

Construction of Identity and Group Dynamics in the Cyberspace (Case Study on Komunitas Blogger Jogja and Komunitas Blogger Semarang 'Loenpia Dot Net')

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ABSTRACT

Media convergence, "packed" the world to become more 'compact' and 'operable', enabling people to do their works simultaneously. Media convergence also encouraged people to go through a 'cultural shift', regarding the virtual world as an alternate world. It is not surprising that people possess multiple identities; the one which is exhibited in a public space, and another identity which is dedicated to cyberspace. This constructed identity distinguishes a group of digital natives and digital immigrants in 'cyberspace'.

This study seeks to explain the construction of identity built by the *bloggers* through their personal blogs, as well as to explain the group dynamics within *bloggers* community, known as digital natives. The explanation derived from Communication Studies emphasizes on the perspective of 'a cultural shift' as a result of the 'cyberspace' phenomenon as an impact of the current-computing technology and the changing patterns of information transmission and communication. This study also seeks to explain the 'group dynamics', explained by Kurt Lewin (1951) as 'the way groups and individuals act and react to changing circumstances,' which can be identified through group character and group evolution.

Researchers conducted in-depth interviews, towards the members of *bloggers* community, ie 'Jogja Bloggers Community' (bloggerjogja.org) which was established on June 25th, 2011 and 'Loenpia' (loenpia.net/blog) which is a *bloggers* community which is based in Semarang and established since October 15th, 2005. Informants of this study are members of a *bloggers* community that joined the community since it was formed, a member that took part on the community's mailing list or other media that used as a means of communication among other members of the community, a member who actively participated on off-air events organized by the community as contributing efforts to society (charity or give-back events).

Keywords: the construction of identity, group dynamics, web characteristics, blogger community.

This abstract belongs to 'Network Society' stream.

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INTRODUCTION

Communication is currently experiencing a charging shift, not only face-to-face communication, or mediated communication using conventional media. Nowadays, the world and communicators are treading in a new era, digital communications era. Proceeded with computer mediated communication, invention of the internet and world wide web, extended to the wireless network, communication processes itself are enhancing, where the media sophistication, speed of access, and its user's expertise has significant influences in the communication process itself.

Current computing technology determined by its digitalization, interactivity and connectivity of wireless media, affects the emergence of a series of other phenomena, such as the emergence of the Internet, which was initially to fulfill electronic transmission, which turns into a wave channel energy and human expression that exist everywhere and touches on many aspects of human life. Every minute, hundreds of millions of people are creating and absorbing the digital content. This implies that the emergence of new capabilities for expression and move information freely gave birth to a virtual environment running side-by-side with social reality.

At the initial appearance, the Internet and computers were only familiar in certain circles. Over time, computers and the Internet began to spread widely among Indonesians. This was triggered also by the emergence of an ISP (Internet Service Provider) which provided internet access services in several places in Indonesia, making it much easier for the users.

The number of Indonesian internet users is increasing, as shown by the results of research by Indonesian Internet Service Provider Association (APJII) in collaboration with the Computer Research Center (Pusat Kajian Komputer) or PusKaKom, Universitas Indonesia (APJII, 2015, p. 20). "During 2014, there were 88.1 million internet users in Indonesia, increased about, 16.2 million, from 71.9 million, with penetration rate 34.9 %".

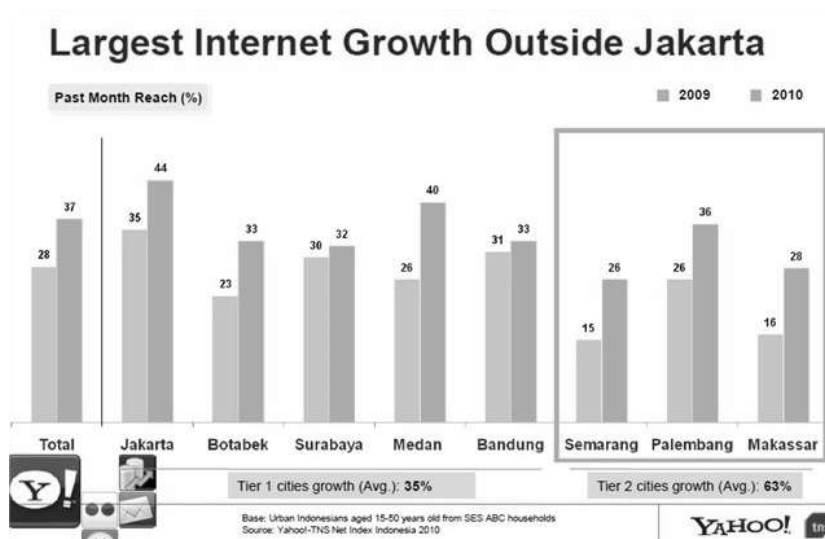
It is possible, given as Internet users, majority of Indonesians are categorized as 'a-new-technology-enthusiasts', as evidenced by an increase in the quality and expansion of the Internet network that never stops. Several big cities in Indonesia, such as Jakarta,

Surabaya, Medan, and Bandung, are now able to enjoy mobile Internet access with 4G speed, also known as LTE connection (Long Term Evolution), which is known as today's fastest wireless network that has been adopted by several leading cellular providers in Indonesia.

Internet penetration rate is increasing every year, given the intensive development of the network, following the increase of Indonesia's population, now considered much more receptive to absorb and applying developed computing technology. Indonesians are broadly divided into two major groups; the digital natives and those who called digital immigrants. A 'Digital Native' is an individual who has been familiar and proficient in operating the computing technology because he or she was born in the digital age; according to the Oxford Online Dictionaries (2015, para.1); "A person born or brought up during the age of digital technology and so familiar with computers and the Internet from an early age."

Digital natives are young people, who have an innate skill in operating the computing technology, which is parallel with the level of internet penetration. The more the youth population, the higher its level of digital literacy, according to Yahoo! - TNS Net Index Highlights 2010 "the largest internet growth outside Jakarta" surveys are conducted in several major cities across Indonesia, where the city of Yogyakarta was ranked first with a penetration rate of 38.5%, which is the highest penetration rate in Indonesia, considering Yogyakarta is a city with the highest number of universities in Indonesia. It was followed by Semarang, with internet penetration growth 63%, which is ranked third in the big city in Indonesia with the highest growth rate of Internet usage in Indonesia, after Makassar and Palembang, as shown in the table 1 below.

