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# Spirit of Writing and Sharing as Motives of Kompasiana Users

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## Abstract

In this digital era, people can more easily access information. Not only that, they also more easily produce content that can be published through various platforms on the internet. This phenomenon is called user generated content (UGC). Kompasiana, the UGC platform managed by KompasGramedia Group media company since 2008, provides space for the public to write citizen news and opinions. This platform has more than 355 thousand users and publishes an average of 373 articles per day. This study aims to determine the motivation of Kompasiana users to upload content. The motive indicator used is the typology used in Martha Jack's research, namely personal gain, individual growth, societal interaction, information dispersal, and collective change[1]. The findings of this study indicate that the highest motive is personal gain, while the lowest motive is collective change. Self-actualization and sharing are predicted to be the main drivers of Kompasiana users in creating and uploading content. The results of the cross tabulation also show that users who upload the most are users who works.

**Keywords:** user generated content, uses and gratifications

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## I. INTRODUCTION

In the era of information society, information production is no longer the monopoly of media corporations. The rapid development of information and communication technology (ICT) not only makes people easy to find and get information, but also easy to produce. Various content sharing platforms (both text and audio visual) come up and become very popular very quickly. The User Generated Content (UGC) phenomenon has begun immensely since the launch of video sharing website - YouTube in 2005. A year later, TIME Magazine even named "YOU" as Person of The Year in the December 25th 2006 edition. TIME wrote "You control the information age" on its cover. Youtube, Twittter, Facebook, Instagram not only serve as a social networking platform,

but also a platform to actualize the existence of human beings.

In Indonesia, total internet users reach 150 million people or 56% of the total population in Indonesia. This number grew by around 13% compared to data in 2018[2]. In fact, population growth in a year is only around 1%. The number of internet users make Indonesia one of the biggest online population in the world. This rapid growth also increases the number of alternative media. "Internet users in this country are very critical. They are very reactive to any issues that disturb their emotions – whether they are amazed, angry, and sympathetic," said Michael Rendy, Founder and CEO UGC site named Keepo[3].

The speed of production and dissemination of information is dilemmatic. On the one hand, positive information should create a democratic society. The participation of citizens who actively collect, report, analyze, and disseminate information is a requirement of democracy [4]. In several countries such as Iran, South Korea, Vietnam, Belgia, Kenya, and Australia, UGC has a significant role in political and democratic dynamics. In Kenya for example, during the 2007 election, bloggers acted as eyewitnesses and documented the election process, violence, protests, and police response. Research conducted by Johan Ostman[5] aimed to find how the UGC involvement predict online and offline political participation does. Even though the involvement is negatively related to political knowledge, but the result showed that UGC involvement promotes the behavioral dimension of democratic engagement through its incorporation of expressivity, performance, and collaboration.

UGC could also help the professional journalism due to limitation of time, distance, and situation. In Indonesia, the report from eyewitnesses who later published on the UGC platform several times preceded professional journalists. Some events such as tsunami disaster in Aceh in 2004 and the bombings at The JW Marriot Hotel and Ritz Carlton Hotel Jakarta in 2009 were reported in advance by non-journalist citizen. Even then, many mainstream media followed up on those reports.

Indonesia is a country with a dark history of democracy. The Soeharto Regime for 32 years locked freedom of speech with various rules. New Order government banned many professional media which already have license from the government if the content was not pleasing to the authorities. In the 1970s, the press which criticized various government policies would get a strong reaction named

breidel[6]. If professional media were tightly restricted or even silenced, even more individuals who wish to express their opinions. Besides there were no such thing as a free forum like now, the climate of democracy was far from ideal.

One of the most significant effect of Indonesia reformation in 1998 is freedom of speech. Therefore, after reformation more and more UGC platforms arise. But even though the UGC is a sign of democracy, in practice it does not always have a positive impact. UGC also has the potential for negative impacts, especially when the content is inaccurate, provocative, and even lies (hoaxes). 1224 hoaxes were identified by Ministry of Communication and Informatics during August 2018 until March 2019. The number of hoaxes increases every month. The most common topics for hoaxes usually related to politics, health, government, individual slander, crime, religious issues, trade, education, and international fraud [7].

Hoaxes and inaccurate information spread quickly through various UGC platforms (viral) and builds misleading analysis and put the unity of a nation in danger. Therefore UGC practices need to be continuously developed, but also must pay attention to ethical and quality factor.

