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**Articles** 

• Implementation of Multi-object Recognition Algorithm Using Enhanced R-CNN

Hyochang Ahn, June-Hwan Lee, Han-Jin Cho

01 - 08

- o PDF
- <u>The Influence of Entrepreneurial Orientation on Startup Performance of Technology-Based</u>
  <u>Startup Companies Focusing on the transformational leadership mediating effect-</u>

Tae-Ho You, Yen-Yoo You

09 - 15

- o PDF
- <u>Software-Defined ScienceDMZ Construction using SDN/ScienceDMZ/Edge Computing for High Performance Big Data Transformation</u>

Ki-Hyeon Kim, Dongkyun Kim, Yong-Hawn Kim

16 - 25

o PDF

•	Golf career or message letter type influences on the choice of take-out coffee with message appeals on golf courses
	Jaeyoung Yoon, Yongchel Kwon, Gwi-Gon Kim
	26 - 34
•	PDF An Examination on Competitiveness Analysis of Huawei Enterprise
	Jin-Hee Kim, Myeong-Cheol Choi
	35 - 41
•	PDF A Semantic Classification of Images by Predicting Emotional Concepts from Visual Features
	Tamil Priya.D, Divya Udayan.J
	42 - 70
•	An Examination on the Effect of Customer Characteristics on Long-term Relationship Orientation for Consultants-Focusing on the mediating effect of relational embeddedness
	Mi-Sun Eom, Yen-Yoo You
	71 - 77
•	PDF Tensile strength improvement of FDMed ABS parts by a WIP heat treatment
	Seong Je Park, Yong son, Il HyukAhn
	78 - 85
0	PDF

•	The Impact of Experience Marketing of On-line Shopping Malls with Off-line Stores on Customer Satisfaction and Purchase Intention: Focusing on On-line Shopping Users								
	Kyung-Ho Yun, Yen-Yoo You								
	86 - 98								
<ul><li>•</li></ul>	Examination of led lighting and lighting control system for night media theme park								
	You-Suk Kim, Eun-Seo Song, Sung-Dae Hong								
	99 - 105								
•	A Design of Data Processing Applications Based on Micro-service Architecture for Wearable Robot Platforms								
	Yoon-Jae Chae, Yoon-Young Park, Kyung-Oh Lee, Se-Yeob Kim, Ho-Won Lee								
	106 - 113								
•	Is the Support for a Party Change According to the Change of Its Brand Name? The Moderating Effect of Thinking Style and Ideological Tendency								
	Kang-Sun Lee, Gwi-Gon Kim, Gantuya Narantuya								
	114 - 124								
<ul><li>•</li></ul>	A Quantitative Evaluation of Website Transparency								
	Ishaku Liti Awalu, Park Hung Kook								
	125 - 136								

0	PDF

• An Examination on the Influence of Tourists on the Dispute with Local Native: Focusing on the Local Cultural Heritage Streets and Complexes

Ji-Hun Lee, Chae-Hwan Baek, Seo-Yeon Jeong

137 - 147

- o <u>PDF</u>
- An Examination on the Independent Micro-Grid Operation Algorithm for DC based Industrial Complex

Jong-cheol Kim, Chun-Sung Kim, Yu-Kyeong Lee, Sung-Jun Park, Jae-ha Ko

148 - 155

- o PDF
- An Examination on the Mediating Effect of Collaboration on the Relationship between Consultant Competency and Consulting Utilization in Knowledge Service

Chae-Sang Shin, Yen-Yoo You

156 - 164

- o PDF
- The Influence of Servicescape and Human Service of Exhibition on the Visitor's Flow and Revisit Intention

Song-Heui Oh, Jai-Woo Oh, Jae-Young Park

165 - 172

- o PDF
- Examination of International Collaborative Research Status and Co-Authorship Network Visualization of Korean Researchers in the Computer Field

Byung-Kyu Kim, Beom-Jong You, Ji-Hoon Kang

• An Examination on Improvement of Tracking Accuracy of Solar Tracking System

Sun-Pil Kwon, Byoung-Jo Jung

183 - 188

- o PDF
- <u>Development of the IoT-Based Home Condition Monitoring System for the Estimation of Abnormal Location and the Evaluation of Electrical Safety grade</u>

Seung-Taek Lim, Ki-Yeon Lee, Dong-Woo Kim, Young-Bae Lim, In-Ho Ryu

189 - 198

- o PDF
- Impact Examination on Power System Transient Stability Considering HVDC Overload Capability

Seungmin Jung, Minhan Yoon

199 - 203

- o PDF
- Examination of Stress Intensity Factors for Composite Materials by FEM (II)

Joon-Seong Lee

204 - 210

- PDF
- An Examination on Retrofit LED Lighting using Cobra Structure

Kyung-Sun Yoo, Eun-Hye Kim, Dong-Hoon Hyun, Byoung-Jo Jung

0	PDF

• A New Laser Scan Method for Microstructural Control in Selective Laser Melting Process

Yong Son, Hyung Giun Kim, Seung Ki Moon, Il Hyuk Ahn

221 - 226

- o PDF
- Implement and Design an Efficient Structure of the Monitoring System in Disaster Situation

Ji-Bum Jung, Yoon-Young Park, Se-Yeob Kim, Ngo Hai Linh, Ho-Won Lee

227 - 235

- o PDF
- Development of OCR-based Applications to Improve Inventory Management

Min-Seok Seo, Jae-Min Lee, So-Yeol Lee, Dong-Geol Choi

236 - 244

- o PDF
- <u>An Examination on Motion Planning for Mobile Robot using Deep Q-learning with RPLidar</u> Sensor

Manh Luong Tien, Yoon Young Park, Se-Yeob Kim, Linh H.Ngo

245 - 251

- o PDF
- An Examination on Improving WEDM and Vacuum Brazing Process Failure of PCD Tool

Sun-Pil Kwon, Byoung-Jo Jung

0	PDF

• An Examination on the Location of the Victims in a Disaster Situation and How to Construct a Dynamic Map

Joong-Eup Kye, Se-Yeob Kim, Yoon-Young Park, Ngo-Hai Linh, Manh Luong-Tien

262 - 267

- o PDF
- Implementation of Feature Extraction and Improved Tracking Algorithm for Real Time
  Tracking of Multiple Moving Objects

Hyochang Ahn, Han-Jin Cho, June-Hwan Lee

268 - 274

- o PDF
- An Examination on the Power Control by Load Following of Nuclear Generator

Hyun-Chul Lee, Young-Gi Roh, Byoung-Jo Jung

275 - 281

- o PDF
- AIDS's Drugs Quantification and Surveillance Using Deep Learning

Hadab Khalid Obayes, Nabeel Al – A'araji, Eman AL-Shamery

282 - 290

- o PDF
- Employee Goal Setting an Examination on the Influence of Organizational Immersion Focusing on Organizational Confidence Mediation Effect

Sang Choo Lee, Sang Bong Kim

0	lF	2[	)	F

• Impact of Public Support Service Quality Factors on Public Institution Performance - Focusing on the Moderating Effect of Organization Spontaneity

Sun-Joo Park, Yen-Yoo You 298 - 305

### o PDF

 An Examination on the Difference in Perceptions toward Globalization Factors Depending on Corporate Characteristics - Focusing on Government Sponsored Strong Medium Enterprises
 Foster Program Participating Enterprises

Hye-Joo Song, Yen-Yoo You 306 - 318

### o PDF

• Which Anti-Smoking Ads is More Effective, Second-Hand or Direct? From the Altruism & Collectivism

Jin-Sun Park

319 - 334

## o PDF

• Effects of Service and Mobile App Quality on Customer Satisfaction and Repurchase Intention in the Context of O2O Food Delivery Services in Korea and China

Jae-Hak Lee

335 - 345

## o PDF

• <u>The Effect of Consulting Consumer Factors, Change Management Activity, and Conflict Management Strategy on Consulting Performance</u>

Tae-Wan Kim, Yen-Yoo You

• Establishment on Guidelines for Prohibiting TV Home Shopping

Gwang Jae-Kim, Ok Ki-Lee

360 - 368

- o PDF
- <u>The Characteristics of Imported Brand Community Website's on Community Commitment and Brand Loyalty in Pakistan: Focused on Moderating Effects of Self-Construal</u>

Nargis Dewan, Gwi-Gon Kim

369 - 388

- o PDF
- An Examination on the Effects of Attitude of Salesclerks on Impulse Purchases of Customers

Ji-Hun Lee et al.

