsApp as a communication tool within the organization. The platform enables quick and efficient communication, leading to improved collaboration and coordination among colleagues. This effectiveness is attributed to the instant messaging features, group chats, and multimedia-sharing capabilities offered by WhatsApp. However, the study also identified potential challenges that may affect the effectiveness of WhatsApp in disseminating work-related information. Timing issues emerged as a prominent concern, with employees expressing unsuitable timing in receiving work-related information after working hours through WhatsApp. Clear guidelines and policies regarding should be emphasized within an organization to enhance workplace communication, collaboration, and information dissemination efficiency.

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The Effectiveness of Whatsapp in Disseminating Work-Related Information: The Case of UPTM

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In today's digital age, WhatsApp, an instant messaging application has been extensively utilized in people's daily lives, especially at work. Previous study shows that the use of instant messaging enables the workers to communicate better in a workplace. Hence, this study aims to examine the effectiveness and impact of WhatsApp as a communication tool for disseminating work-related information within an organization. This study employs a quantitative method approach to collect data where survey questionnaires are distributed to the employees across faculties and departments in Universiti Poly-Tech Malaysia (UPTM). The factors investigated include speed, accessibility, clarity and overall satisfaction among UPTM employees in navigating WhatsApp to discuss work-related information. The results of this study complement the existing literature on organizational communication and technology adoption which are fruitful for both employers and employees. Overall, the study outlines

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