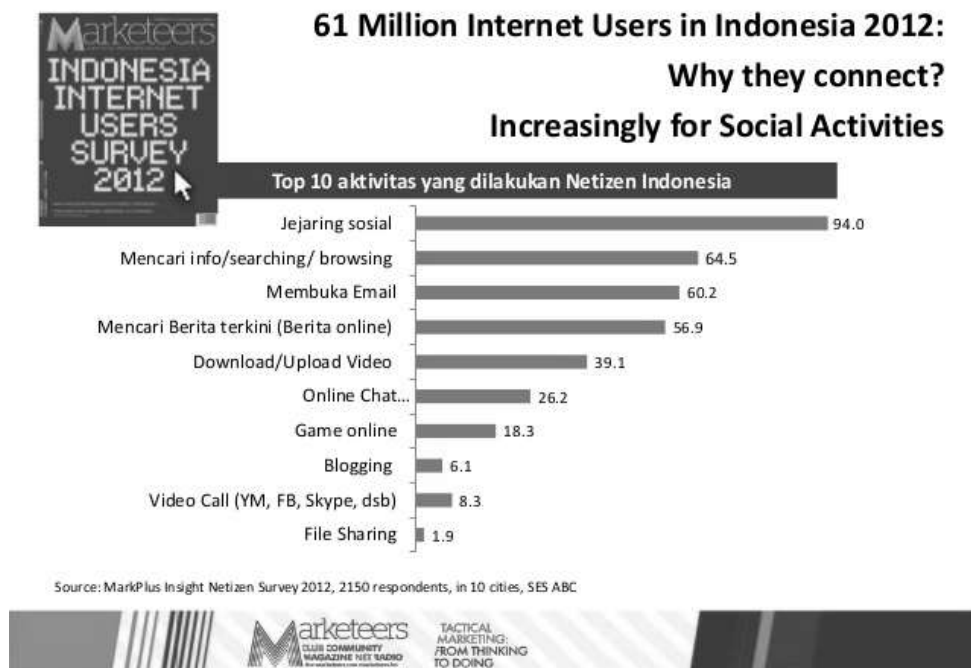
Table 1



Courtesy of: Yahoo! - TNS Net Index Highlights 2010

Sophistication of computing technology and internet connectivity, as well as the ability of all devices to be connected to the Internet, affect the process of socialization and communication amongst computer users around the world. Internet users, have played an active role in building the civilization of cyberspace itself, by providing content that fills the platform provided by the Internet Platform Provider, known as 'user-generated-content' phenomenon, as represented by table 2 below, that indicates most online activities done by Indonesians.

Table 2



Courtesy of: MarkPlus Insight Netizen Survey 2012,
based on 2150 respondents (SES ABC) in 10 cities of Indonesia

As stated above, by the Marketeters 'Indonesia Internet Users Survey 2012', with blogging become one of the important online activities done by Indonesians is considered as an online activity that allows users to upload their online activities labeled as 'user-generated-content'. Blog is a web platform, which offers Internet users a service, to write or compose article online, facilitate knowledge and information sharing, and multimedia activities especially for users who have no technical capabilities in the creation of a website, such as coding or website programming.

The survey from the Association of Indonesian Internet Service (APJII) in 2012, showed that 2.2% of internet users in Indonesia, or about 1.2 million people, have done content uploading activities on their personal blogs, regularly, using various kinds of weblog platforms (APJII, 2013, p. 44).

Blog (weblog) is a platform pioneer that allows users to upload their web contents easily, support by 'friendly-user' graphic-user-interface, as well as to connect (linked) their profiles to various kinds of social media platforms simultaneously, which is now adopted by several social media other platforms, such as social networking (Facebook), microblogging (Twitter), and blogging (Tumblr), those are: wordpress.com; wordpress.org; blogspot.com; typepad.com; b2evolution.net; and scribefire.com.

Klaffke, (2014) *"On over 5M blogs, Indonesians discuss politics, food, culture, lifestyle, fashion trends, and more."* Those who are actively doing blogging activity, usually upload articles, reviews about politics, culinary, culture, lifestyle, fashion trends, and much more. These indicate that the blog is a mean of self-expression, integrate number of ideas and interests of the blog owner, which is like a personal journal, uploaded online, and allows others to access them online. Blog is a representation of the online identity of the owner of the blog account.

All the websites we have visited, all sent emails, the narrative read online, a planned trip, job vacancies were discovered. These activities enable us to understand every aspect of life that has changed, ranging from trivial details of everyday life to the question of identity, and relationships. This technological revolution will enable us to save, develop, and deploy content, at the exact moment simultaneously and directly rely on the almost unlimited 'power', at the finger tip. Online experiences became as real as real-life-experience, or even better. Humans consider it as 'an escapism' from the daily routines. It encourages people to have a double 'citizenship', those are, 'real citizenship', related to the social reality, and 'digital citizenship', related to the virtual world (cyberspace).

"Citizenship's defined as membership in a community, or the quality of an individual's response to membership in a community." (<http://www.merriam-webster.com/dictionary/citizenship>). Digital Citizenship can also be interpreted as *"the quality of a response to membership in a digital community"*, (<http://www.teachthought.com/technology/the-definition-of-digital-citizenship/>).

This 'Citizenship' helps people to realize the values, beliefs, and even identities in the real world and digital world. 'Digital Citizenship' plays as a code-of-conduct for members functions on a community (group), that consists of several members with a variety of personal character, with common vision and interest as basis, the community will interact to meet their needs, to exists, without ignoring the personal interests of the individuals incorporated within community, these encourages 'Group Dynamics', as stated by Kurt Lewin (1951) in Forsyth (2006, p. 16), *'the way groups and individuals act and react to changing circumstances,'* which is defined as the way groups and individuals behave and react towards situation changes, in the study of Communication, 'Group Dynamics' are described and examined in a series of phenomena, namely the transmission of information in groups, discussion, decision making, problems in communication, and networking (Forsyth, 2006, p. 25).

METHODS AND PROCEDURES

This study is implemented by applying case study approach, data and informations for this study, collected by conducting separated depth interviews towards members of Komunitas Blogger Jogja (bloggerjogja.org) and Komunitas Blogger Semarang 'Loenpia Dot Net' (loenpia.net/blog) which selected within particular criteria as follows: become member since the community was formed, members who are registered on the mailing lists or other Social Media platform which is used as a means of communication amongst members of the community, and members who are actively participating on several events organized by the community.

First interview took place in an event, known as 'Kopi Darat', which is a regular meet and greet event amongst members of Komunitas Blogger Jogja. Researchers interviewed Iwan Restiono (hanyalewat.com), founder of Komunitas Blogger Jogja and Bong Rizky Akbarsyah (rizqiakbarsyah.blogspot.com) ex-chief of 'Tangan Diatas (TDA) Kampus Jogja', which is community for charity, and also member of Komunitas Blogger Jogja. Third informant from Komunitas Blogger Jogja, Achmad Zulfikar (blog.kabarfikar.com) co-founder of Komunitas Blogger Jogja, were interviewed personally on separate occasion, because of his absence on the previous 'Kopi Darat'.

Informants from Komunitas Blogger Semarang 'Loenpia Dot Net' were interviewed separately both informants are the founders. The first informant, Mohammad Sani Suprayogi (yogie.id) was interviewed on his workplace, a private university in Semarang. The second informant, Budiyo (budiyo.net) was interviewed online, whilst undertaking ongoing project on his job for technological corporate abroad.