389 - 398

- o PDF
- Reverse Engineering-based Steganalys is of Crypto123 Tool for Automatic Detection and Extraction on Concealed Messages

Hanseong Lee, Hyung-Woo Lee

399 - 411

- o PDF
- An Examination on the Effect of Self-Efficacy of ICT SMEs Employees on Job Immersion-The Mediating Effects of Emotional Leadership and the Moderating Effects of LMX

Jong -Keun Park, Jung-wan Hong

PDF
Operation Algorithm of DC-based Power Sharing Micro Grid for Industrial Complex
Chun-Sung Kim, Jong-cheol Kim, Hyun-ju Oh, Sung-Jun Park, Jae-ha Ko
422 - 428
PDF Priority analysis of location factors for Food Service Store
Choongsoo Lee
Chooligsoo Lee
429 - 435
pdf
An Examination on the Factors Affecting the Financial Performance of the Organizational
Culture of the Medical Institutions Members
Eun-Ock Choi, Yen-Yoo You, Woo-So Jeon

o pdf

• Examination on the Trend of Researches on Absorptive Capacity using Text Mining Technique

Eun- MiPark, Joung-Hae Seo

448 - 457

436 - 447

o pdf

• Search Engine Optimization (SEO) Impacts Online Shopping Mall Marketing

JuSung Kim, Sangbok Lee

	П			
$\circ$	П	n	А	H
()	- 1	u	u	ш

• The Influences of COO and Product Features on Brand Belief Depend on Its Country Image: Korean vs. Mongolian

Gantuya Narantuya, Gwi-Gon Kim, Enkhjargal Dalaibaatar, Oyunchimeg Luvsandavaajav

467 - 482

- o pdf
- An Examination on Factors Influencing Patent Valuation and their Effects on Business Management Performance

Young-Ki Kim, Seong-Taek Park

483 - 490

- o pdf
- Examination on the Relation among Untact Service Characteristics in Hotels, Service Convenience, and Customer Satisfaction

Dong-Heui Choi

491 - 501

- o <u>pdf</u>
- Strategy for Effective Production of Advertising Using Virtual Reality Technology

Seung-Yeob Yu

502 - 515

- o <u>pdf</u>
- What Factors of Consultant Make the SMEs Receive the Consultation?

Hui-Joo Jeong, Gwi-Gon Kim

$\circ$	Indf
0	Pul

•	The Influence of	<b>Interactive Art</b>	Infusion /	Advertising of	on Engag	ement and	Interactivity	Level
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Kwang Seok Han

530 - 537

- o pdf
- An Examination on the Development Strategy of 'dianping.com' Enterprise

Xian-Fa Shang, Myeong-Cheol Choi

538 - 544

- o pdf
- Color Perception and Its Application with Big Data Driven Examination

Seung Hyun Oh, Jinwha Kim

545 - 556

- o PDF
- An Examination on the Effect of Information System and Organizational Participation Factors on the Intention of Continuous Use and System Introduction Performance: Focusing on the MES for SMEs

Yong Seong Kim, Sungyong Chun, Seok Kee Lee

557 - 565

- o PDF
- Development of a Co-Use Welding Jig for Shock-absorber Parts

Dong Joo-Shin, Seong Ryong-Song, Hoyeon Chung

0	lF	2[	)	F

• Study of Conflict Management Skills: A Bridge between Multiple System for Meeting Industrial Excellence

Fathul Aminudin Aziz, Phong Thanh Nguyen, Quyen Le Hoang Thuy To Nguyen, Vy Dang Bich Huynh, K. Shankar

575 - 578

- o PDF
- The Development of Temporary Bone Scaffolds from High Density Polyethylene (HDPE) and Calcium Carbonate (CaCO3)

N Zulkefli, MD Ahmad, S Mahzan, EM Yusup

579 - 585

- o PDF
- Mode I SIFs for internal and external surface semi-elliptical crack located on a thin cylinder

O M Fakhri, A K Kareem, A E Ismail, S Jamian, Mohammed Najeh Nemah

586 - 596

- o PDF
- Effects of Triethyl Phosphate (TEP) and Clay Addition on the Morphological, Compressive Strength and Flame Retardancy of Polyurethane (PU) Foam

Ali M.H.M, Rahman H.A., Bahari M.F.S., Azmi M.A., Husain H.

597 - 606

- o PDF
- Izod Impact Behaviour of Polymer Composite Solid Waste Disposal with Epoxy-Matrix

Muhammad Haikal Mohd Fodzi, Noraini Marsi, Anika Zafiah Mohd Rus, Nik Normunira Mat Hassan, Salwa Mahmood, Nur Athirah Huzaisham, Rupashinii Thana Singam

$\circ$	PDF
$\circ$	

• <u>Probability-based Crossover and Mutation in Genetic Algorithms for Vibration-based Damage</u>
Detection in Plates

P Jeenkour, S Jiamworanunkul, P Chomcheon, K Boonlong

613 - 621

- o PDF
- Assessing helicopter main rotor blade critical area using blade element theory in the cases of forward speed and blade collective pitch angle increments

Mohd Fauzi Yaakub, Siti Juita Mastura Mohd Saleh, Aslam Abdullah, Nik Ahmad Ridhwan Nik Mohd, Mohammad Fahmi Pairan

622 - 631

- o PDF
- Existing Stent Design Under Combined Loading: An Investigation research

Abdul Fattah Mat Beyi, Al Emran Ismail

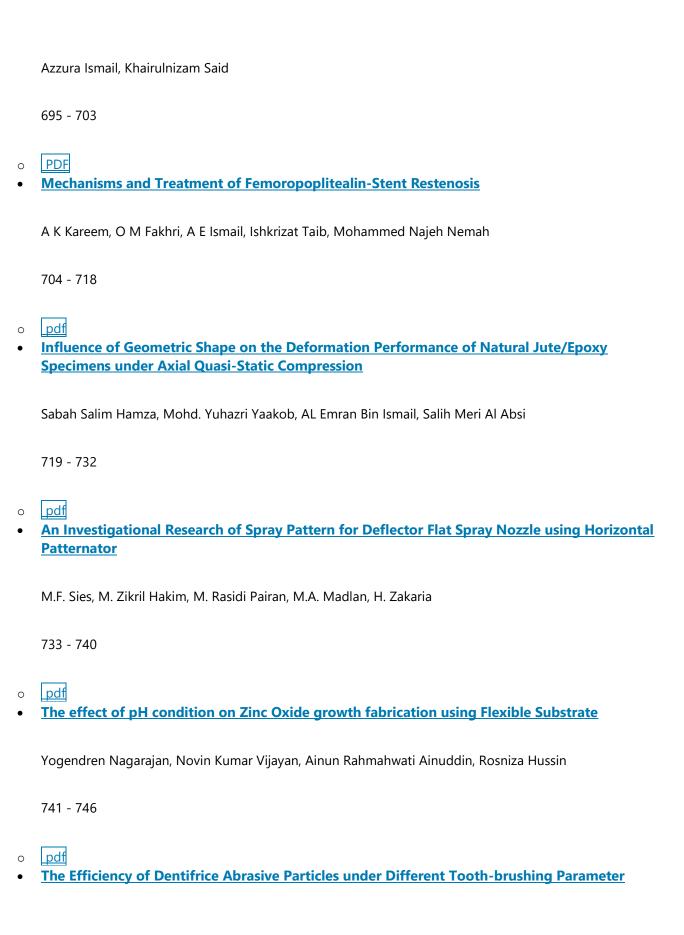
632 - 638

- o PDF
- <u>Development of a Campus Carbon Footprint Intervention Framework</u>

J P Ng, E U Olugu, S N Wahab

- o PDF
- A Hybrid Haptic Feedback Stimulation Prosthetic Device to Recover the Missing Sensation of Upper Extremity Amputees