Kompasiana is an example of a blog and publication platform developed by one of the biggest mainstream media corporation, KompasGramedia Group. First published on October 22nd, 2008, Kompasiana has the slogan "Beyond Blogging" which means it wants to become a citizen news and opinion channel. In the midst of the rise of new media, Kompasiana was one of the Top 10 Digital Media at the 2010 Asian Digital Media Awards. Having more than 355 thousand members, Kompasiana is able to display around 300 content per day [8]. Various recognition achieved by Kompasiana made researchers want to know the motives of

their users to produce content and publish it on Kompasiana. According to researchers, one of the efforts to create and socialize UGC containers that are healthy and useful is by knowing the motives of citizens who produce contents. Audience motivation is central to uses and gratifications research. Motives guide communication behavior such as the selection of media and specific content[9]. In this case, researchers examined the motives of Kompasiana users in order to produce content and publish it in that platform.

## II. LITERATURE REVIEW

### A. *UGC and Freedom of Expression in Indonesia*

User Generated Content (UGC) or some mention as User Created Content (UCC) or participatory content. It refers to content that is created by internet users, often through content platforms such as BlogSpot, WordPress, Twitter, Facebook, Instagram, Wikipedia, and YouTube. UGC includes blog posts, podcasts, online videos, tweets and status updates [10]. As reported in Participative Web [11] the characteristics of UGC are: (1) publication requirement: only contents created by citizen and published through media could considerate as UGC, (2) creative effort: contents that published requires creative effort (whether it's a brand new contents or adaption of existing works), (3) creation outside of professional routines and practices: generally created by amateur such as professional content creator or media officer.

One of the requirements of a democratic country is freedom of expression. Therefore, it is important for democratic governments to provide a forum and guarantee their citizens to express their thoughts, as long as they do not conflict with the ideology of the nation. In Indonesia, historical records note the pressure on freedom of expression especially during the New Order era. Therefore, when the demands

for reformation arise in 1998, the Indonesian people also asked the government to protect the freedom of its citizens to express their ideas. Finally, the state's guarantee contains in the Amendment of Indonesia Constitution article 28. The amendment specifically assures the Indonesian's right to collect and produce information. Not only did the media gain their freedom, but also individual voices got their voice. This progress also supported by the development of information and communication technology that allows everyone to obtain information and produce information [12]

As the development of ICT, Indonesia is now one of the five countries with the largest online population in the world. This development has an impact on the dynamics of regulation and also social life. Therefore the government of Indonesia enacted Law 11/2008, and in 2016 it amended with the enactment of Law 19/2016. This law regulate electronic information transmission through internet and electronic transaction.

### B. *Uses and Gratifications Theory*

The Uses and Gratification (U&G) theory is a development from the previous theory (Hypodermic Needle Theory) which considers passive audience and objects from media exposure. U&G theory noticed that audience actively looking for content that suits their needs. The five basic assumptions of this theory are: (1) audience are active and using media as intended, (2) initiatives to connect the satisfaction of needs with the choice of media are in the audience, (3) media are competing with each other, (4) audience have self-awareness of the use of media, interest, and motives, (5) evaluation of media content can only be done by audience [13].

Initially, communication research focused on studying the satisfaction sought by media audiences, the type of content they consume to meet their sociological and psychological needs.



Furthermore, according to McQuail, audience research based on social and psychological perspectives was formulated into U&G approach. Rayburn stated that until 1970s U&G

research only targeted on audience motives and built a typology of motives based on one's social and psychological needs. [14].

I. SELECTED MEDIA USES AND GRATIFICATION TYPOLOGIES 1983-2011 [15]

Author(s) and years	Medium	Uses and gratifications typologies
Rubin (1983)	Television	Entertainment, pass time, escape, information, companionship
Payne et al. (1998)	Magazine	Diversion, surveillance, interaction
O'Keefe and Sulanowski (1995)	Telephone	Entertainment, social ability, acquisition, time Management
Kaye(1998)	The Internet	Entertainment, pass time, escape, social interaction, information, website preference
Papacharissi and Rubin(2000)	The Internet	Entertainment, pass time, interpersonal utility, information seeking, convenience
Ferguson and Perse(2000)	TV related web surfing	Entertainment, pass time, relaxation, social information
Leung (2001)	Instant messaging	Entertainment, affection, relaxation, fashion, inclusion, sociability, escape
Stafford and Stafford (2001)	The Internet	Entertainment, search factor, cognitive factor, news, unique factors
Charney and Greenberg(2002)	The Internet	Division entertainment, peer identity, good feelings, coolness, keep informed, communication, sights and sounds, career
Papacharissi(2002)	Personal home pages	Entertainment, pass time, information, self-expression, professional advancement, communication with friends and family
Ko et al. (2005)	The Internet	Entertainment, social interaction, information, convenience
Didi and La Rose (2006)	Internet news	Entertainment, escapism, habit, pass time, surveillance, news quizzes
Jun and Lee(2007)	Mobilemedia	Mobility, convenience, fashion, information, entertainment, relaxation, sociality
Haridakis and Hanson(2009)	Video-sharing website	Convenient entertainment, convenient information, co-viewing, social interaction
Zolkepli and Kamarulzaman(2011)	Social media	Personal integrative needs, social integrative needs, tension release needs

