Smart Social Media

KOMINFO – Prodi IK UMY
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UMY

**ILMU
KOMUNIKASI**

Karakterisasi Web

Web 1.0
- *Content provided by site owner*
- *Digitalized print media*

Web 2.0
- *Interactive website*
- *Introducing: Blog*
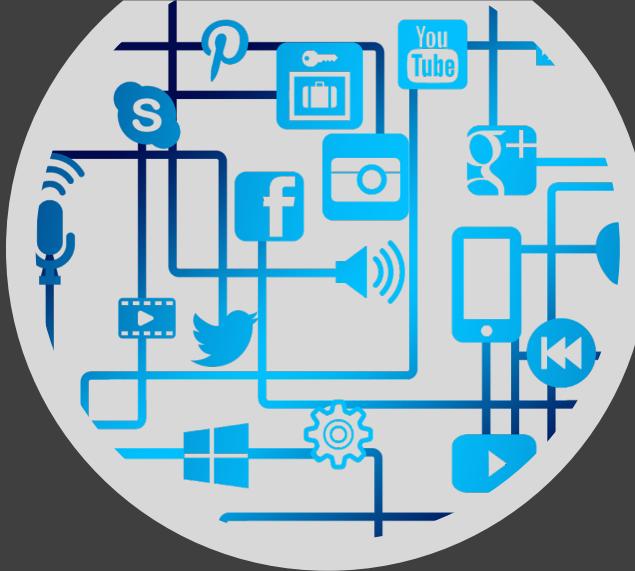
Web 3.0
- *Website as a Platform*
- *User Generated Content (UGC)*

Web 4.0
- *Mobile Website (cross-posting) → multi-platform website*
- *Stay connected → push-notifications*
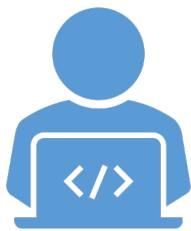
Web 5.0
- *Mobile-version website*
- *Intelligence → understands visitors*

Top-ranked players

Cermati!

Internet Bubble →
user algorithm

Social Media Bubble →
engagement (likes,
comments, follows, shares)

Echo Chambers

FASE 1

Mengumpulkan informasi *user* sedetil mungkin → pengisian profil

FASE 2

Identifikasi preferensi → *Trivia questions*
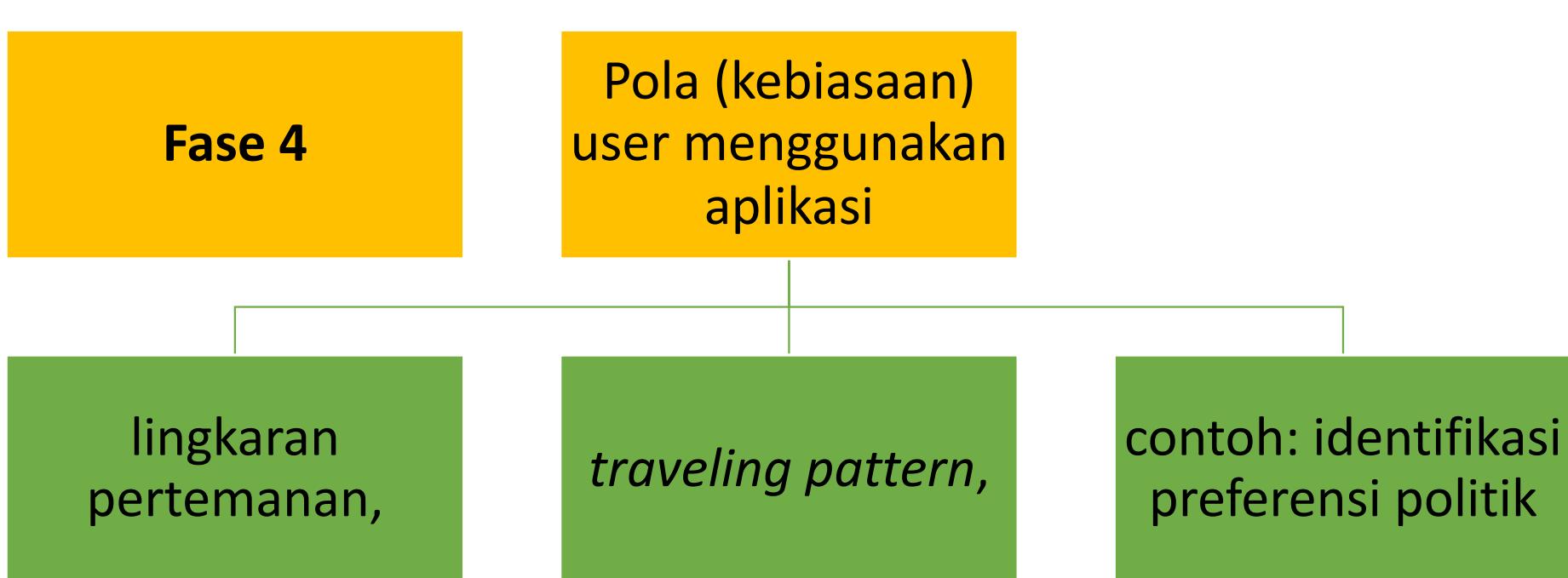
Social Media – understands user

Social Media
understands user

Fase 3

- → *physical profiling*
- → *photo tagging* (picture profiling) → "10 years challenge" → improving facial recognition
- → location-based-information request *(location tagging)*

Social Media – understands user

Fase 4

Pola (kebiasaan) user menggunakan aplikasi

lingkaran pertemanan,

traveling pattern,

contoh: identifikasi preferensi politik

Social media bubble

Pemberian informasi sesuai preferensi *user*

Personalized content → personalized ads. → *(revenue)*

***UGC → free platform → * EFEK: data user didistribusikan ke korporasi (industri)**

**Mass Media
Nowadays
#1**

Conventional media
convert to digital

Digitalized mass media →
Specified content (topic)
→ Distributing content to
"fan" base

Mass Media Nowadays #2

BERITA PASLON 01/02 → IKLAN POLITIK UNTUK FOLLOWERS 01/02

RETARGETING ADS DULU, KONTEN BERITA KEMUDIAN → *TRAFFIC* PENGUNJUNG (*REVENUE*) DIDAPATKAN

Political phenomenon

Follow salah satu paslon → profil *user* terdeteksi

Konten lini masa disesuaikan dengan preferensi
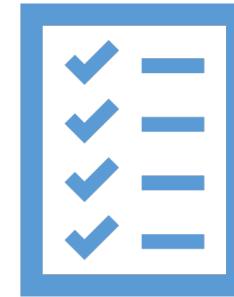
Konten diluar preferensi → tidak terjangkau *user*

Users are trapped inside their "bubble"

Efek → informasi yang didapat *user* paling benar (sahih)

Hoaxes are industrialized

Information reliability/validity?

Please review!

Hoax?

Proteksi

(cerdas & bijak)

☎ Follow semuanya

💬 *AVOID! Social media recognizing users* → pecahkan *"bubble"* mu.

✔ Waspadai *thread* berantai!

📱 Literasi Digital → bekal penting!

Terimakasih