Mohammed Najeh Nemah, Cheng Yee Low, Annisabinti Jamali, Shahrol Mohamaddan, A. K. Kareem, O M Fakhri
649 - 665
PDF Semantic Knowledge Management for Herbal Medicines Used in Primary Health Care
Nattapong Kaewboonma, Wirapong Chansanam, Panupong Puttarak, Thanakorn Damsud
666 - 671
PDF Effect of Rice Husk Ash on Tensile Strength of Polymer Composites Reinforced Kenaf Fiber
Mohd Fairuz Alias, Mohammad Sukri Mustapa, Nur Azam Badarulzaman, Idayu Nasir, Thariq Hameed Sultan, Noradila Abdul Latif
672 - 678
PDF Critical Success Factors Maintenance Strategy in Industry for Technical Vocational Education Training Institute
Razni Khalid, Mohd Yusof Md Daud, Ahmad Jusoh
679 - 688
PDF Optimization of Experimental Conditions for Fabrication of Polyurethane Foam Filled With Wood Fibers as Sound Absorptive Materials
Hanani Abdul Wahab, Anika Zafiah M. Rus
689 - 694
PDF  Justification and Judgement to Corrosion Issues for Anode Selections on Navy ships



S H Sanusi, N Z Z Zam, Zaleha Mohamad, Fazimah Mat Noor, A Lajis
747 - 752
New Strategy of Developing a Direct Two-Step Implicit Hybrid Block Method with Generalized Two Off-Step Points for Third Order Ordinary Differential Equations
Kamarun Hizam Mansor, Zurni Omar
753 - 763
New Generalized Direct Two-Step Hybrid Block Methods with All Possible Combinations of Three Off-Step Points for Solving Second Order Ordinary Differential Equations
Kamarun Hizam Mansor, Zurni Omar
764 - 782
PDF  Measuring Performance of Distance-based Regression for Skewed Data
Nor Hisham Haron, Nor Aishah Ahad, Nor Idayu Mahat
783 - 788
PDF Centered Fan Field Region under Wedge Indentation by Numerical Solution Method
Syafikahbinti Ayob, Nor Alisa binti Mohd Damanhuri
789 - 793
Probability of Lot Acceptance for Two-Sided Chain Sampling Strategy based on Exponential Distribution

Mohd Azri Pawan Teh, Amira Athira Razali, Nazrina Aziz
794 - 799
An Assessment for the Predicting of Road Embankment Stability with Artificial Intelligence  Techniques
Rufaizal Che Mamat, Anuar Kasa, Siti Fatin Mohd Razali
800- 811
PDF Service Quality, Satisfaction, and Customer Loyalty in Peer to Peer Lodging in Malaysia
Haziman bin Zakaria, Diyana Kamarudin, Wan Khairul Anwar Wan Abd Manan
812 - 818
PDF Influential Water Quality Parameter in Juru River Basin using PCA
Basharoh Abdul Karim, Shamshuritawati Sharif, Haslina Zakaria, Tun Mohd Firdaus Azis
819 - 825
PDF Investigating the Air Pollutants Contaminants using a Statistical Technique
Haslina Zakaria, Shamshuritawati Sharif, Basharoh Abdul Karim, Tun Mohd Firdaus Azis
826 - 831
PDF M-factors Fuzzy Time Series for Forecasting Stock Price Movement

Rosnalini Mansor, Maznah Mat Kasim, Mahmod Othman, Bahtiar Jamili Zaini, Norhayati Yusof

027	
	เรล

0	PDF

• <u>Can Project Managers' Emotional Intelligence Contribute to the Success of Construction Projects?</u>

Abdul Ghafur Hanafiand, Mohd Nasrun Mohd Nawi

839 - 849

- o PDF
- The New Quality Trilogy: Basic Understanding & Concepts

Mohd Saiful Izwaan Saadon, Mohamad Rosni Othman, Dina Azleema Mohamed Nor, Zainol Mustafa, Khairul Anuar Mohd Ali, Tan Owee Kowang

850 - 857

- o PDF
- <u>Particle Swarm Optimization of Multi-Linear Regression for Evapotranspiration Estimation</u>
  Model

Nor Farah Atiqah Ahmad, Sobri Harun, Haza Nuzly Abdull Hamed

858-866

- o PDF
- The Long Road to Sustainable Tunnelling Works in the Malaysian Construction Industry: The Past, Present and Future

Nur Fatin Syazwani Abu Bakar, Syuhaida Ismail, Rohayah Che Amat

- o PDF
- Humidity Responsivity of PMMA Microfiber knot Resonator Coated with ZnO Nanorods

0	PDF

• <u>High Performing Team Characteristics for Malaysian Oil and Gas Construction Projects</u>

Davendren Vereya, Syuhaida Ismail

882 - 894

- o PDF
- Construction Operations Building Information Exchange A State of Implementation Appraisal and Perspectives

Abdul Rani Achmed Abdullah, Syuhaida Ismail, Mohamad Syazli Fathi, Siti Zura A. Jalil

895 - 902

- o pdf
- Stakeholders' Role in Ensuring Success of Entrepreneurship Education in Engineering Curriculum in Malaysia

Chee Latt See, Syuhaida Ismail, Mohamad Syazli Fathi, Habibah Norehan Haron, Sya Azmeela Shariff

903 - 914

- o pdf
- Present Knowledge and Future Direction for Risk Management in Offshore Oil and Gas Project

Noraziman Tukiman, Syuhaida Ismail, Shamsul Sarip

915 - 927

- o PDF
- <u>To What Extend Perceived Behavioural Control can Influence Traffic Violation? An Explorative</u>
  Study

S. H. Harith, N. Mahmud

0	PDF

• Trend on the Usage of Technology and Road Accident: An Examination Study

S. H. Harith, N. Mahmud

938 - 948

- o PDF
- SLAM-based Laser Scanning for 3D Reconstruction

Jie Gao, Hao Fan, Jun Yu Dong, Shu Zhang, Lin Qi, Hui Yu

949 - 955

- o PDF
- <u>Different Feature Representation for Fake Fingerprint Classification</u>

Asraful Syifaa' Ahmad, Rohayanti Hassan, Shahreen Kasim, Rohaizan Ramlan

956 - 963

- o PDF
- <u>Mobile Intelligent Web Pre-fetching Scheme for Cloud Computing Services in Industrial</u> Revolution 4.0

Nur Syahela Hussien, Abdulaziz Aborujilah, Sarina Sulaiman

964 - 971

- o PDF
- Design of Hash based Extractor and Stream based Expander The HSKDF Scheme

Chuah Chai Wen

0	PDF

• Effects of Extraction Methods on Total Phenolic and Flavonoid Contents and Antioxidant Activity of Barlerialupulina Lindl

Ismail-Suhaimy N.W, Abd Gani S.S, Zaidan U.H, Halmi M.I.E, Bawon P

980 - 986

- o pdf
- Reconstructive and Innovation of Local Subject in Daily Life towards Extended Replica

Hawari Berahim, Muhammad Abdullah, Firdaus Naif Omran Zailuddin, Arief Dateom

987 - 995

- o pdf
- How Smart can a City Be? Conceptual Framework for Kampung Bharu, Kuala Lumpur

Munirah Musa, Muhammad Fahmi Ikhwan, Wan Nurul Mardiah Wan Mohd Rani, Khairul Hisyam Kamaruddin, Tuti Haryati Jasimin

996 - 1003

- o PDF
- The Origin of Malay Royal Town Concept of Urban Form

Sharyzee Mohmad Shukri, Mohammad Hussaini Wahab

1004 - 1013

- o PDF
- Internet Shopping: How the Consumer Purchase Behaviour is Impacted by Risk Perception

Nik Alif Amri Nik Hashim, Shah Iskandar Fahmie Ramlee, Abdullah Muhammed Yusoff, Normaizana Mat Nawi, Zaimatul Awang, Siti Afiqah Zainuddin, Tahirah Abdullah, Ghazali Ahmad, Marlisa Abdul Rahim, Boyd Sun Fatt

0	lF	2[	)	F

• <u>Disintermediation Threat: How and What Strategies are Used by Traditional Travel Agency to Survive?</u>

Nik Alif Amri Nik Hashim et al.