This study seeks to explain how the construction of identities that will formed by the bloggers through their personal blogs, as well as explain 'group dynamics' in the blogger community, which incidentally is the digital natives, from the Communication studies, emphasizes the perspective of cultural shift as a result of the phenomenon of cyberspace that arise because the latest computing technologies, and changing patterns of delivery of information and communication patterns.

RESULTS

Komunitas Blogger Jogja (<http://bloggerjogja.org/>)

Referring to the blog page of bloggerjogja.org, Blogger Jogja community officially born on June 25, 2011, the story begins with a blogger Tomi Purba met a fellow bloggers Tony, Adin Darmawan, Cahyo Herdian, dan Bima Sakti, has an idea to create a new community, against orders, prohibition, and exclusivity. A course to share knowledge, stories, and experiences among community members without being patronizing.

The idea is then manifested into "Blogger Jogja Dot Net" with blog aggregator exhibiting blogs of the community members, by holding the 1st 'Kopi Darat' (KOPDAR) took place on local food stall, called an Angkringan in Ngasem, Yogyakarta, which become a monumental period, whereas Komunitas Blogger Jogja was born along with its official blog "Komunitas Blogger Jogja dot Org", which is a distinctive forum to build one big family with sense of togetherness, and shared interest among community members, along with patriotism spirit and values, endorsing Yogyakarta as Daerah Istimewa, globally and locally, by committing towards

1. Enacting Komunitas Blogger Jogja as a place of brotherhood, friendship and sharing.
2. Sharing knowledge, experiences among bloggers in terms of blogging, specifically, and life at large.
3. Establishing blog as a positive forum for sharing activities for public and youngsters, especially the people of Jogjakarta.
4. Contributing to formed solid mentality through digital media activities, one of them is blogging.
5. Endorsing Yogyakarta image and hospitality as tourism destination also as Special Region in Indonesia, through blog and blogging activities.

Referring to the history and objective of Komunitas Blogger Jogja, which has many members with various persona, Komunitas Blogger Jogja chairman and founder, Iwan Restiono, declaring that Komunitas Blogger Jogja is an independent community, which turns into blogger forum, as follows

Kosep komunitas itu organisasi tanpa ikatan, organisasi memang kurang terarah. Kita hanya kumpulan orang-orang yang ngeblog, dari yang berorientasi profit dan non profit (Interview with Iwan Restiono, 11/09/2015)

Co-founder of Komunitas Blogger Jogja, Achmad Zulfikar, elaborates previous clarification by stating thas Komunitas Blogger Jogja (KBJ) aims to unify bloggers which live, or have certain attachment with Yogyakarta, to promote yet preserve excellent image of Yogyakarta through blogging activities based on sense of togetherness, and shared interest among community members, since members of Komunitas Blogger Jogja came

from various kinds of background and ethnica origin, it is important to synchronize community goal as proper representative for Yogyakarta, as the hometown for Komunitas Blogger Jogja.

Embracing people of Yogyakarta with no exception whatsoever, become basic notion for Komunitas Blogger Jogja, as stated by Komunitas Blogger Jogja co-founder, Zulfikar, as he strolling through his experience, before KBJ was formed, the only blogger community in Yogyakarta, known as 'Cah Andong' community, with exclusive membership, in turns, this phenomena encouraging KBJ formation as pioneer for community with open membership, stated as follows

Pada waktu itu, saya masih ingat Komunitas Blogger yang dinamakan Cah Andong merupakan Komunitas Blogger yang sudah cukup tua di Yogya. Namun demikian, dalam hal penerimaan anggota baru saya menganggap Komunitas tersebut tertutup dengan keberadaan anggota yang ingin bergabung. Hal inilah yang mendorong kami untuk membentuk KBJ sebagai wadah bagi siapa saja Blogger di Yogyakarta maupun di luar Yogya yang ingin bergabung. Lebih tepatnya, kami merupakan pionir Komunitas Blogger dengan keanggotaan terbuka (interview with Achmad Zulfikar, 09/09/2015).

Komunitas Blogger Semarang 'Loenpia Dot Net' (<http://loenpia.net/>)

Komunitas Blogger Semarang 'Loenpia dot net' established on October 15, 2005, from the initiation of fellow bloggers known as '7 Pendekar Loenpia' ie Budiyo (budiyo.net/), an IT engineer and an expert in his field, Didik (achmadi.net/) a computer programmer, Alief (aliefte.wordpress.com/) which has a journalism background, Achmad Munif (<http://niffo.net/>) journalist on daily newspaper in Semarang also owner of twitter account (twitter.com/wisatasemarang), Fian (twitter.com/fiandigital) which is currently a Community Manager reputable online store in Indonesia, Firmansyah (escoret.net/) which currently manages the food and beverage business, as well as educating traditional coffee farmers across Indonesia (klinikkopi.com), and Mohammad Sani Suprayogi (<http://yogie.id>) an IT lecturer who is also the Head of Technology in a Digital Agency in Jakarta. This community was formed as a forum for bloggers based on Semarang and its surrounding areas, regarded as a medium for bloggers with expertise and creativity, together promote and preserving towards a much better Semarang in the future.

Been established since ten years a go, 'Loenpia' has done many activities, such as 'Kober', stands Kopdar Bermutu, an event to share knowledge and ideas among members 'Loenpia', starting on this forum, sharing activities managed into a professional forum i.e. Seminar, to educate Semarang citizens about internet and cyberspace, there is also 'Loenpia Force' ie 'Loenpia Foster Our Children Education', the Loenpia members contribute to families with children, who has schooling financial problem.

As community with virtual based activities, 'Loenpia Dot Net' utilizes information and communication technology as means of interaction in cyberspace by using Whatsapp messenger; Blackberry Messenger; Facebook Group (<https://id-id.facebook.com/LOENPIA.net>), twitter 'Loenpia Dot Net' @loenpia; Google Mailing List (semarangan-subscribe@googlegroups.com), dan Radio 'Loenpia' (<http://radio.loenpia.net>).

Blogging in Cyberspace

Universe where phenomenon studied by this research we known as the Cyberspace, Chris Barker (2009, p. 320 – 330) explains 'Cyberspace' as the space 'that does not exist anywhere' in which e-mail passes, digital messages that moves in accessible world-wide web sites. "A place without space" conceptually, where the words, relationships, data, status, wealth and power is raised by those who use communication technology with computer as the media. Finally electronics technology provides more information and services which are interactive, this allows more information circulating at higher speeds on longer distances.

'A term coined by science-fiction writer William Gibson to describe his fictional computer-generated virtual reality in which the information wealth of a future corporate society is represented as an abstract space. Pre-dating the Internet as a popular phenomenon, Gibson's cyberspace has been widely interpreted as prophetic (though he says he got the idea from watching children playing videogames). The word is also used in every general terms to cover any sense of digitally generated 'space', from the World Wide Web to Virtual Reality' (Lister et al, 2009, p. 421).