As technology develops, humans have more and more media choices. This condition makes U&G research still relevant to be directed. Interactivity, the keyword for the information and communication technology (ICT)

development, strengthens the position of the audience as the information controller. As quoted from Williams, Rice, and Roger, "the degree to which participants in the communication process have control over, and

can exchange roles in their mutual discourse” [14].

The internet allows the audience not only to be content consumers, but also content creators. This makes the current motive research not only limited to why the audience consumes certain media content, but also the motive of a citizen producing a content. As did M. Laeeq Khan who examined the motives of users to participate and consume YouTube content. Surveying 1143 registered YouTube users, Khan used U&G framework by Haridakis and Hanson [16]. He found that actions like or dislike were driven by relaxing entertainment motives, while commenting on a video was based on social interaction motives. The same motive also encourages someone to upload video content on their own account. While the act of sharing links to certain videos with others is driven by information sharing motives. Enjoying YouTube passively is caused by relaxing entertainment motive, and reading comments on an upload is driven by information seeking motive.

Other research in the context of new media was also conducted by Martha Jack[1]. She conducted quantitative studies (online surveys) and qualitative (interviews) to find out what motives encourage citizen journalists to produce their content. She examined users of three citizen journalism platforms named DigitalJournal.com, GroundReport.com, and Streetcorner.com.au. This research resulted in the formulation of U&G Typology for Citizen Journalism Production: personal gain, individual growth, societal interaction, information dispersal, and collective change. This five typology has also been conducted on this research. However, this research will only look for the motive of Kompasiana users.

### III. METHODOLOGY

In the process to find out the motive of Kompasiana users, this chapter will explain

about the data collections technique followed by the reason why researchers choose that kind of technique and how it was analyzed. Also, the problems that anticipated and occurred as well as how to solve that.

In order to completing this research with limited time and resources, it was determined that the most efficient data collections techniques was an online survey. This method was indeed supported by the fact that Kompasiana is a digital publication platform based on website. With online survey, it also allows respondents to complete the survey on their own time so it will be flexible enough for them to fill the survey.

Researchers choose this kind of technique to gain the data because choose the population out of the total numbers of Kompasiana’s member all across Indonesia. So with online survey researchers will able to reach out broaden samples from Kompasiana members. It required less time and resources as explained earlier.

The sample size was calculated using the formula below with 6.73% margin of error, 95% confidence level with 355.000 total populations will need 212 respondents[17].

$$\begin{aligned}x &= Z(c/100)2r(100-r) \\n &= N x / ((N-1) E^2 + x) \\E &= \text{Sqrt}[(N - n)x/n(N-1)]\end{aligned}$$

Where N is the population size, r is the fraction of responses that you are interested in, and Z(c/100) is the critical value for the confidence level c.

Researchers joined as the Kompasiana member in order to connect with this research population. However, researchers has to be actively look for respondents who are willing to fill out the questionnaire. Therefore, researchers commented on their posts to asked them to fill the survey for the for research purposes. Surprisingly, it was such a welcomed response by most of the Kompasiana members as they

willing to fill the survey. Researchers shared the survey through a link which only can be accessed once by each email. This requirement were attempt to prevent the same person fill the survey twice.

Moreover, researchers found out that out of 355.000 as the total population, Kompasiana is dominated by a few numbers of member that frequently – even everyday posted articles or content. This is one of the challenged so that it will not be the same person who fill the survey, so researchers looking for more members through the categories, not only form the homepage which filled with the same person every day. The survey was distributed since

May 9, 2019 for three weeks and gained 212 respondents.