1022 - 1031

- o PDF
- <u>The Acceptance Level of Digital Natives towards the Interactive Kiosk in the Museum: Tam-</u> Based Research Instrument

Mohd Nasiruddin Abdul Aziz, Siti Norlizaiha Harun, Mohd Khairi Baharom, Mohd Khairulnizam Ramlie, Ahmad Sofiyuddin Mohd Shuib

1032 - 1044

- o PDF
- Cost Overrun in Residential Construction Project in Malaysia: Causes and Improvement Measures

Syafika Artika Rahim, Syuhaida Ismail, Abd Latif Saleh

1045-1052

- o PDF
- Exploring Technology Characteristics as Antecedents of Technostress with Hrmis in Government Agencies of Malaysia: A Mixed-Method Research

Hadziroh Ibrahim, Faridahwati Mohd Shamsudin, Yusliza Mohd Yusoff, Md. Lazim Mohd Zin

1053 - 1065

- o PDF
- Mechanical Properties of Seashell Structure under Different Drying Temperature

Ranjhini Anpalagan, Kamarul Azhar Kamarudin, Muhammad Iqbal Haikal Roslan, Mohamed Nasrul Mohamed Hatta

$\sim$	Indf
O	pui

• The Characterization of Eggshell Waste by using Polymeric Foam Replication Method

Zaleha Mohamad, Kamal Roslan, Nur Saadah Zainal, Fazimah Mat Noor, Al Emran Ismail, Shahmir Hayyan

1071-1079

- o pdf
- Study of Green Marketing: An Environmental Friendly Approach of Business Management

Yusniar Lubis, Phong Thanh Nguyen, Quyen Le Hoang ThuyTo Nguyen, Vy Dang Bich Huynh, Tomy Fitrio

1080 - 1085

- o pdf
- <u>Study of Sales Management Process, Strategies and Resources to Effectively Produce the</u> **Desired Objective**

Ana Rusmardiana, Phong Thanh Nguyen, Quyen Le Hoang ThuyTo Nguyen, Vy Dang Bich Huynh, K. Shankar

1086 - 1090

- o PDF
- Substantial Interest of Business Intelligence: An Implementation Approach for used in Practice

Syaifuddin ., Phong Thanh Nguyen, Quyen Le Hoang Thuy To Nguyen, Vy Dang Bich Huynh, K. Shankar

1091-1095

- o PDF
- <u>Total Productive Maintenance for Increasing the Performance of Equipments and Strategies in Business Development</u>

Prety Diawati, Phong Thanh Nguyen, Quyen Le Hoang Thuy To Nguyen, Vy Dang Bich Huynh, Ali Zaenal Abidin

• Addressing the Blockages of Education and Culture Development

Indrya Mulyaningsih, Zalik Nuryana, Ike Sylvia, Casmudi ., Farid Haluti

1102 - 1106

- o PDF
- Automatic Document Clustering and Indexing of Multiple Documents Using KNMF for Feature Extraction through HADOOP and LUCENE on Big Data

E.Laxmi Lydia, N. Sharmili, Phong Thanh Nguyen, Wahidah Hashim, Andino Maseleno

1107 - 1130

- o PDF
- Meeting Industrial strategic requirements with the use of Knowledge Management Tools

Eka Desy Purnama, Phong Thanh Nguyen, Quyen Le Hoang Thuy To Nguyen, Vy Dang Bich Huynh, Ismail Suardi Wekke

1131 - 1135

- o PDF
- Framework Development for the Development of Mobile Commerce Applications

Anggun Tyas Prasasti et al.

1136 - 1145

- o PDF
- The Application System to Know the Attendance List

Viska Ardini Lestari et al.

0	PDF The E-Commerce Sales Application of Brick
	Anita Mirzana et al.
	1155 - 1163
•	The Doll Store Online Shop Application
	Desta Restu Pertiwi et al.
	1164 - 1171
<ul><li>•</li></ul>	PDF E-Government Design for Sub-District in Public Service Improvements
	Aldiyo Romadhoni et al.
	1172 - 1183
<ul><li>•</li></ul>	PDF Online Optical Shop Application
	Erik Firnando et al.
	1184 - 1191
<ul><li>•</li></ul>	PDF Web-Based Sales Information Systems in Cellular Shop
	Ivan Bastian et al.
	1192 - 1201

•	Information Systems of New Student Admission
	Zidhan Saputra et al.
	1202 - 1212
o •	Web-Based E-Commerce Ticket and Tour Package
	Debi Erwanto et al.
	1213 - 1223
•	PDF Web-Based Information System for Furniture Sale
	Rian Andri Yandi et al.
	1224 - 1230
o •	Virtual Classroom in IT Services Industry: A Literature Perspective
	Swati Das, Prof. Sanjay Mohapatra
	1231 - 1240
•	An Empirical Study of Product Design for New Product Development with Special Reference to Indian Mobile Industry
	Dr. Vipin Jain, Dr. Chanchal Chawla, Dr. Satyendra Arya, Dr. Rachit Agarwal, Dr. Manoj Agarwal
	1241 - 1254

o PDF

•	Comparison of Retrofitting Techniques for Improving LVRT Capability of Variable Speed Wind Turbine Employing SCIG
	Preethi Sebastian, Sasidharan Sreedharan, Usha Nair
	1255 - 1265
•	PDF Perspectives of Young Adolescents towards Ancient Mythology and Modern Myth-Fiction
	Suganthi Medasani, Dr B. Cauveri
	1266 - 1271
•	pdf An Enigmatic Depiction of Women Stereotype in Harold Pinter's the Birthday Party and the Homecoming
	Mudasir Ahmad Mir, Professor Vinita Mohindra
	1272 - 1279
•	pdf Ethical, Legal and Regulatory Framework for the Use of Artificial Intelligence in Autonomous Vehicles
	Ms. Garima Panwar, Mr. Raj Anjani kumar Varma
	1280 - 1291
<ul><li>•</li></ul>	pdf Intellectual Property Financing: Collateralizing a Trademark in India
	Murielle Rodrigues, Dr. Rupal Rautdesai, Ujwal Prabhakar Nandekar

	П			
_	П	n	٨	lf
( )	- 1	ı,	u	н

• Free Market Feminism and Breaking Stereotypes: From Four More Shots to Kabir Singh

Dr. Manika Kamthan, Vandini Sharma

1306 - 1309

- o pdf
- Mergers and Acquisitions in the Telecom Sector: A Contribution to Indian Economy

Shreya Mishra, Nagesh Sawant

1310 - 1314

- o pdf
- New Method to Activate the Cognitive Process

Musinov Sobir, Abdukarimov Abdunabi, Abdukarimova Khadicha Rabimovna

1315 - 1328

- o PDF
- <u>Decision Support System Using TOPSIS Algorithm for Teacher Selection</u>

Alfian Erwinsyah, Jacky Chin, Wiwik Pratiwi, Amalia Rizki Pautina, Asriyati Nadjamuddin

1329 - 1332

- o PDF
- Model Dinar and Dirham Digital Currency for Islamic Commercial Transaction