Blog (weblog) as part of 'Cyberspace', is a web-based-platform that allows users to established chronological journal or diary-like structure, that suggests and shapes particular kind of engagement and content (a more or less frequent updating or thoughts, observations, comments, and links to other blogs or sites of interest). Blog software facilitates and encourages other bloggers to link and comment on the site, this web-based-platform also supported by 'friendly-user' graphic-user-interface, known as wordpress.com ; wordpress.org ; blogger.com ; tumblr.com ; and typepad.com.

'Blog' have various functions, ranging as diaries and travel journal, media publications for companies and political campaigns, as well as a discussion forum for the problems related to the wider community. Blogger (Blog owner and Blog writer) shows their courage to write matters that relates to the public interest, distincts with the conventional media that should be cautious, caused by various interests of media owners, that shapes media outcomes. Blog is an alternative media that expressed independent voice

in any reviews. Blog is not a panacea for the culture that has been saturated with conventional media, at least, 'blog' has provided a space for people to voice their aspirations. Blogs could indicate a person's identity, sometimes it is inevitable that identity expressed on blog, contains certain interest, passion, label that actually want to be concealed by the blogger.

'The ability to archive blog posts creates a way to scaffold on previous impressions and expressions; thus, constructing identity can be a continuous process for adolescents, and one to which they can refer. Finally, when blog software offers ways to provide feedback or link to their bloggers, this can foster a sense of peer group relationships' (Huffaker and Calvert, 2005 on Lister, 2009, p. 268)

As shown by figure 1, this webpage derived from personal blog owned by member of loenpia.net Ardha Dedhali (kamartengah.wordpress.com) as personal yet online-published space where the blog owner comment on social issue related to Semarang, where Komunitas Blogger Semarang 'Loenpia Dot Net' were formed, this particular concern is parallel with sense of belonging towards Semarang itself, where Ardha shared his apprehension within a forum and replied by a fellow blogger, Teo Domina, as shown by figure 2.

Figure 1
Web page of loenpia.net content by ARDHADEDHALI



Courtesy of: loenpia.net/blog/semarangan/semarang-selayaknya-setara.html
derived from kamartengah.wordpress.com/2013/10/16/semarang-selayaknya-setara/

Figure 2
Discussion forum derived form web page of kamartengah.wordpress.com



Courtesy of: kamartengah.wordpress.com/2013/10/16/semarang-selayaknya-setara/

Blogs have a tremendous benefit for the community in encouraging a desire to write. Another strength of the 'Blog' also a place to interact, so that the opinion of all people can be facilitated, regardless of status, class related to the individual. Moreover 'Blog' also able to explain the fundamental differences online media with conventional media, where conventional media has the characteristics: top-down, arrogant, and boring. It is clear that the spirit that brought by 'Blog' existence, supports democratization in society. The core-content is to share the good things about themselves or something that involves the interests of many people. So the blog has provided a space, which is free from any kinds of intervention, because the contents of a blog mainly depends on the owner of the blog.

Identity Construction in Cyberspace

Internet has afforded new ways of experiencing the self and new ways of relating to groups in society, as we can see, related to certain community online could be understood in several ways. Online (discussion) forum or a community web page, provides a much more flexible-nature to participate, sometimes even anonymity. An opinion is merely a free-valued argument, detached from certain persona. Whereas, 'Kopi Darat' provides a controllable environment, where members of online community could meet and fulfill their social desires towards each other, as a group member or as a whole.

Giddens explains that 'Identity' is what we think about ourselves as individuals. In addition, he also believes that the identity is not a collection of properties that we have, or

things that we could address. Presumably, identity is a way of thinking about ourselves. Nevertheless, how we perceived ourselves, changes from one situation to another, affected by space and time. That is why Giddens calls identity as a project (Barker, 2009, p. 175). Giddens also states, that:

"Self-identity is not a distinctive trait possessed by individual. It is the self as reflexively understood by the person in terms of her/his biography." Indeed, "...to be human being is to know...both one is doing and why one is doing it...In the context of post-traditional order, the self becomes reflexive project." (Giddens, 1991, p.53, 35, 32) on Castells, 2010, p. 10)

In the more modern, or advanced term, 'identity' becomes more eloquent, multiplying, personal, self-reflective, shifted, and molded. The identity theorists from Hegel to G.H. Mead often characterize personal identity linked to mutual recognition. As if the identity of a person depends on the recognition of others towards it, accompanied by the recognition of self-justification. (Kellner, 2010, p. 315).

Change of identity that was built in the real world and projected to the virtual world, into a polished identity in cyberspace and experienced in the real world, will impact on the citizens, the State, and the company navigate the new digital world. (Schmidt & Cohen, 2014, p. 25). Here are several identities construction represented on blog from the member of Komunitas Blogger Jogja:

Figure 3
Opinion on a blog page by Adin

Blog Bukan Barang Mewah



Saat ini kita sudah lebih dimudahkan dalam urusan koneksi internet, hampir semua orang sudah bisa terhubung dengan internet, entah lewat warnet, koneksi pribadi (modem), bahkan melalui gadget pribadi seperti handphone/smartphone kita sudah bisa terhubung dengan internet. Dan saya yakin hampir semua yang bisa terhubung dengan internet pasti punya akun facebook.

Tapi ketika diajak untuk membuat blog, ternyata masih banyak orang yang takut, ragu, atau bahkan tidak mau, yang menjadi alasan biasanya mulai dari tidak mengerti soal coding web/blog, biaya mahal, tidak atau belum mengerti manfaat blog, tidak ada waktu untuk update tulisan, dll.

Sesuai dengan judul artikel ini, *Blog Bukan Barang Mewah*, jadi untuk memiliki blog kita tidak harus mengeluarkan uang yang banyak, kita juga tidak dituntut menguasai ilmu seputar web, coding, dll, karena membuat blog bisa semudah membuat akun facebook.

Coutersy of: bloggerjogja.org/blog-bukan-barang-mewah/

Figure 8 shows that the Komunitas Blogger Jogja want to show a projection of an identity to the cyber world explorers, stating that developing blogs is not a luxury and can be done by anyone. Referring that identity is a narrative about themselves, it is clear, as shown by figure 8, that being a blogger is easy and does not require speciality or even privilege, it only took a will to get it done, as stated by Bong Rizki Akbarsyah, member of KBJ, also former chairman 'Tangan Di Atas' (TDA) community, stated that blog is a mean of narration for blogger's identity

'Membuat blog ataupun menulis dalam blog adalah salah satu cara terbaik dalam menunjukkan sebuah identitas diri kita kepada orang lain.'
(interview with Bong Rizki Akbarsyah, 12/09/2014).

