

Conference Paper

Analysis of Twitter Utilization as the Medium of Communication among Jersey Collector Community—Reds Army LFC

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Abstract

Reds Army LFC is the biggest community of original collector of Liverpool FC football jerseys in Indonesia. Initially, the Reds Army LFC was founded in 2010 as a Blackberry Messenger (BBM) group, with 30 members who had met on an online forum Kaskus.us (now Kaskus.co.id) from JABODETABEK. Through the aid of social media and the Internet, especially twitter, Reds Army LFC has grown to be a national jersey collector community that has more than 5000 members, coming from different provinces of Indonesia. The utilization of twitter by Reds Army LFC is very important and attracts the interests of the Researchers. Based on this phenomena, the researcher can say that 'Analysis of Twitter Utilization as the Medium of Communication among Jersey Collector Community—Reds Army LFC' is the fittest title for this research. This research has used a qualitative method. Participant observation, semi-structural interview, and literature studies were used as the method of data collectivity. The result of this research shows that twitter utilization as the medium of communication in Reds Army LFC has an impact, both between the members and even to the other people who do not have any relation to this community.

Keywords: component, social media, Twitter, online community

1. Introduction

The used of social media for a communication process is become so popular nowadays. People thought, it so simple when they want to send a message massively by using social media because people can receive it just a moment after it sent.

Twitter is one of the popular social media which is has a lot of users inside. It is a kind of microblogging website which is belong and operated by Twitter Inc. Based on the research about social media users in Indonesia by We Are Social in 2013, Twitter is used by 80% of internet users in Indonesia. On November 29, 2015, www.tekno.kompas.com said that most of Twitter users are come from mass affluent segmentation.

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As a medium of communication, Twitter has a few of advantages. It is so users friendly system, concise, and fast. Any information can be delivered with comprehensive, and passed quickly to the hundreds of millions of twitter users worldwide.

The advantages of Twitter are make Reds Army LFC interested to use as their medium of communication. It is a football jerseys collector community in Indonesia. Twitter is not only used as their medium of communication, but they are also think Twitter was helping them to gain their number of members. What makes this research interesting is because of the unique phenomena which one appear from the way of communication in Twitter used by the research object, Reds Army LFC community.

2. Literature Review

2.1. Twitter

Twitter is a social media which the type is microblogging, owned and operated by Twitter Inc., which allows users to send and read messages called tweets. Tweets are text posts of up to 140 characters displayed on the user profile page. Twitter users can see tweets of other writers known as followers (Jansen et al., 2009).

Microblogging has different character with blog. If blog is need a huge dedication of the user to get an optimal maintenance, microblogging or twitter does not need that. There are no significant definition about what is Twitter used to. Some users use Twitter to do tell the world wide about their own story of life, the other use it to promote their business, etc. (Dirgayuza, 2009).

As a medium of communication, Twitter is very strong. Twitter strength is in the ease of utilization. With a select menu update, the whole world will instantly be able to read what we are publishing. In contrast to the blog that can be said to have no limit, Twitter is a microblogging service that each tweet is limited to 140 characters filled. When viewed in terms of speed and practicality, limitations become a major advantage of Twitter. With the character restrictions, anyone can use it without thinking. Any information can be delivered with comprehensive, and passed quickly to the hundreds of millions of twitter users worldwide (Dirgayuza, 2009).

2.2. Adaptive structuration theory

Adaptive Structuration Theory (AST) is based on Anthony Giddens structuration theory. This theory is formulated as 'the production and reproduction of the social systems through members' use of rules and resources in interaction'. DeSanctis and Poole adapted Giddens theory to study the interaction of groups and organizations with information technology, and called it Adaptive Structuration Theory. AST criticizes the technocentric view of technology use and emphasizes the social aspects. Groups and organizations using information technology for their work dynamically create perceptions about the role and utility of the technology, and how it can be applied to their activities. These perceptions can vary widely across groups. These perceptions influence the way of how technology is used and hence mediate its impact on group outcomes (Poole, Seibold, and McPhee, 1996, in [7]).

In here, we can assume Twitter is a kind of social neighborhood on internet. It has rules, the system is operated by Twitter Inc., just like our reality social neighborhood which is has the government who take control of the society. But, even Twitter have their own rules to control the system, users has their own right to operating their own Twitter account. So, we can see that everybody who has a Twitter account will always be operate their own account by their own desire. Twitter Inc. only take the responsibility as a watcher, and they will be do something like giving warning or banning if they found a user who used their twitter out of their community guidance.

2.3. Communication technological animal

Technically, the technology does not make a movement, but people who use social media technology was enthusiastically use. In fact, communication studies it is often referred to communication technological animal [4].

Communication technological animal means individuals who make technology as fundamental part of human being. For them, technology is a major factor in making changes. Even communications technologies such as social media is believed to be a tool that can be used to achieve the goals he wished [4].

Associated with this research, it can be said that the real twitter and other social media as a social environment only facilitate its users to communicate with all forms of its operating system. Success in the process of delivering and receiving messages remain dependent on each user, with indicators of success can be seen from the level

of popularity of each user. In twitter, the level of popularity can be seen from the large number of followers, retweet, and favorite tweets.

3. Method of Research

This research is using qualitative method. It used because there are several reasons that include qualitative method has been used widely and can include more terms compared with other methods, as well as to see a communication phenomenon in the form of abstract or invisible. Additionally, qualitative method can also be used to describe the situation in a particular situation in detail, especially in exposing the communication phenomena between the members of Reds Army LFC in Twitter as their medium of communication.

Data collection in qualitative research can be done using natural conditions. The primary data source is obtained through the technique of participant observation and in-depth interviews. Participant observation is the observation that involves researchers directly in the activities of field observation. Researchers act as an observer, meaning that researchers are part of the group examined [1].