M. Ruslianor Maika, Fidiana Fidiana, Irwan Alnarus Kautsar

1333 - 1342

o PDF

•	<u>Design and Analysis of Helical Compression Spring used in a Suspension System for Light Vehicle</u>
	Raheem Dohan Owayez
	1343 - 1350
•	pdf Harmony of Morals and Rights in Formation of Spirituality of Civil Society
	Mukhamedzhanova Lalikhon Ashuraliyevna, Nishonova Ozoda Djalalitdinovna, Kadirova Dilbar Salikhovna Agzamova Nilyufar Shukhratovna, Tukhtaev Khakim Primovich, Topildiyev Vokhidjon Rahimjonovich
	1351 - 1355
•	pdf Features of the Historical Topography of the City of Bukhara
	Jurayeva Nafisa Olimovna
	1356 - 1360
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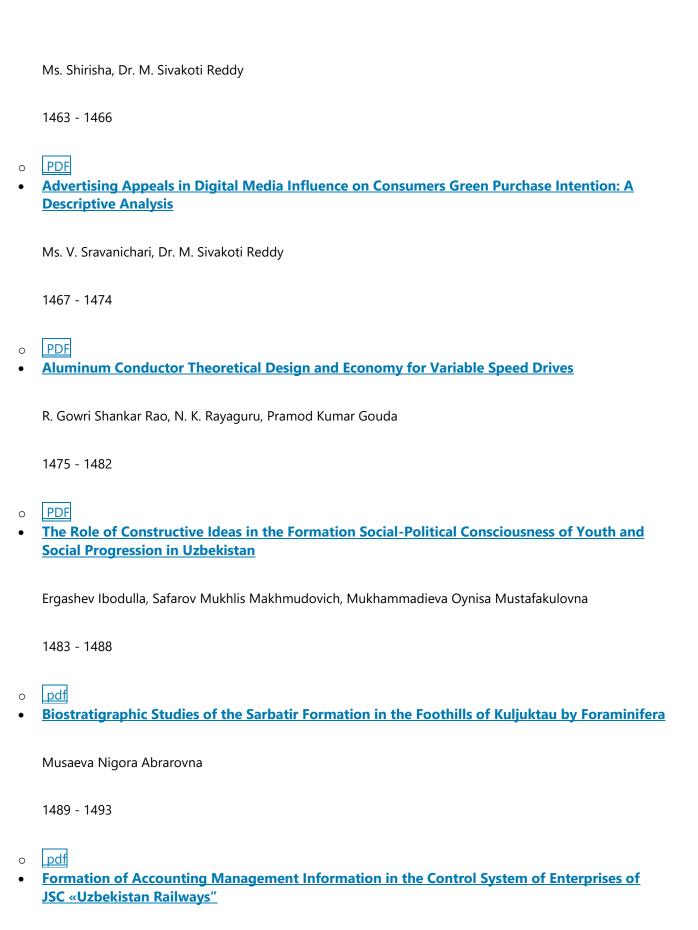
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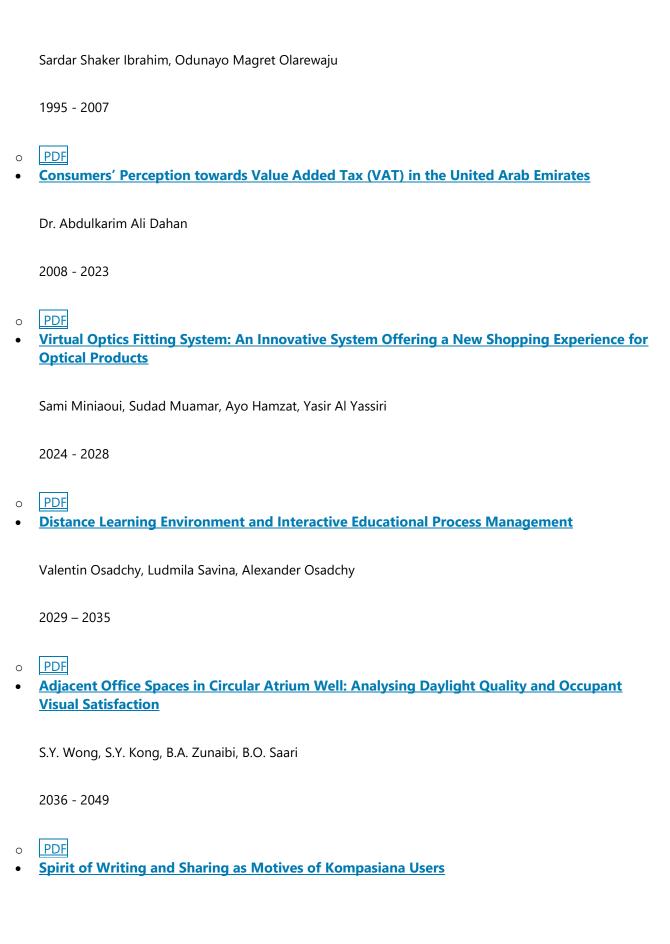
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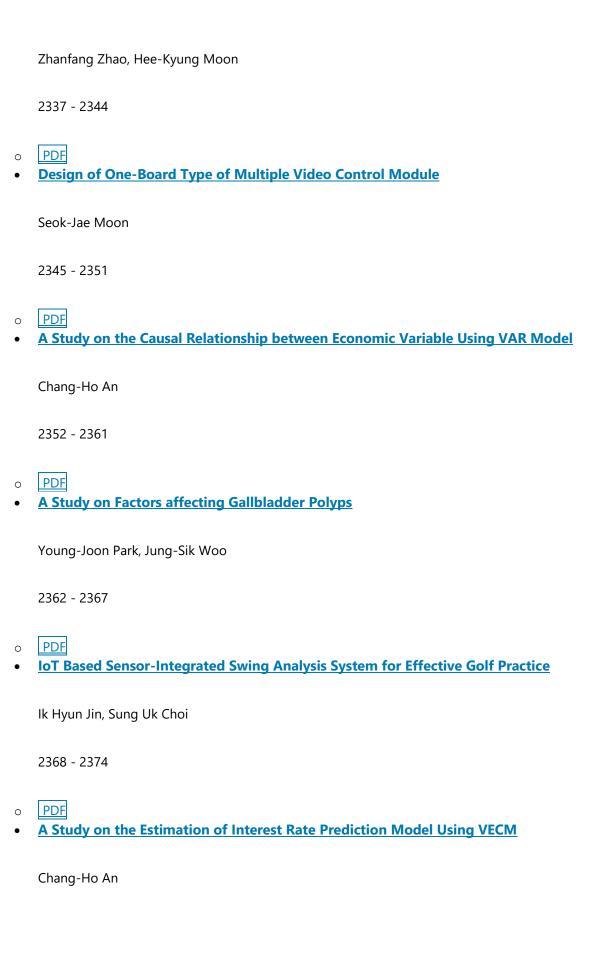
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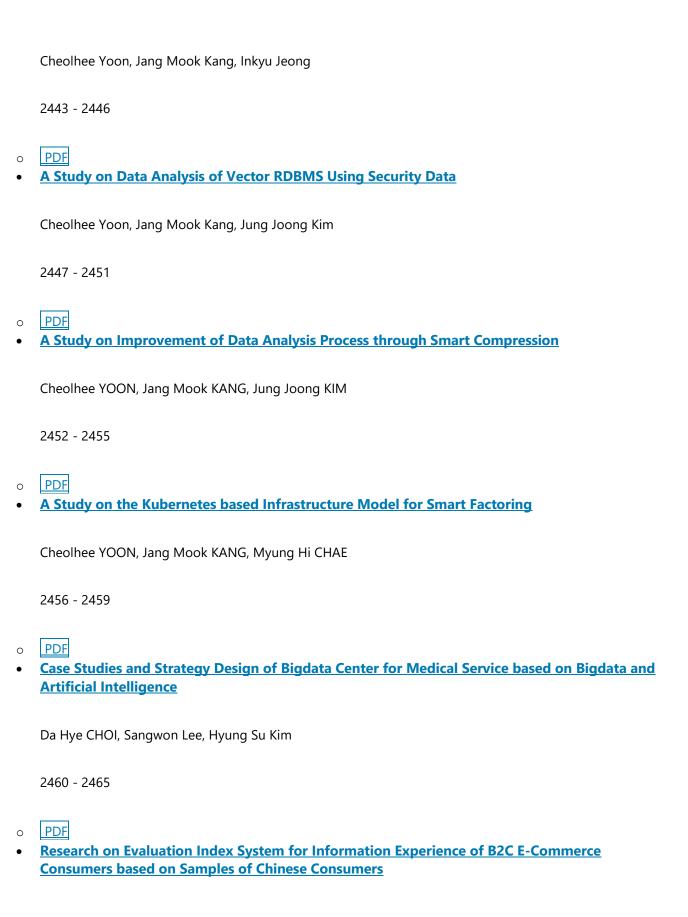
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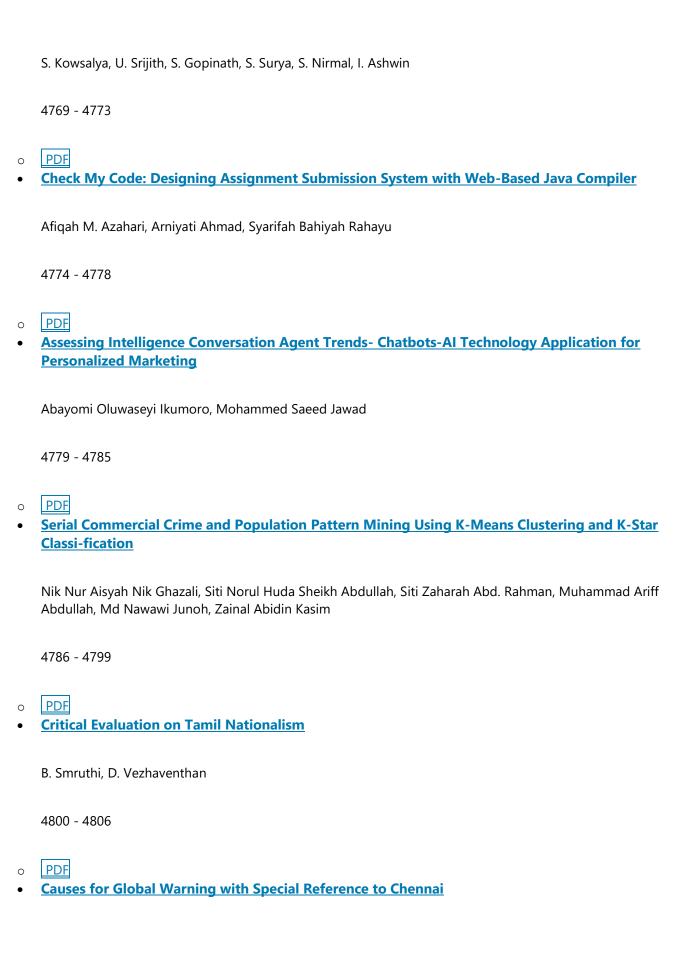
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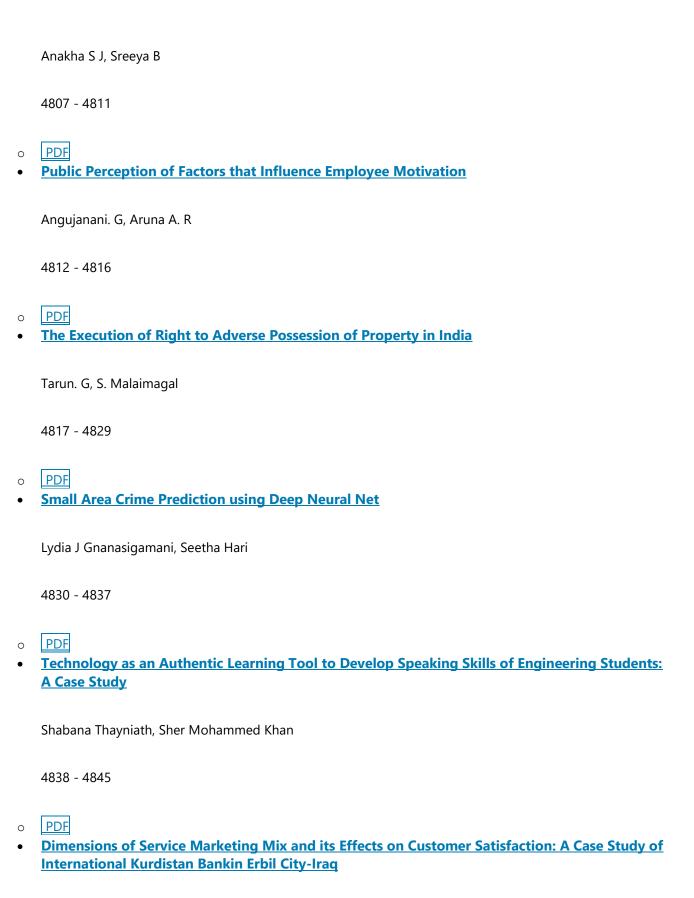
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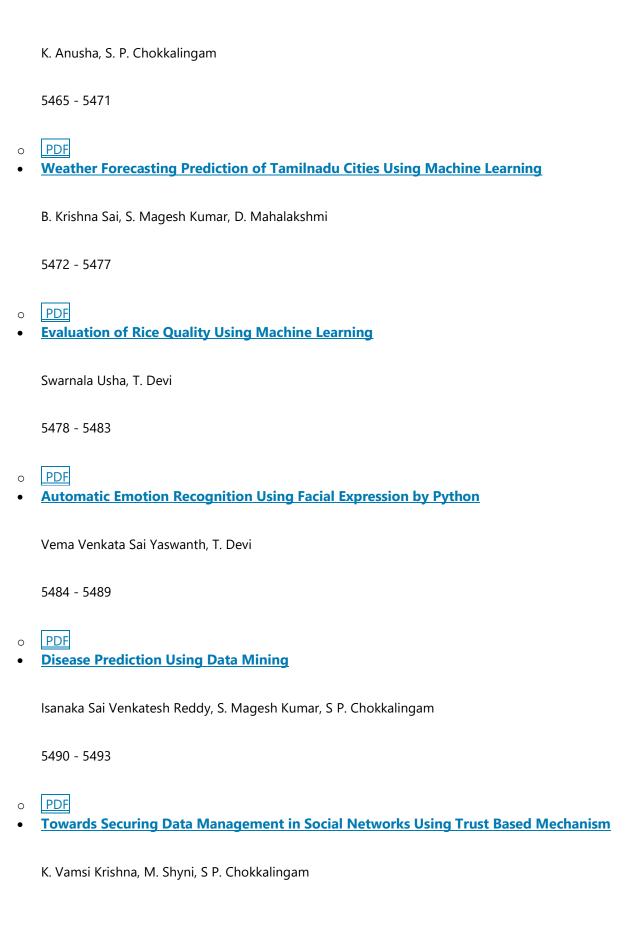
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Faiq Aziz, Nomahaza Mahadi, Zailin Zainal Ariffin