Figure 4
Opinion from Blogger Bong Rizki Akbarsyah on bloggerjogja.org web page



Courtesy of: bloggerjogja.org/

The constructions of 'The Self' in CMC, had a common notion, 'identity' is seen as anything but essential or fixed, on the contrary, identity is understood as fluid process in which 'self' and environment are constantly interacting. This idea rests upon the proposition, that identity is constructed through discourse. As shown by figure 9 above, Bong Rizki Akbarsyah reflected his identity as member of Komunitas Blogger Jogja, interact in broader surroundings, the 'Blogger Nusantara 2013' event, as discourse of (thoughts, sense of belonging), amongst bloggers related to specific regional character and

identity. For most social actors, 'meaning' is organized around a primary identity, an identity that frames the

others, which is self-sustaining across time and space, on the context 'Blogger Nusantara 2013' event, Bong Rizky Akbarsyah presents a persona as a blogger with privilege to represent Yogyakarta, interacting with fellow bloggers accros Indonesia, through 'Kopi Darat' activity known as Blogger Nusantara 2013.

Figure 5
Gathering Invitation for Members of Komunitas Blogger Jogja

Lazada Affiliate Gathering JOGJA

Buat teman-teman Blogger dimanapun berada terutama di Jogja, hari Minggu 9 Maret 2014 akan menjadi hari yang tidak boleh dilewatkan. Kanggal di tanggal tersebut semua pegiat online berkumpul dalam Lazada Affiliate Gathering Yogyakarta. Sebuah acara yang digagas oleh Lazada.co.id sebagai ajang temu diskusi para publisher, blogger dan aktivis online lainnya.

Lazada Affiliate Gathering Yogyakarta adalah kali ketiga Lazada.co.id melakukan event serupa di dua kota besar. Tersebutlah Jakarta sebagai kota pertama dan Bandung menjadi kota kedua. Menghadirkan pelaku bisnis online terkemuka sebagai pembicara yang menularkan ilmu kepada blogger dan publisher agar mudah meraup keuntungan di dunia maya di tanah air.

Acara spesial ini akan dihadiri pembicara-pembicara yang siap berbagi ilmunya antara lain:

- Tim Lazada Indonesia
- Verisign
- CloudKilat

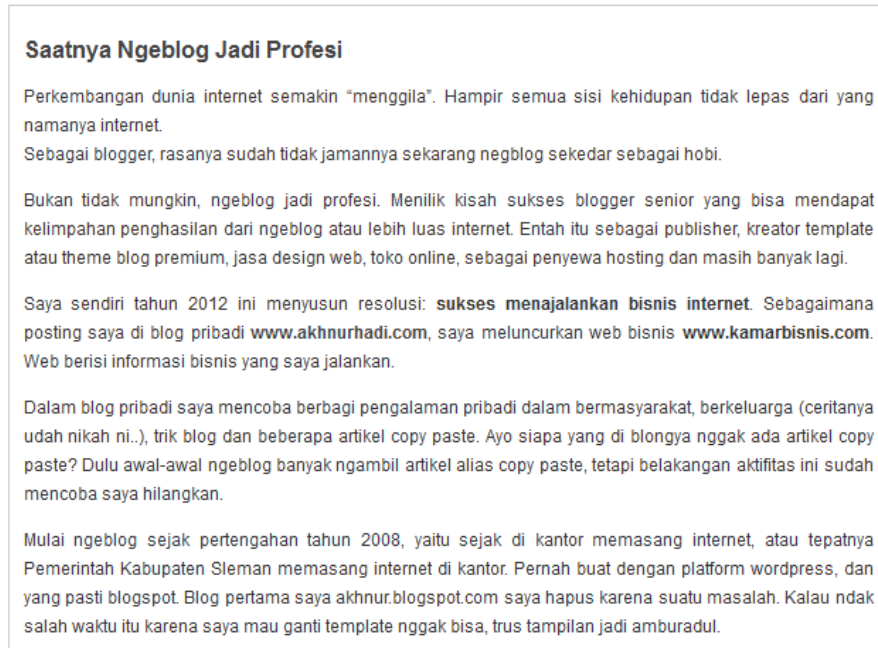
Game menarik berhadiah Grandprize Tablet Android pastinya akan dinantikan oleh semua peserta event Lazada Affiliate Gathering JOGJA ini. Ratusan Goodie bags stiker, t-shirt, voucher belanja pun akan dibagikan. Dan yang lebih penting lagi adalah share ilmu yang sangat bermanfaat demi menambah pengetahuan tentang Afiliasi.

Singkat kata tentang afiliasi

Seperti yang sudah banyak diketahui, Afiliasi adalah salah satu cara bisnis online yang memberikan komisi

Courtesy of: bloggerjogja.org

Figure 6
Gathering Invitation for Komunitas Blogger Jogja Members



Courtesy of: bloggerjogja.org

Figure 9 and 10 show that Komunitas Blogger Jogja provides other forms of narrative in their communities, which is online bussines activities, which could be beneficially profitable in terms of financial or entrepreneurial activity, which in turn valued as personal-branding activity,

Karena jika kita berbicara mengenai branding pasti kita melihat ke yang positif, walau yang negative juga tentu ada tapi kalo sebagai self branding saya lebih melihat ke sisi positifnya. Weblog juga dapat menjadi bahan acuan ketika perusahaan mencari data tentang kita seperti apa lewat blog (interview with Iwan Restiono, 12/09/2014).

In line with the Iwan, Zulfikar exposure related to Identity in the blog, it's perfectly natural yet understandable, nowadays, blogs utilized as a mean to represent identity in the present, as a common phenomenon, whereas everyone has the desire to exist in the midst of society, blog considered as the right tools, especially when public figures considering blog as a necessity, because of the public demands, eagerly follows activities of celebrities, such as US President, Barack Obama as pointed out by Zulfikar.

Ada juga figur yang dikenal publik melalui tulisan-tulisannya di blog. Rupanya kandidat kepala daerah juga tidak ingin ketinggalan dengan kampanye Presiden AS Barack Obama yang menggunakan weblog sebagai strategi kampanye. Saat ini di Indonesia, kandidat kepala daerah sudah mulai melirik weblog/website pribadi untuk berbagi gagasan dan pemikirannya (interview with Achmad Zulfikar, 09/09/2015).


Iwan and Zulfikar's statements highlighting identity represented via blog, are in accordance with the matter disclosed by G.H. Mead, that identity does not only narrating about self-project, but identity also considered as others acknowledgment towards ourself.

Figure 7
'Kumpul Blogger 2014' posted by Lawa Biroe on October 24, 2014



Courtesy of: loenpia.net/blog/berita/kenangan-blogger-vs-blogger-kenangan.html

Figure 8
Opinion about Blogging Activity and Blogger Existence on 'Kumpul Blogger 2014'
posted by Lawa Biroe on October 24, 2014




Lawa Biroe
26 October 2014
Berita

Nama itulah yang dijadikan tema untuk ajang #kumpulblogger 2014 yang diselenggarakan untuk kali pertama ini. Acara yang sifatnya sederhana, mengumpulkan beberapa wakil dari blogger beberapa komunitas lawas seperti blogfam, loenpia dari Semarang, cahandong dari Jogja, angingmamiri dari Makassar, emak2blogger dll. Juga blogger kekinian, era 2010-an.