On the survey, researchers using indicator based on the previous research by Martha Jack, which provides five categories for the motivation of citizen journalism: personal gain; individual growth; societal interaction; information dispersal; and collective change. All the fifth categories were developed into 24 statements which indicate using Likert Scale to measure the level of each statements. Each statements below were given scale from 1 to 4 which 1 indicate ‘strongly disagree’ and 4 indicate ‘strongly agree’. Below are the gratification and motives that used in Jack’s research:

II. JACK’S USES AND GRATIFICATIONS TYPOLOGY FOR CITIZEN JOURNALISM PRODUCTION

Gratification	Motives
Personal Gain	I enjoy writing and producing content To watch reactions to my articles To see my articles/work published online To pass time when I’m bored
Individual Growth	To gain status and build my reputation online I have a sense of responsibility to produce content To develop an Internet identity To display my passion To articulate my own ideas To create with multimedia
Societal Interaction	To develop connections with other people To debate other users To take part in an interactive community To take a role in an online community
Information Dispersal	To inform others about news and events To inform others about my first-hand experiences To create and share knowledge with others To inform others about current events To exercise my right of freedom of expression
Collective Change	To set and agenda about a particular issue To support/protest about a particular issue To mobilize citizens for support or protest To challenge the mainstream media To reject the ordinary and offer alternative ideas to society

Researchers adopted all motivation items used in Jack’s research due to the similarity of media and audience characteristics in our study. But

not all supporting questions are used in this study, especially questions related to users’ journalistic ability because researchers do not

focus on the connection between knowledge of journalistic principle and the motive to create content. Besides, not all content in Kompasiana can be categorized as journalistic content.

To know further about the reason ‘why’ behind the users motives to joining and posting content in Kompasiana platform, researchers also using Focus Group Discussion (FGD) technique to collect data directly from the user. As Neuman said, by conducting FGD, the interpretation of quantitative survey results is facilitated[18]. This FGD held on 11 June 2019 to gather the story of six participants who are the participants of user generated contents, as well as the people who worked for user generated platforms. These participants are recommended by Kompasiana’s editor, because of their positive track record since they became member.

#### IV. FINDINGS AND DISCUSSION

##### A. Demographic Profile

Before reviewing the findings of Kompasiana’s user motives, researchers first described the demographic profile of the respondents. From 212 respondents, 143 are male and 69 are female (67.5%: 32.5%). This percentage is quite close with the total member composition which is 54%: 46%. The majority users who fill this survey are users in productive ages. Total of 98.5% respondent ages 15-63 years old with the

distributions as follows: The majority of respondents (59%) domiciled in 5 province in Java Island: West Java, DKI Jakarta, East Java, Central Java, and Banten. Meanwhile 41% respondents spread in various province in Indonesia, even abroad.

Users in this research are educated people with total 108 respondents completed a bachelor’s degree, even 40 respondents had master degrees, and 9 respondents had doctorates. While the other 37 respondents have completed high school. The education background data is linear with the distribution of employment status. 61.3% respondents (130 users) are employees, while 32 people are self-employed or continuing their studies, and 30 of them are currently in the college. This data is slightly different from the data published by Kompasiana. According to Kompasiana, the number of undergraduates and high school graduates is equal, both 42%. Also from Nurulloh, Kompasiana Chief Editor, some lecturers in universities give assignments to their students to write in Kompasiana, the motive was to train the students to express their thoughts in public forum. In the mean time, from the FGD we found that this educational background made them aware of ethics in producing content, especially related to racism, religion, hate speech, and plagiarism.

#### III. DATA OF SOCIO-DEMOGRAPHIC

Variables	Description	Frequency	Percent
Gender	Male	143	67.4
	Female	69	32.5
Occupation	High school student	3	1.42
	College student	30	14.1
	Employee	130	61.3
	Retirement	9	4.25
	Others	32	15
Education Background	High school	37	17.4
	Bachelor	108	50.9
	Master	40	18.8
	Doctor	9	4.25
	Others	18	8.49

Residence of Respondent	Central Java	32	15
	Jakarta	31	14.6
	West Java	25	11.7
	East Java	23	10.8
	Banten	14	6.6
	Others	81	38.2
	Abroad	6	2.83
Age	15 to 21	16	7.55
	22 to 28	44	20.7
	29 to 35	37	17.4
	36 to 42	39	18.4
	43 to 49	41	19.3
	50 to 56	17	8.02
	57 to 63	15	7.08
	>63	3	1.41

Kompasiana users can be categorized as an active users in terms of uploading contents. This can be seen from the data shown below that they manage to upload content at least in a weekly time span (77 respondents), and 74 respondents were upload it daily. Only 37 respondents who upload content in several times a year. This become reasonable when comparing the data with data of intensify of website (Kompasiana) visit. The majority of the users, in total 96 users claimed to visit Kompasiana every day, even 63 users visited Kompasiana several times a day, while 40 users visited it weekly. This is not surprising, because is similar to the data published by Kompasiana itself. They noted, they are 373 articles uploaded each day by their users[19].

