

ABSTRACT

This study discusses student personal information management and behaviour. The purpose of this research is to identify how student personal information management and behaviour Univeritas Diponegoro in utilizing a bookmark manager as information storage media. The method used in this research is qualitative method. Data collection techniques in this research used observation, semi-structured interviews, and documentation. Informants were selected using a purposive sampling technique. In this study 6 informans were interviewed. Data analysis technique used is qualitative data analysis. The results research showed that Undip's student information management behavior in utilizing bookmark manager led students to gain insight into bookmark manager to support daily activities. Information management activities conducted include; selection, storage and management of student information. Selection conducted by sorting the information that is relevant based on the information content. Storage and management of information based on the information that has been obtained and stored according to the needs of each student, most students use the facilities of the folder in managing information by providing a specific name for easy retrieval of information. Bookmark manager gives a positive impact for students, for students the storage media is quite effective and efficient to be used continuously. Furthermore, the final activity carried out is to conduct an evaluation, an evaluation carried out by identifying information held by sorting or deleting information stored in the bookmark manager.

Keywords: *personal information management; Information behavior; bookmark manager; students*