Dari informasi kamar sebelah, yang menginisiasi #kumpulblogger ini antara lain : @matriphe @dewikr @TitwAkmaz @ulansabit @kukuhtw @cha_ia @leonisecret @goenrack @mbaknyai.

Kebetulan penulis ditunjuk mbak panitia yang kebetulan anggota loenpia juga untuk mewakili komunitas loenpia. Isi acara bertujuan mengobrol rindunya para inisiator dan para blogger untuk kapdar dan mengenang perjalanan awal beberapa komunitas blogger dan flashback tentang keramaian yang age-hits di perbincangan blogosphere waktu itu semacam kasus photashopnya mayangsari, hi rayt, anang sang nabi, hebahnya online marketing ala omne ahira dsb. dilanjutkan dengan pembahasan fenomena kekinian seperti kasus zary headrik vs amran dhani, dan ditutup dengan bahasan tentang UU ITE, menyoal regulasi internet di Indonesia.



Tak banyak yang bisa penulis sampaikan ketika menceritakan awal perjalanan loenpia dikarenakan gagri/kurang pederanya penulis berdiri di antara blogger kawatiran macam mas @imanabi (blog.imanabrotasena.com), poidhe mbilung (ndobas.com), mbak @ainun (ainun.net), @mbaknyai (wikikwae.com), alife (www.salsabeela.com), cak hed (sekadarblog.com) dan banyak penulis kawakan lainnya. :)

Courtesy of: loenpia.net/blog/berita/kenangan-blogger-vs-blogger-kenangan.html

Taken from figure 12 and figure 13, this content shows Komunitas Blogger 'Loenpia Dot Net' still remains, blog contents itself clearly states blogger's urge to, once again, blogging and effectuating 'Kopi Darat'. As the first generation of Komunitas Blogger 'Loenpia Dot Net' these veteran bloggers need to get acknowledged by their successor, that they've 'been there and done that', correspond with G.H. Mead notion about Identity as a form recognition from others, as stated by Budiyono, founder of Komunitas Blogger 'Loenpia Dot Net', to write on a blog, clearly give him certain contentment, that is also a form of self-existence

'Menyampaikan pikiran sesuka saya dan mengharapkan bagi pembaca untuk melihat diri saya seperti yang saya inginkan. Saya menuliskan pengalaman, pemikiran, atau kadang sharing ilmu. Saya bentuk pikiran

pembaca untuk mengikuti apa yang saya ingin tunjukkan.' (interview with Budiyo, 28/08/2015).

Budiyo also stated, one of blog's advantage among others is, blog content are specialized, as though a person who loved to travel, would review and documenting his/her trip in a more poignant ways. The interesting thing about Komunitas Blogger 'Loenpia Dot Net' is for their concern towards Semarang, as can be seen in figure 14 and figure 15.

Figure 9

'Semarang Selayaknya Setara' blogger opinion concerning Social Issue of Semarang



Courtesy of: loenpia.net/blog/semarangan/semarang-selayaknya-setara.html

Figure 10

'Menata Ulang Kota Semarang' blogger opinion concerning Social Issue of Semarang



Courtesy of: loenpia.net/blog/opini/menata-ulang-kota-semarang.html

Figure 14 and figure 15 shows that the blog posts does not only discuss about self-existence but also highlighting concern for the neighborhood through a critique towards urban problems. As explained Stuart Hall about subject positioning on an identity, as shown on figure 14 and figure 15, are categorized as the 'Enlightenment Subject', that basically everyone has a desire inside of themselves determining their own identities, not passively receive determined by domination or ruling.

Komunitas Blogger 'Loenpia Dot Net' shows their anxiety towards the ruling class authorities of Semarang, relevant with discourses, Semarang inequality compared with two other big cities, those are Yogyakarta and Surakarta (Solo), also discourse of deficient urban planning on Semarang. Stated by Hall, through those critique, the writers in this case, the bloggers would like to exhibit their identity, actively forming their identity overlooking the ruling class or the authorities, as stated by Budiyo, that Komunitas Blogger 'Loenpia Dot Net' eagerly represent Semarang in the most appropriate way in the cyberspace,

Loenpia.net menjadi wakil atau representasi yang layak dan membanggakan untuk Semarang di cyberspace (interview with Budiyo, 28/08/2015.)

Castells (2010, p. 8) proposes three forms and origins of identity building, *Legitimizing Identity*, *Resistance Identity*, and *Project Identity*. Related with social critics from 'Loenpia.net' blogger, Masfiq, supported by his fellow blogger, Budiyo, these notions reflected Manuel Castells's 'Project Identity', which

'...when social actors, on the basis of whatever cultural materials are available to them, build a new identity that redefines their position in society and, by so doing, seek the transformation of overall social structure.' (Castells, 2010, p. 8)

Masfiq as netizen affiliated with Semarang, propose his concern about Semarang urban planning, on loenpia.net webpage to build certain awareness, specifically among Semarang citizens and netizens at large. This notion supported by his fellow blogger, Budiyo, by posting on loenpia.net, Masfiq, represent loenpia.net which in turns represent Semarang netizens and Semarang at large, towards better urban planning in the future, criticizing decision makers within favourable opinion, in spirit as Semarang's worthy representative in the 'cyberspace'.

'Group Dynamics' on Onlilne Community

Community is a group characterized with specific common interests. Valued from its constituent aspects, namely 'interaction', 'shared interest' and 'mutual understanding', community defined as

'Our senses of belonging to social groups which often extend beyond the boundaries of specific place to include taste, consumption, shared interest and shared discursive codes. Used here to describe groups of internet users sharing a common interest connected via networked digital media.' (Lister, 2009, p. 420)

Community can be assessed by its shared identity which in turns, encouraging sense of belonging amongst community members towards their community, as stated

'A group is a social system involving regular interaction among members and a common group identity. This means that groups have a sense of 'weness' that enables members to identify themselves as belonging to a distinct entity.' (Johnson, 1995, p. 125) on (Forsyth, 2006, p. 4)

Komunitas Blogger Jogja and Komunitas Blogger Semarang 'Loenpia Dot Net' which still exist today, experienced the phenomenon properly as a community at large, by the increasing number of members, gap between each generation of members will affect the cohesiveness of the group, but whilst under the same 'flags', the cohesion is considered solid, endorsing community as their label, as expressed by Budiyo, which considering Komunitas 'Loenpia Dot Net' as 'home' for its members.

