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Background

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 (websindo.com, 2019). 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 symphatetic," said Michael Rendy, Founder and CEO situs UGC named *Keepo* (Leightoon, 2015).

The speed of production and dissemination of information is dillematic. 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 (Bowman & Willis, 2003). 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 (Ostman, 2012) aimed to find how does the UGC involvement predict online and offline political participation. Eventhough 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 lisence 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* (David T, 2011). 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 (Rahman, 2019).

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, Kompas Gramedia 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 (kompasiana.com, 2017). 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.

Literature Review

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 (Comninos, 2003). As reported in Participative Web (Wunsch- Vincent & Vickery, 2007) the characteristics of UGC are:

1. Publication requirement: only contents created by citizen and published through media could considered as UGC.
2. Creative effort: contents that published requires creative effort (wether its 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 demadnds for reformation arised in 1998, the ... also asked the government to protect the freedom of its citizens to express their ideas. Finally, the state's guarantee contains in the Ammendment 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 proggress also supported by the development of information and communication technology that allows everyone to obtain information and produce information (Yoanita, Hadi, Setiawan, & Aritonang, 2018).

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 ammended with the enacment of Law 19/2016. This law regulate electronic information transmission through internet and electronic transaction.

Uses and Gratification 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) iniatives 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 (West & Turner, 2014).

Cantril in Ruggiero stated that in the early of communication research, scholars studied the gratifications that attract and hold audiences to the kinds of media and the types of content that satisfy their social and psychological needs. Later, as McQuail said, the research conducted in a social-psychological mode, and audience based, crystallized into the U&G approach (Ruggiero, 2000).

According to Rayburn, until the 1970s, U&G research concentrated on gratifications sought, excluding outcomes, or gratifications obtained. During the 1970s, U&G researchers intently examined audience motivations and developed additional typologies of the uses people made of the media to gratify social and psychological needs (Ruggiero, 2000).

As new technologies present people with more and more media choices, motivation and satisfaction become even more crucial components of audience analysis. Not surprisingly, researchers have been busy applying U&G theory to a wide range of newly popularized video media technologies. Interactivity significantly strengthens the core U&G notion of active user because it has been defined as "the degree to which participants in the communication process have control over, and can exchange roles in their mutual discourse" (Williams, Rice, & Rogers, 1988, p. 10).

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 (Khan, 2017). 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.
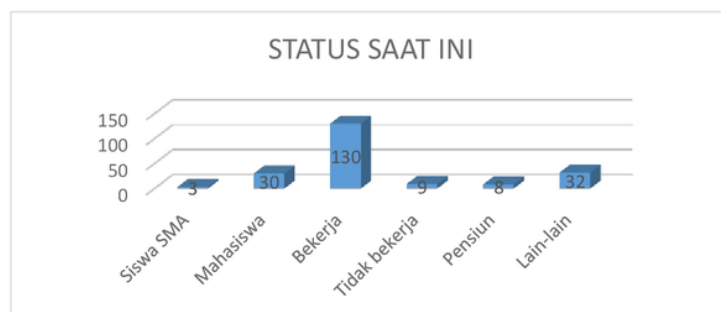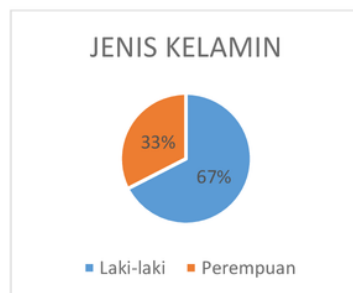
Other research in the context of new media was also conducted by Martha Jack (Jack, 2010). She conducted quantitative studies (online surveys) and qualitative (interviews) to find out what motives encourage citizen journalists to produce their content. She examined users of three citizen journalism platforms 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 changeI*. This five typology has also been conducted on this research. However, this research will only look for the motive of Kompasiana users.
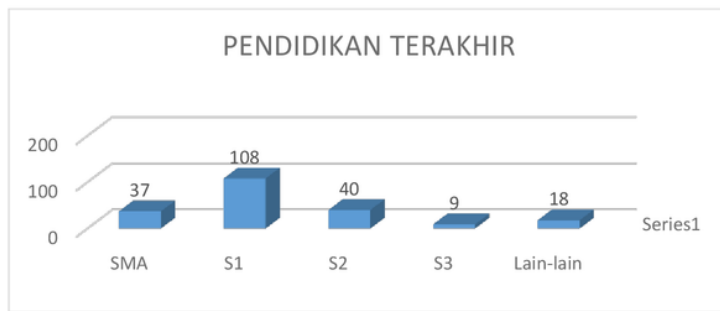
Methods

Findings and Discussion

Sebelum menganalisis temuan data dari hasil online survei, peneliti melakukan uji validitas terhadap 212 kuesioner yang diisi responden dan uji reliabilitas pada seluruh variabel yang ditanyakan. Hasil pengujian tersebut menunjukkan

Dari 212 responden yang mengisi online survei, peneliti memeroleh profil sebagai berikut:

JENIS KELAMIN

- 33% Perempuan
- 67% Laki-laki

STATUS SAAT INI

Siswa SMA	3	
Mahasiswa	30	
Bekerja	130	
Tidak bekerja	9	
Pensiun	8	
Lain-lain	32	

PENDIDIKAN TERAKHIR

	SMA	S1	S2	S3	Lain-lain
Series1	37	108	40	9	18

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