Then, interview is a data collection techniques by communicating with the data source. The communication through dialogue (question and answer) to exchange information and ideas that can be constructed meaning in a discussion [6].

Instruments in qualitative research is the researchers themselves. Researcher in qualitative research is the key that opens, examine, and explore the entire space a careful, orderly and freely, and some even call it a key instrument. Researcher in qualitative research as well as a planner, data collection, analysis, interpreter of data, and he eventually became a reporting research results [3].

The data validation is an activity carried that research results can be accounted for on all sides. Data validation was done to test the veracity and honesty of the subjects in uncovering reality according to what is experienced, perceived, or imagined. This research is using triangulation to test the veracity and honesty of the subject. Triangulation is a technique that utilizes data validity checking something else beyond the data for the purposes of checking or as a comparison of the data [3]. Triangulation of data sources by comparing and checking a good degree of confidence of any information that has been obtained through time and different ways in which qualitative methods are carried out by:

1. Comparing the observed data with the results of interviews.

2. Comparing what people are saying in public what was said in private.
3. Comparing the results of interviews with the issue of a document relating.

4. Conceptualization

Communication has a very important role in Reds Army LFC. For the community which was founded in 2010, Twitter, which is the most popular social media on that day have a massive impact for their development phase. Based on the concept of Twitter, we can assume that Twitter is kind of an online neighborhood which is has a huge number of population (number of users, about 80% of Indonesian internet users are using Twitter as their main social media, it was mentioned at the research of We Are Social in 2013) who come from the mass affluent segmentation. According to those concept and data, Reds Army LFC feel's Twitter is the perfect social media which can used by them as the primary medium of communication.

One of the big impact of Twitter used effectively as a medium of communication by the community is on the early history of the Reds Army LFC itself. This community was helped by Bigreds which is publicizing their existence. Bigreds is an official community supporters of Liverpool Football Club in Indonesia that has official licensed from the football club directly which is has a lot of members who come from many provinces in Indonesia, this community was established in the year 2000, older than Reds Army LFC.

At that moment, Adityo Dwi Priyono as the chairman of Reds Army LFC has an initiative to build a relationships to Bigreds which was chaired by Fajar Nugraha. Using Adityo personal twitter account, he contacted some of Bigreds management team including Fajar Nugraha to inform about the Reds Army LFC community who has focus to gather all of original jersey of Liverpool FC collector who joined to Bigreds. Fajar Nugraha was retweeted the tweets which sent by Adityo and resend the information about Reds Army LFC via his personal twitter account with the intention that every member of Bigreds who has a hobby of collecting jersey of Liverpool FC would like to join with Reds Army LFC and following their twitter account. Started from there, eventually Reds Army LFC is getting bigger with the arrival of the new members who massively come from various regions in Indonesia, particularly outside Jakarta and Java Island. Through Twitter, this community can meet a lot of people who have the same passion as well as new people have the desire to collect the original Liverpool FC jerseys. In here, we can see Twitter really have a big population of users just like the earth. In Twitter we have a big chance to meet another people that we do not even

meet yet without considering about the distance and the difference of time, this is actually fit with what we know about the Twitter concept.

The one who responsible to take control of their Twitter account is the social media team. This team is consists of three persons who did the daily maintenance of their Twitter account. The focus objective of the social media team is make a communication between members in this community through Twitter. Beside of the communication between members, @RedsArmy_LFC account also perform the same communication way to the outside environment of their own community, like between of another jersey community or to the other jersey collectors with the intent to develop the relations between Reds Army LFC to them.

Through their Twitter account, @Redsarmy_LFC, they made some of interesting contents on their own timeline such as exchanging information about the jersey, gathering and invitation to play football or any other publication of their events, interview section about jersey with the admin or another member, #JemurLFC or an online event which are all of the member would like to participate to showing their jerseys by the Twitpic feature, and #LFCJubel as the feature of jerseys trade between the members. All of those contents are made to attract all of the members in order to build an attractive communication with all of the members on that community who seen or following their Twitter account. Twitter has become a very helpful hand their development as a community of jersey collectors. It was a good impact and suitable with their main goal for the Twitter utilization.

What Reds Army LFC did on Twitter is also suitable with the Adaptive Structuration Theory and Communication Technological Animal Theory. Twitter had their own system which is developed by Twitter Inc., but there are always be a differentiation about what its used for between each users. Reds Army LFC use Twitter for made an interaction both to the members, another jersey collectors, and another jersey communities, they were re-creating the system by the contents of their timeline to make their Twitter utilization more attractive and optimal. We can see similarity between what Reds Army LFC did with the definition of Adaptive Structuration Theory and Communication Technological Animal Theory in here. Twitter (technology) is a normative system, but the differentiation of the contents which are made by the users is the most important thing which is the determinant factor that makes the utilization of Twitter is success or not.

5. Conclusion

In the research 'Analysis of Twitter Utilization as the Medium of Communication among Jersey Collector Community—Reds Army LFC', researcher conclude that the utilization twitter on Reds Army LFC had a suitable with the concept of twitter, adaptive Structuration theory, and communication technological animal theory that theoretical into real and can be practiced in the social life of the people who have a desire to utilize Twitter and any other social media for their own objective.

Since Reds Army LFC was found, social media has been utilized. Starting from the meeting of its members in an online forum Kaskus.us than gather them in a small group in Blackberry Messenger (BBM). But with their desire to having more friends who have the same passion, this community decided to utilize the other social media because BBM has a limited number of members.

After that, Twitter selected as their main social media of this community to help them to meet with new friends through cyberspace and it was a right decision. After going through with the process of adaptation with the operation system of Twitter as an online social neighborhood, this community is becoming more widespread and popular over time.

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