5985 - 5993

- o PDF
- Solar Powered Boat

Ashraf Rohanim Asari, Razeen Rosham, Siti Nor Zawani Ahmmad

5994 - 6001

- o PDF
- Malaysian Logisticians Competency for Low Level Manager: An Exploratory Study

Dazmin Daud, Wardatul Hayat Adnan, Bahri Mahmud

6002 - 6009

- o PDF
- <u>Triggers in PBL Using Animations and Graphics to Enhance Self-Directed Learning Readiness</u> <u>among TVET Students</u>

Ariffin A, Hamzah N, Rubani S N K, Zakaria N, Wan Hassan W A S

0	PDF
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• <u>Using Learning Objects as a Triggers for PBL in Industrial Technology Course</u>

Ariffin A, Hamzah N, Rubani S N K, Zakaria N, Wan Hassan W A S

6018 - 6023

- o PDF
- The Performance of Increase the Value State-Owned Enterprises Models in Indonesia

Mediaty, Yohanis Rura, Arifuddin, Agus Bandang, Anis Anshari Masud, Akil Alkhawari

6024 - 6029

- o PDF
- Hiding Message in Text Steganography using RGB Color in Random Location

Baharudin Oman, Azman Yasin, Mohd Nizam Omar

6030 - 6037

- o PDF
- Sustainable Development of the Textile Industry in Tirupur with ZLD

Udayashankara TH, Deepa Chandran

6038 - 6047

- o PDF
- Developing Sustainability Performance Indicators (SPI) for the Textile Industry