Humanities, fictions, and politics were the most frequent topic uploaded by the users. 64 users tend to upload humanities topic. In humanities category, there are 4 sub-categories: language,

education, philosophy, and social&culture. These sub-topics are very relevant with readers daily life. In the second rank is fictions topic which have 3 sub-categories: short story, novel, and poem. Produced by 45 users from total respondents, Kompasiana become practicing platform for users who likes to write. While 32 users tend to upload politics topic which consist of bureaucracy, law, security, and government. Political category writings were the most uploaded in 2019 because of the political dynamics in Indonesia is hot issue, especially regarding election and post-election. Kompasiana become medium to publish political analysis. Technology is the rarest topic uploaded, only 2 users claimed to uploaded this topic. In Kompasiana users have freedom to classify their content according to the categories they find suitable.

#### IV. WEBSITE USAGE

Variables	Description	Frequency	Percent
Intensity of Website Visit	Few times in a day	63	29.7
	Everyday	96	45.2
	Weekly	40	18.8
	Monthly	8	3.77
	This is the first time I	5	2.36

	joined		
Intensity of Uploading Content	Everyday	74	34.9
	Weekly	77	36.3
	Monthly	24	11.3
	Few times in a year	37	17.4
Most Uploaded Topic	Economic	9	4.25
	Fiction	45	21.2
	Lifestyle	17	8.02
	Entertainment	11	5.19
	Humanities	64	30.1
	Ballot box	5	2.36
	Sports	12	5.66
	Politics	32	15
	Technology	2	0.94
	Travel	15	7.08

V. INTENSITY OF UPLOADING CONTENT

Status	Intensity of uploading content				Total
	Daily	Weekly	Monthly	Few times in a year	
High School Student	1	0	1	1	3
College Student	5	14	5	6	30
Employee	46	45	14	25	130
Unemployed	4	3	0	2	9
Retire	6	2	0	0	8
Miscellaneous	12	13	4	3	32
Total	74	77	24	37	212

B. Motives That Encourage Kompasiana Users to Upload Content

Researchers conducted a reliability test on the motives items that had been studied by Martha Jack. The reliability test shows that all items declared reliable (Cronbach's  $\alpha > 0.5$ ). An Alpha score between 0,5 to 0,75 is generally accepted as indicating a moderately reliable scale[20]. Only one item in the Personal Gain indicator, which is "to pass time while I am

bored" is declared unreliable. In previous studies the item also obtained the lowest mean value because previous research found that the citizen journalists produce content intentionally, not only for passing time while they get bored [1]. Because it was declared as unreliable, researchers deleted the item so that the Personal Gain indicator only had three items. Below are the results of the calculation of the Mean and Standard Deviation of the motive indicators.

I. MOTIVES OF KOMPASIANA USER

Indicator	Items	Mean	Mean	SD	Cronbach's $\alpha$
Personal Gain	I enjoy writing and producing content	3,637			0,6
	To watch reactions to my articles	3,198	3,398	0,794	
	To see my articles/work published online	3,358			

Individual Growth	To gain status and build my reputation online	2,722	3,087	0,949	0,794
	I have a sense of responsibility to produce content	3,099			
	To develop an Internet identity	2,948			
	To display my passion	3,170			
	To articulate my own ideas	3,708			
	To create with multimedia	2,877			
Societal Interaction	To develop connections with other people	3,241	2,706	1,132	0,694
	To debate other users	1,524			
	To take part in an interactive community	3,165			
	To take a role in an online community	2,896			
Information Dispersal	To inform others about news and events	3,113	3,225	0,909	0,763
	To inform others about my first-hand experiences	3,156			
	To create and share knowledge with others	3,632			
	To inform others about current events	2,774			
	To exercise my right of freedom of expression	3,453			
Collective Change	To set and agenda about a particular issue	2,571	2,349	1,028	0,787
	To support/protest about a particular issue	2,274			
	To mobilize citizens for support or protest	2,410			
	To challenge the mainstream media	1,981			
	To reject the ordinary and offer alternative ideas to society	2,509			

From the table above, shows that the highest motive is Personal Gain with 3,398 mean score, while the lowest motive is Collective Change with 2,349 mean score. Exploring the items each indicator has, the three items with the highest mean are “I articulate my own ideas” (3,708), followed by “I enjoy writing and producing content” (3,637), then “to create and share” (3.632). In the meantime, the three lowest mean are “to debate other users” (1,524), “to challenge the mainstream media” (1,981), and “to support/ protest about a particular issue” (2,274).