'Ketika kami mendirikan komunitas ini, ditandai dengan berdirinya 'rumah' kami, yaitu di loenpia.net. Rumah kami tersebut milik bersama, kami jaga bersama, sekaligus menjadi tempat bermain dan belajar bersama. Kami hias sebagus mungkin, kami beri pernak-pernik, kami beri perangkat yang teranggih. Rumah itupula yang menjadi identitas kami. Salah satu visi yang kami punya saat itu yaa...pengen jadi identitas Semarang di internet, dan kami juga sungguh-sungguh mewujudkannya seperti misalnya salah satu project kami dalam mendokumentasikan tempat-tempat, atau...landmark yang ada di Semarang yang kami tuangkan dalam semarang.loenpia.net' (interview with Budiyo, 28/08/2015)

'Kurt Lewin (1943, 1948, 1951), the founder of the movement to study groups scientifically, chose the word dynamic. Groups tend to be powerful rather than weak, active rather than passive, fluid rather than static, and catalyzing rather than reifying. Lewin used the term group dynamics to stress the powerful impact of these complex social processes on group members.'

(Forsyth, 2006, p. 16)

Quoting from Lewin's notion, series of complex social processes on group members are basics of the 'group dynamics', where members of a community surpassing several phases, starting with an initiation, adaptation & adoption, marked by group values internalization, then proceeded with the formation of sense of 'we'-ness among group members towards each other and toward community itself, which characterized with sense of interdependence and group cohesiveness, as supported by the informants, below

'Tentunya terbentuknya sebuah komunitas berasal dari saling ketertarikan akan sesuatu, maka dari itu rasa saling ketergantungan dan kerjasama tentu sangat signifikan untuk pertumbuhan komunitas. Yang perlu dicatat, sebuah komunitas akan besar dan langgeng jika memang dibentuk oleh anggotanya sendiri, bukan sebuah bentukan dari suatu merk atau pihak lain.' (interview Mohammad Sani Suprayogi, 25/8/2015)

'Saya rasa hal itu adalah natural dalam komunitas yang terbuka. Ketergantungan antar anggota pun bukan sebuah hal yang permanen dalam loenpia.net. Misalnya nih... ada anggota yang aktif kemudian karena suatu hal yang lain menjadi tidak aktif, secara natural akan muncul penggantinya. Dan saya rasa hal ini adalah sebuah hal yang positif dibandingkan dengan ketergantungan yang bersifat keharusan atau kewajiban yang menjadikan beban bagi anggota dan menjadikan loenpia.net sebagai sebuah komunitas lebih lambat untuk bergerak, beradaptasi atas perubahan yang terjadi di internalnya.' (interview with Budiyo, 28/08/2015)

Proposed by Mohammad Sani Suprayogi, known as Yogie, founder of Komunitas Blogger 'Lonepia Dot Net' that independently-formed community on the basis of 'shared interest' will carrying out its activities as a whole, relevant to the 'nature' of the community itself, which is open-community, where each member motivates others 'to move dynamically' actualizing community existence, as stated by Budiyo. Slightly different from the description of the members of the Komunitas Blogger Jogja, Achmad Zulfikar

Kohesivitas dalam sebuah Komunitas tentunya tidak terlepas dari komposisi anggota yang terdapat didalamnya. Seperti diketahui bahwa Yogyakarta merupakan wilayah dengan tingkat keberagaman budaya yang tinggi. Demikian juga dengan kondisi yang ada di internal KBJ. Saya menyadari bahwa anggota Komunitas tidak hanya didominasi oleh salah satu etnis saja, tetapi lingkungan KBJ merupakan lingkungan yang heterogen. Sehingga dibutuhkan alat untuk merekatkannya yakni melalui pengalaman dalam mengelola Blog. Hal ini menjadikan anggota Komunitas saling berinteraksi satu sama lain dan bertukar informasi dengan antusias dan saling menghargai, dilengkapi juga dengan seperangkat aturan tertulis yang menjadi acuan bersama sehingga kohesivitas dapat terjaga. (interview with Achmad Zulfikar, 9/9/2015)

Komunitas Blogger Jogja, along with members more heterogeneous members, would require greater effort managing group cohesiveness, as proposed by Achmad Zulfikar, so that there is a set of written rules that must be understood and practiced upon members interactions, focusing on the exchange of information in the community, as an indicator of Group Dynamics sustainability, an integral part of a group or community as expressed by Lewin (1951) in Forsyth (2006)

Group Dynamics, is an integral part of the group itself, as stated by Kurt Lewin (1951) in Forsyth (2006, p. 16), 'the way groups and individuals act and react towards changing circumstances.' In the study of Communication, 'group dynamics' explained and examined in a series of phenomena, i.e. the transmission of information in groups, discussion, decision making, problems in communication process, and networking (Forsyth, 2006, p. 25).

In accordance with the nature of the Komunitas Blogger Semarang 'Loenpia Dot Net' and Komunitas Bloggers Yogyakarta, which is an open community, then openness become community's fundamental model amongst its members to develop model of communication by performing information exchanging, discussion, decision-making, as stated by the informants, as follows

'...kami membentuk KBJ sebagai wadah bagi siapa saja Blogger di Yogyakarta maupun di luar Yogya yang ingin bergabung. Lebih tepatnya, kami merupakan pionir Komunitas Blogger dengan keanggotaan terbuka.' (interview with Achmad Zulfikar, 9/9/2015)

'Model komunikasi yang terjadi adalah terbuka satu sama-lain, sesuai dengan nature dan basic dari Loenpia.net sendiri sebagai komunitas yang open. Mulai dari hal-hal kepengurusan komunitas, hal-hal teknis tentang website loenpia.net dan sampai sharing cerita sehari-hari pun dilakukan open melalui milis/messenger. Kalaupun ada komunikasi privat antar anggota, biasanya murni urusan pribadi dan tidak berhubungan dengan loenpia.net, jadinya japri.' (interview with Budiyono, 28/9/2015)

Information exchange among members of this community takes place by utilizing various media, started with mailing list group, a media based on email subscription, widely popular on early 2000s, nowadays members bloggers community tend to utilizes much more accommodating medias, such as messenger such as Whatsapp messenger and social media, such as Facebook Group as summarized from the interview follows

'Milis, WhatsApp Group, dan Kopdar atau kopi darat tentunya.' (interview with Mohammad Sani Suprayogi, 25/8/2015).

'Media interaksi antar anggota komunitas secara umum yakni Facebook melalui grup yang diperuntukkan untuk anggota komunitas di

[facebook/groups/bloggerjogja/](https://www.facebook.com/groups/bloggerjogja/)' (interview with Achmad Zulfikar, 9/9/2015).

These information are not only addressed to community's internal public, these information also displayed for external public, especially for those who needs certain information related to Yogyakarta and Semarang, as the home town for Komunitas Blogger Jogja (<http://bloggerjogja.org/>) which provides updates information derived from its members blog and Komunitas Blogger 'Loenpia Dot Net' (<http://loenpia.net/>) providing certain information related to Semarang and also educating Semarang citizens at large about internet and cyberspace, which makes both communities positioned themselves as entities that represent Yogyakarta and Semarang.