Deepa Chandran, Udayashankara TH

6048 - 6064

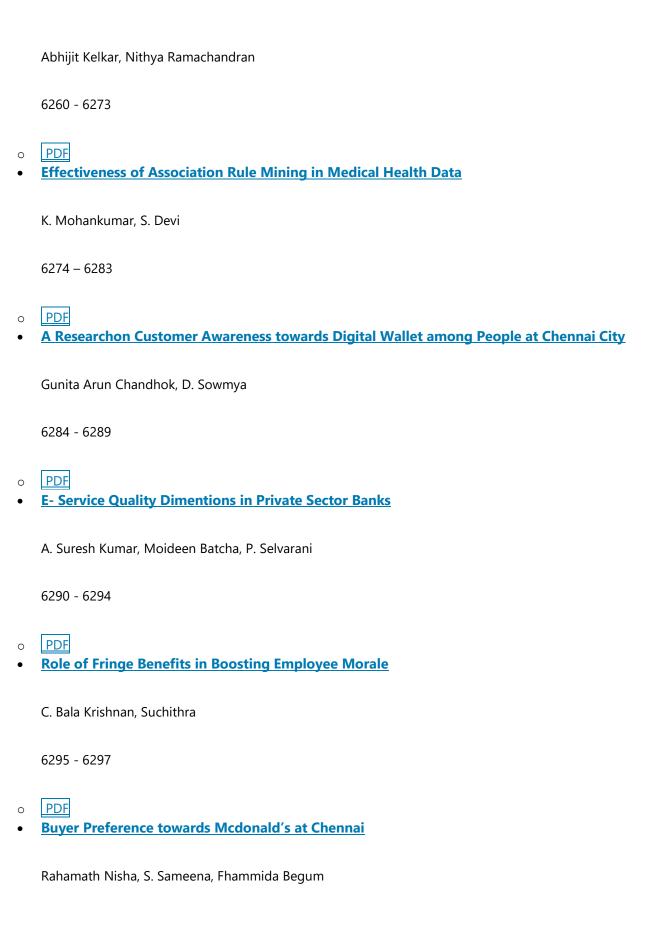
•	Effects of Different Teaching Methods on the Cognitive Development of Children: A Parent's Perspective
	Archana J. V., KK. Murugan
	6065 - 6071
•	Impact of Montessori, Kindergarten and Play-Way Method of Teaching on Pre-School Children: A Teacher's Perspective
	Archana J. V., KK. Murugan
	6072 - 6081
•	PDF Paradigms of Women Empowerment through Microfinance and SHGs
	Poornima U. Kotehal, Prakash B. Yaragol
	6082 - 6087
<ul><li>•</li></ul>	PDF Financial inclusion through SHGs: A Initiatives for Inclusive Growth
	Poornima U. Kotehal, Prakash Basanna
	6088 - 6097
•	PDF Extracting Features for Opinion Mining using Pointwise Mutual Information
	N. Padmaja, T. Sudha
	6098 - 6118

•	A Study on the Effect of Different Types of Bulbous Bow on Resistance of a Fishing Boat Using Maxsurf
	M.S.P. Raju, P. Sivabalan, Toney Thamby, B. Saravanan
	6119 - 6129
•	PDF Marketing Responsibility of Street Vendors in Sustainable Tourism
	G. Ilankumaran, T. Mathi
	6130 - 6139
•	PDF An Adaptive Fuzzy System based Insider Attacks detection with Group Key management for Wireless Ad-Hoc Network
	C. Sivakumar Chellappan, C. Nalini
	6140 - 6158
o •	ECDD in Congestion Movement to Identify DDOS Attacks
	S. Emearld Jenifer Mary, C. Nalini
	6159 - 6163
•	PDF Revamping Talent Acquisition and Retention of Employees at Private Sectors in Chennai
	T. Rekha Kiran Kumar, Sanjana. R
	6164 - 6170
0	PDF

•	Power Imbalance Control in Pv Power Plants Using Delta Connected Cascaded MLI	
	K. V. Thilagar, K. Mala, S. Vijaya Kumar, D. Chandrakala	
	6171 - 6176	
•	PDF  Development of Smart Data Acquisition and Monitoring System for Maternal Health care	
	T. Mangayarkarasi, A. Shalini, G. Pavithra, P. Haritha, G. Kiruthiga	
	6177 - 6181	
•	Numerical Investigation of Drillship Response with the Addition of Baffle Plates in the Moonpool	
	Sivabalan Ponnappan, MSP Raju	
	6182 - 6185	
o •	PDF Analysis of Mems Based Gas Sensor	
	S. Sunithamani, R. Sanjay Naidu, V. Sudheep, C. Hemanthkumar	
	6186 - 6189	
•	An Assessment of the Practicability of Lean Accounting in Healthcare Sector: Evidence from Anambra State, Nigeria	
	Rachael O. Iliemena, Goodluck , Amedu	
	6190 - 6207	
0	PDF	

•	Development of Flowshop Scheduling Simulator
	Tedi Tri Ramdani, Luciana Abednego, Cecilia E. Nugraheni
	6208 - 6214
•	An Empirical Research on Impact of Employees Engagement in Ashok Leyland Company Limited, Chennai
	S. Arul Krishnan, M. Mohammed Thaha, M. Rajapriya, N. Kumar
	6215 - 6221
<ul><li>•</li></ul>	A Researchon Indian Banking Ombudsman Scheme
	C. Vijai, Sundari Suresh
	6222 - 6226
<ul><li>•</li></ul>	The Impact of Social Media on Business Growth and Performance in Southern India
	K. Senthil Kumar, C.B. Senthil Kumar, J. Sridevi, R. Mythili
	6227 - 6232
•	PDF Research and Assessment of Profitability and Liquidity Position of Selected Iron and Steel Firms in India
	D. Saravanakumar, K. Venkatachalam
	6233 - 6236

•	Opportunities and Challenges in Promoting Business through Social Networking Sites
	D. Jayanthi, S. Manju, N. Kowsalya
	6237 - 6241
<ul><li>•</li></ul>	PDF Promotional Effectiveness of Social Media Marketing at Chennai
	Hameedunissa , K. Selvi, P. A. Thirupura Sundary
	6242 - 6245
•	PDF Quality Circle is Essential in Every Organization Why
	R. Jayam, P. Annakili
	6246 - 6249
•	PDF The Challenges in Changes
	M. Eunice Cordelia Yamini, P. S Priyadarshini
	6250 - 6255
•	PDF Music Onset Detection Using Convolutional Neural Network
	R B Kulkarni
	6256 - 6259
•	Impact of Introduction of Vat on Accounting and Auditing Services and Perception of the Consumers in Sultanate of Oman



0	PDF

• Quality of Work Life (QWL) in it Sector- Indian Scenario

R. Balaji, J. Michael Mariadhas, K. Rajamani

6301 - 6304

- o PDF
- Proliferation of Occupational Stress among Indian Seafarers employed in Foreign going Ships
  - J. Rengamani, A. Shameem

6305 - 6310

- o PDF
- <u>Digitization Conservation over Historical Tamil Script against Deterioration using Sobel Edge</u>
  <u>Detection and Gray Scale Processing</u>

Indra Gandhi R, V. Ponnavaikko

6311 - 6316

- o PDF
- Influence of Human Resource Practices on Supply Chain Performance of Automobile Firms in Chennai

M. Sheeba, S. Latha, A. Shameem

6317 - 6321

- o PDF
- Influence of HR Practices on Employee Commitment in ITES Organisations in Chennai

A. Shameem, J. Rengamani

• FPGA based Parallel Filters Error Correction Codes using Hamming Code

Raju Katru, M. Chandrasekher

6329 - 6335

- o PDF
- <u>Classification and Detection of Plant Diseases using higher order Dynamic Conditional</u>
  <u>Random Fields Through Spatial and Multitemporalimages</u>

A. Gayathri, P. Abdul Khayum

6336 - 6341

- o PDF
- <u>Maximization Mechanism for Spectrum and Energy Efficiencies in Wireless Networks using</u>

  <u>Device to Device Communications</u>

N. Harshitha, C. Rajeswari

6342 - 6347

- o PDF
- Smart Image Security using Image Processing Techniques

V. S. S. P. Raju Gottumukkala, N. Kumaran, V. Chandra Sekhar

6348 - 6350

- o PDF
- <u>Intelligent Digital Transformation Mechanism of 2D image to Realistic 3D Object using image</u>

  <u>Processing Algorithm</u>

M. Narasimha Raju, N. Kumaran, V. Chandra Sekhar

•	PDF Spectral And Spatial Correlation Fusion Based Hyperspectral Image Super Resolution
	G. Bindhu Bhargavi, R. Sudheer Babu
	6356 - 6362
•	PDF  Detection of Brain Tumor through MRI Images by Multiresolution Segmentation
	Abdul Subhani Shaik, Ram Kumar Karsh, Mohiul Islam
	6363 - 6367
•	PDF  Dual - Band Notched Semi Circular Monopole Antenna for UWB Applications
	B. Premalatha, MVS Prasad, MBR Murthy
	6368 - 6372
•	Pdf Automated Detection and Segmentation of Glioma Tumor Using Anfis Classification
	D. Usha Sree, G. Amjad Khan
	6373 - 6381
•	Pdf System for Tracking Passengers Insidethe Airport using IOT
	G. Prasanna Rani, N. Bhagya Laxmi, B. Mounika
	6382 - 6386