Apparently, the highest motive that driven the Kompasiana users, “Personal Gain” matches with the concept of self-actualization. This need lies at the highest level of Abraham Maslow’s hierarchy of needs. Maslow argues, when the other five levels (physiological, love/ belonging, esteem, cognitive, and aesthetic needs) are fulfilled, humans will do introspection, contemplation, and self-discovery. The effort to find one’s potential, develop skills, and maximize capacity are called self-actualization[21]. Based on the result of this research, this is what Kompasiana users do.

They realize that they like to write and have knowledge based on their education, experience, or job. Therefore they write in Kompasiana in order to practice as well as sharpen their writing skills. Once it is published, they feel proud of themselves. The articles becomes a kind of reflection of what they have (knowledge, insight, skills, etc.). Beside humanity category, fiction is the next most uploaded writings. No wonder the majority of the respondents like to write short stories or poem in manifesting their hobby in Kompasiana.

As spoken by Kompasiana's user in the FGD, they wanted to share their experience through contents published in Kompasiana. Comments or responds from other users become a self-evaluation for their content. When they got positive response, they become to know what topics of writing is favorable to the readers. And then they will try to make contents with similar quality, or even better one. When they got no response, later on they will not make contents with the similar topic. Even comments from other user could inspires contributor to take specialization on certain topic. Like what YY did, a user with specialization on MotoGP Sepang, Malaysia. At first, he was just unintentionally writing an article of MotoGP, it turned out he got many responses, especially question and demand for him to write more information on MotoGP Sepang. Finally, since 2014, every year he became a routine writer of topics regarding MotoGP Sepang, namely tips for foreigner starting from airplane tickets, hotel, culinary, etc. Comments of other users triggered YY, whom has not any journalistic background to keep practicing his writing skill so that he can give information that needed by readers.

Distributing information that considered useful by readers become the second highest motive. This data confirms the uniqueness of UGC as a forum for disseminating opinion. In the past, U&G studies conducted on conventional media usually showed the results of personal motives

such as entertainment, information, and companionship. Yet, in this study shows that personal motives are also related to human nature as social beings that is sharing. Researchers provide open-ended question regarding the reason why users join Kompasiana. Some said that they wanted to share the special knowledge they had (e.g. sports, financial, language, etc.) with readers. FGD members also affirming these data. Like YY, AD is a user that specialized in writing on drug addict rehabilitation and therapy. At first, AD wrote many backpack-travelling because he is a backpacker. But after he worked as facilitator manager in a drug abuse rehabilitation hospital, he thinks that he got information that people are rare to know. Even, most people still have negative stigma toward the drug addict. So he decided to write on detailed information related to drug abuse rehabilitation, so that people could be more educated regarding the rehabilitation process. Different with those two, AG chose to write about family. Because of his popularity of family-matter expertise in Kompasiana, he even got many invitation to speak in seminars with the topic of family, which also he shared in Kompasiana. Fell trusted by his readers, AG filtered the seminar he wanted to attend, in order to adjust his experience with his reader's needs.

Previous study mention that information shared on SNSs have a primarily positive effect on relationship development[22]. Even though Kompasiana is a blog platform, not an SNS, yet user can get to know each other and make comments on the comment feature. Kompasiana also holds user gathering events that allow users to meet each other and establish closer relations[19]. Good relationship between users has correlation in information sharing between them. For example, seminars, convention or any other else that could be useful for them to write.



The lowest mean is located on the “Collective Change” indicator. These results indicate that the users upload content not to draw supporters for a particular issue, although there’re also those who write articles whose content is contrary to government policies or phenomena that occur in the community. They also do not want to challenge the existence of mainstream media. That means, users aware that Kompasiana is only a place to express themselves and share information.

Data from questionnaire and FGD showed that the highest motive of users are needs of personal gain (to manifest their writing skill) and needs of information dispersal (expressing and sharing idea and knowledge) through UGC platform. Considering the majority of respondents are undergraduates and employees, thus they produce informative, details, and accurate content, fit with their frame of reference and field of experience. Although the topics are many, the most written topics are about daily lives (humanity), fictions, and politics.

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