'Kami menggunakan weblog www.bloggerjogja.org sebagai sarana untuk menyampaikan informasi dan kegiatan terkini dari KBJ kepada khalayak umum. Di samping itu, kami juga menyediakan web aggregator yang berfungsi sebagai etalase untuk menampilkan update-update terkini dari blog anggota KBJ.' (Wawancara Achmad Zulfikar, 9/9/2015)

'Loenpia.net mempunyai visi menjadi perwakilan Semarang di internet. Memberikan sebuah "wajah" bagi Semarang di internet, sebagai entitas yang bisa memberikan jawaban mengenai Semarang di internet, serta memberikan edukasi tentang berbagai ragam internet kepada khalayak.' (Wawancara Budiyo, 28/8/2015)

Blogger community as a group, which operates online, could not be separated from the communication problem commonly discovered on other social units, as stated by Budiyo, founder of Komunitas Blogger 'Loenpia Dot Net', as the first generation in the community, his contribution towards Komunitas Blogger 'Loenpia Dot Net' tend to decline, but somehow he believes that there will be a new generation of Komunitas 'Loenpia Dot Net' members that could replace Budiyo, to contribute as much as he did on his early days on 'Loenpia Dot Net'

Jujur, antusias anggota Loenpia terhadap blog loenpia tidak sebesar dulu. Tapi hal ini merupakan hal yang sudah dimengerti bersama, gempuran media-media lain terutama Social Media dan messenger dengan segala kemudahannya, membawa makna yang sama sekali baru dalam berkolaborasi dan berkomunitas. Selain alasan-alasan klise lain, seperti anggotanya yang kini telah banyak yang berkeluarga dan sibuk. Saya rasa fenomena ini juga tidak hanya terjadi pada Loenpia.net namun di semua komunitas blogger. (Wawancara Budiyo, 28/8/2015)

Both communities that represents group as a social unit at large, surely experiencing certain conflict, usually these conflict among members of community are the constructive

ones, regarding that both communities have a certain fundamental values maintaining good relationships among its members, as mentioned by the informant from 'Loenpia Dot Net' that mutual understanding is becoming key to interact, so that each member eventually develop friendship, even family bonds. Informants of Komunitas Blogger Jogja pointed out that the basic rules of the community members to interact is 'unggah-ungguh' (manners in Javanese), and 'handarbeni' (sense of belonging in Javanese), encouraging each members appreciating each other as a family, because of the principles of togetherness and sharing.

Saling pengertian saja. Apapun bentuknya, gitu sih. (Wawancara Mohammad Sani Suprayogi, 25/8/2015)

Ya, kami memiliki aturan dasar yang disepakati bersama untuk menjaga kohesivitas di internal Komunitas. Aturan ini dinamai unggah-ungguh. (Wawancara Zulfikar, 9/9/2015)

Three words that can represent the meaning of community for each informant in the following interview excerpt is an illustration of the sense of belonging, owned by informants towards Komunitas Blogger 'Loenpia Dot Net' and Komunitas Blogger Jogja which become their 'home'

'Kekeluargaan, kebersamaan, dan berbagi.' (Wawancara Zulfikar, 9/9/2015)

'Keluarga, sahabat, teman.' (Wawancara Mohammad Sani Suprayogi, 25/8/2015)

Kurt Lewin's (1951) *field theory of group dynamics* assumed that groups are more than the sum of their parts. Field theory is premised on the principle of *interactionism*, which assumes that the behavior of people in groups is determined by the interaction of the person and the environment. The formula $B = f(P,E)$ summarizes this assumption. In a group context, this formula implies that the behavior (B) of group members is a function (f) of the interaction of their personal characteristics (P) with environmental factors (E), which include features of the group, the group members, and the situation. According to Lewin, whenever a group comes into existence, it becomes a unified system with emergent properties that cannot be fully understood by separate examination. Lewin noted that, "The whole is greater than the sum of the parts," to groups. (Forsyth, 2006, p. 20-21)

As stated by Kurt Lewin, above, behavior (B) of each member of the community is a manifestation of personal character (P) function or role (f) from each members within the community that adapts to the community environment (E), consists of characters (rules) basic group, the group members, and the particular situation faced by these communities.

Fundamental rules such as mutual understanding, maintaining good relations, 'unggah-ungguh' (manners in Javanese) , and 'handarbeni' (sense of belonging in

Javanese) commonly understood and carried out by members of the group, eventually affect the way each member of the community enabling their personal character on one another or in certain situations. By the notion of mutual understanding, each member of the community who would like to keep bonded to the community, consequently, they will internalize values and fundamental rules developed in the community as part of their identities, as part of Komunitas Blogger Jogja and Komunitas Blogger 'Loenpia Dot Net' .

CONCLUSIONS

Informants of Komunitas Blogger Jogja, and Komunitas Blogger 'Loenpia Dot Net', indirectly, as a representation of Yogyakarta and Semarang in cyberspace, managed to portray 'individual persona' as the blog owner (blogger) and 'collective persona' as members of the bloggers community, carrying the role as 'good host' in the cyberspace, provides valuable information related to Yogyakarta and Semarang for netizens at large.

The fundamental characters distinction derived from each community are stated as follows, Komunitas Blogger Jogja plays as a 'second home' for the majority of its members which is actually a student immigrants in Yogyakarta, coming from other provinces, however as a member of the Komunitas Blogger Jogja, they have a responsibility to at least comprehend Komunitas Blogger Jogja fundamental rules, the 'unggah-ungguh' (manners in Javanese), which affecting basis of interaction among fellow members of the Komunitas Blogger Jogja, as contained in the web page as follows

Figure 11
Blogger Jogja Home Page



Courtesy of: bloggerjogja.com

Komunitas Blogger Jogja dan Komunitas Blogger 'Loenpia Dot Net' has dual roles, as 'Physical Container' for bloggers, whereas community as a group, serves as a 'shelter' to internalize community values, develop good relations, encouraging bonds with the spirit sense of belonging to preserve community existence, and also performing 'collective persona' to represents Yogyakarta and Semarang as community hometown.

On the other hand, these bloggers community become an unifying unit, which provides 'fame and reputation' in cyberspace for its members, also as shelter to explore the 'individuals persona' based on displayed 'online profiles', community also accomodates validation for its members to develop competence in the cyberspace, as evidenced in the uploaded content on a personal blog or in the community blog page.

Identity developed by members of the bloggers community who become the object of this study, indirectly affecting the 'output' of the group dynamics that are developed by each community correspond with the community character and nature, to maintain the self-existence, blog owners done a 'personal branding' or 'blog monetizing' through his blog, while maintaining the existence of his/her bloggers community, conducted by interacting on a regular basis amongst community members, as well as build awareness for the netizens by uploadng various information on his/her personal blog, linked with community web page.

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