<ul><li>•</li></ul>	PDF  16 Bit Vedic Arithmatic& Logic Unit
	T. Swapna Rani, C. Nirmala, Srilaxmi. P
	6387 - 6393
•	Advanced Safety System in Automobiles
	B. Kumar Sanjiv, Pandu Ranga. V, Anil Santi
	6394 - 6400
•	PDF  Machine Learning based Copy-Move Forgery Detection with Forensic Psychology Ultra-Hd images
	Sudha , Y. Chalapathi Rao, G. Jagga Rao
	6401 - 6406
<ul><li>•</li></ul>	Pdf  Detection of Printed Circuit Board Faults using Bottom-Hat Filter
	D. Vijaya Kumar, S. Usha
	6407 - 6411
•	Pdf Smart Safety System using Raspberry PI
	K. Rama Rao, K. Uday Kumar, V. Panduranga
	6412 - 6416

•	Band Width Optimization in Blind Channels
	B. Vamsi Krishna, B. Chakradar
	6417 - 6422
•	PDF Inter-Carrier Interference Reduction in Broadband Wimaxand LTE using Improved Firefly Method
	Rajidi Sahithi, T. V. Ramana
	6423 - 6428
<ul><li>•</li></ul>	PDF  Design and Implementation of Synchronized Robust Router
	Harsha Priya .M, Nirmala .C
	6429 - 6432
•	Pdf A Game Analysis for Channel Allocation in Adhoc Networks
	B. Vamsi Krishna, B. Chakradar
	6433 - 6438
•	PDF Enhancement of Image Using SMQT Technique
	S. Krishnaveni, Jyothi Aitha, M. Veda Chary
	6439 - 6444
0	Pdf

•	Identifying and Prioritizing Citizens' Regional and Local Expectations of Members of the Islamic Consultative Assembly
	Arash Behnoud, Shahla Sohrabi
	6445 - 6456
•	Identifying Dimensions and Indicators of a Model for Assessing the Level of Maturity of Business Intelligence in Electronic Businesses (Case Study: Internet Service Providers)
	Mahboobeh Golestani Zadeh, Akbar Etebarian, Amirreza Naghsh, Reza Ebrahim Zadeh
	6457 - 6476
<ul><li>•</li></ul>	PDF Ladies Empowerment in Henrik Ibsen's a Doll's House and Marsha Norman's 'Night, Mother
	Hassan Hadi Yasir
	6477 - 6488
<ul><li>•</li></ul>	PDF Resolution of Stressed Assets in Indian Banks – Recent Legal Developments
	Aishwarya Tripathi, Semanti Choudhury, Semanti Choudhury
	6489 - 6502
•	Work-Related Quality of Life and its Impact on their Decision Making Styles
	R. Anand
	6503 - 6513
0	PDF

•	How to Frame a Good Hypothesis in Research?
	Atmaram Shelke
	6514 - 6520
•	PDF  The Effectiveness of Iraqi Language Writing Proficiency on Foreign Language Performance (English) in the Writing Skill of Preparatory School Pupils in Iraq
	Aoda Kadhim Abid
	6521 - 6526
o •	Green Building Systems in the NCR Region of India
	Saurabh Verma, Satya N. Mandal, Deepak Bajaj
	6527 - 6536
•	PDF Cigarette Smoke Alarm System via Website
	Siti Munira Yasin, Atiqah Nasir, Mohamad Fahmi Hussin
	6537 - 6546
•	Investigating the Relationship between the Received Risks and Tourists' Revisiting Intention Considering the Mediating Role of Tourism Destination Image (Case Study: Kerman Province Tourists)
	Anushirvan Zinali, Mohammad Jalal Kamali

0	lF	2[	)	F

• <u>Investigating the Relationship between Service Quality and Customers' Repurchase Intention</u> (Case Study: Zarin Mashregh Zamin Restaurant)

Mehdi Garmsiri, Mohammad Jalal Kamali

6560 - 6569

- o PDF
- On the Development of Expert Systems

Rustam A. Burnashev, Albert V. Gubaydullin, Arslan I. Enikeev

6570 - 6575

- o PDF
- Smart Detection of Sunlight using Arduino on Solar Power Systems

Supriyono, Hassan Khamis Hassan, Marwan Effendy

6576 - 6584

- o PDF
- Improving the QoS of Recommender Systems using Adaptive Machine Learning

Mukul M. Bhonde, Pramod N. Mulkalwar

6585 - 6591

- o PDF
- Exploring the use of Machine Learning for Highly Accurate Text-based Information Retrieval System

Chandrashekhar Himmatrao Sawarkar, Pramod N. Mulkalwar

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• <u>Determinants of over the Counter (OTC) Purchasing Behavior of Medicines in the Pharmaceutical Industry</u>

C. Kathiravan, S. Dinesh, P. Mahalakshmi, V. Suresh, A. Rajasekar

6600 - 6607

- o PDF
- Improving Quality Management Methods in Manufacturing SMEs: A Conceptual Framework

Rami Ba Raidah, S. Sulaiman, M. K. A. Arrifin, E. E. Supeni

6608 - 6613

- o PDF
- The Values of Social Education and Cultural Education in Topeng Endel Character as a Woman Role Model in Topeng Tegal Folklore

Rosaliana Intan Pitaloka, Andayani , Suyitno

6614 - 6619

- o PDF
- IoT Based Climate-Smart Agriculture

Dr. Vishal Kumar Goar, Mr. Pawan Tanwar, Dr. Manoj Kuri

6620 - 6624

- o <u>Pdf</u>
- Work Posture Analysis using WERA and NERPA Methods in Batik Workers

Indah Pratiwi, Rista Setyowati, Ahmad Kholid Alghofari, Ratnanto Fitriadi

- o Pdf
- Reflection studies of Millimeter wave (35 GHz) by foliage in desert region of Thar, India

Indu Bhuria, Rajeev Pourush, D. R. Godara

6634 - 6637

o Pdf



# 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

#### I. INTRODUCTION

In the era of information society, information production is no longer the monopoly of media corporations. The rapid development 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 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,

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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 collect. actively report, analyze, 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 Ostman[5] aimed to find how the UGC involvement predict online and offline political does. Even though participation involvement is negatively related to political knowledge, but the result showed that UGC involvement promotes the behavioral dimension ofdemocratic engagement through 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 citizen. Even non-journalist then, 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] 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 (whetherit'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 from the development previous (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 (2) initiatives to connect the intended. satisfaction of needs with the choice of media are in the audience, (3) media are competing with each other, (4) audience have selfawareness 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 etal. (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 andStafford (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 etal. (2005)	The Internet	Entertainment, social interaction, information, convenience	
Diddi 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, coviewing, social interaction	
Zolkepli and Kamarulzaman(201 1)	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 information seeking motive.

Other research in the context of new media was also conducted by Martha Jack[1]. 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, 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 explains 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].

x = Z(c/100)2r (100-r) n = N x/((N-1) E2 + x) E = Sqrt[(N-n)x/n(N-1)]

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 Kompasia'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	High school	37	17.4
Background	Bachelor	108	50.9
	Master	40	18.8
	Doctor	9	4.25
	Others	18	8.49



Residence of	Central Java	32	15
Respondent	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	Few times in a day	63	29.7
Visit	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	Everyday	74	34.9
Content	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

a	Intensit					
Status	Daily	Weekly	Monthly	Few times in a year	Total	
High School	1	0	1	1	3	
Student	1		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 valuebecause previous researchfound 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 α
Personal Gain	I enjoy writing and producing content	3,637			
Gam	To watch reactions to my articles	3,198	3,398	0,794	0,6
	To see my articles/work published online	3,358			



Individual Growth	To gain status and build my reputation online	2,722			
	I have a sense of responsibility to produce		3,087 0	0,949	0,794
	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	To develop connections with other people	3,241	2,706 1,132		0,694
Interaction	To debate other users	1,524		1 122	
	To take part in an interactive community	3,165		1,132	
	To take a role in an online community	2,896			
Information	To inform others about news and events	3,113			
Dispersal	To inform others about my first-hand experiences	3,156	3,225 0,909		0,763
	To create and share knowledge with others	3,632		0,909	
	To inform others about current events	2,774			
	To exercise my right of freedom of expression	3,453			
Collective	To set and agenda about a particular issue	2,571			
Change	To support/protest about a particular issue	2,274	2,349 1,028		0,787
	To mobilize citizens for support or protest	2,410		1,028	
	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 selfactualization[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 selfevaluation 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 journalisticbackground 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 the reason regarding why users 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]. thoughKompasiana 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 undergraduatesand 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 lifes (humanity), fictions, and politics.

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