

# Indonesia's Social Media Landscape: Youtube, Instagram, and LinkedIn

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## Abstract

About 150 million Indonesians are currently online on social media—in other words, 56% of the country's massive population. Indonesia has one of the largest digital audiences in the world, which is good news for businesses who plan to market their offerings through social media. Social media has become an integral part of people's lives and daily routines. For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like interests, and share their thought, feelings, insight, and emotions. Those who engage in these activities are part of a virtual social network. This research is discussed about Indonesia's social media landscape: Instagram, Youtube, Twitter and LinkedIn. This research describes how Indonesia's social media landscape consuming social media for your life, career, and relationship. Literature review are using theory of interpersonal communication, new media, and social media. Data was collected by books, journals and articles.

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## I. INTRODUCTION

Generally, the role of the mass communication media across the globe cannot be under estimated. The media has shown the ability to frame issues and set agenda on the issues and/or events as they unfold on daily basis. In The New Media Book edited by Dan Harries, Edwards (2004) sees the new media to be "a vast array of technologies; the internet and the World Wide Web, Satellite Broadcasting, Digital and CGI effects, computer graphics, CDs and DVDs, Cell Phones and Personal Data Assistants (PDAs), Video games, Computer graphics and software, digital Music, on-line Comics, high definition television, digital Video and Cinema." More so, it can be described as the forms of communicating in the digital world, which include electronic publishing on CD-ROM, DVD, digital television and most significantly, the Internet. It implies the use of desktop and portable computers as well as wireless handheld devices.

Almost every company in the computer industry is involved with new media in one way or the other. It generally refers to the various new communication outlets that now pervade the present world. It makes communication easier and faster. Suffice to submit that the new media, which is relatively recent web development such as blogging, microblogging, Social Media networking, among others, are used essentially as independent or self-publishing platforms that do not have bottlenecks such as the gatekeeper(s) etc., as available in its traditional counterpart. On the other hand, the traditional media refers to those methods indicative of print based newspaper and television. They include the electronic, the print and the narrowcast media with tremendous achievements over decades. The advent of the traditional media especially television, offered both audio and visual and it created a creative ground for advertisers to explore. At the time, adverts became more real and interesting to the masses since it was possible for them to see human actions and how the advertised products are packaged and used. So much recon was accorded to the television until the advent of the new media. [Ogidi, Odun, Anthony U. Utulu. Is The New Media Superior To The Traditional Media For Advertising?Asian Journal of Economic Modelling, Nigeria. (2015)]

In recent times, the advent of the new media had posed many challenges to the traditional media. In other words, the traditional media actually aided the then advertisers to present their products to a heterogeneous audience as well

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as allowing people to see clearly what was being presented to them on the screen. Hence, it needs to integrate social media and thereby allow the readers to get access to information on time and anywhere. Whereas, traditional media tends to limit the access to information as some huge devices are needed before the readers can get access to information, the new media is easily accessible at anytime and anywhere.

More than 4.5 billion people now use the internet, while social media users have passed the 3.8 billion mark. Nearly 60 percent of the world's population is already online, and the latest trends suggest that more than half of the world's total population will use social media by the middle of this year. Some important challenges remain, however, and there's still work to do to ensure that everyone around the world has fair and equal access to life-changing digital connectivity. What's more, the world's internet users will spend a cumulative 1.25 billion years online in 2020, with more than one-third of that time spent using social media. However, the amount of time that people spend online varies from country to country, with internet users in the Philippines spending an average of 9 hours and 45 minutes per day online, compared to just 4 hours and 22 minutes per day in Japan.

About 150 million Indonesians are currently online on social media – in other words, 56% of the country's massive population. Indonesia has one of the largest digital audiences in the world, which is good news for businesses who plan to market their offerings through social media. However, Indonesia's social media audience is not just large, but also active. The average Indonesian spends 3 hours and 26 minutes logged on to social media every day. For comparison, the global average is 2 hours and 22 minutes. Here below, percentage of Indonesians consume the top 4 most popular social media platforms (Youtube, Instagram, Twitter and LinkedIn)

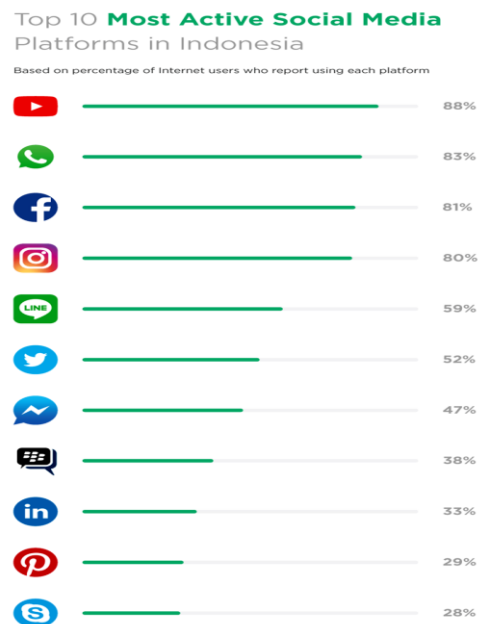


Figure 1 the top 6 most popular social media platforms

Today, newer advancements like texting and messaging application have spurred even more efficiency within workplace communication. We have come a long way since the days of written letters and memos. Even email has become a secondary form of communication in the workplace as chat platforms are taking over. Even before the emergence of technology, communication has been at the forefront of relationship building and business development. The changes in communication technology over the last four decades have been revolutionary. Now with more millennials in the workforce than baby boomers, the way we work and communicate with one another is changing. Ray Tomlinson's recent passing further reminds us of how far communication has come since he founded email in 1971 and reset the standard of how we talk to each other.

Digital technologies that take advantage of computers and the Internet have led to products and services that provide information or entertainment. Social media, blogs, video games and online news outlets are typically referred to as "new media." These channels of communication have far-reaching implications for society, including in business and politics. However, older forms of media, such as radio, television and vinyl records, were once new. So what exactly makes "new media" new? In truth, new media is a relative term. Several practical and theoretical considerations help clarify just what new media is.

New media refers to “those digital media that are interactive, incorporate two-way communication and involve some form of computing,” Robert Logan writes in his book “Understanding New Media”. New media is “very easily processed, stored, transformed, retrieved, hyperlinked and, perhaps most radical of all, easily searched for and accessed.”

A distinction between new media and old media is that old media is for the most part mass media. In addition, each form of new media is highly interactive, while mass media is not. Users of new media are active producers of content and information, whether sending an email or using Internet collaboration tools.

Professor and New Media theorist, Lev Manovich, describes new media as being native to computers or relying on computers for distribution: websites, human-computer interface, virtual worlds, virtual reality, multimedia, computer games, computer animation, digital video, special effects in cinema and interactive computer installations.

New Media has shortened the distance among people all over the world through electronic communication, according to the International Journal of Multifaceted and Multilingual Studies. Now, people can interact with each other anytime and anywhere. “As a result of the evolution of new media technologies, globalization occurs,” Terry Flew wrote in his book *New Media: An Introduction*. New media will continue to evolve in the information technology age. For instance, content could transform from a passive object that is acted upon by the audience to an intelligent, responsive and reactive item, The Guardian reports. This real-time content could be able to “read” the audience and use real-time feedback to change what is delivered to readers, listeners and viewers. Specific technologies, such as virtual reality, are also expected to shape the future of new media.

Through electronic communication discussed and new media above, today we can access social media platforms. Social media originated as a way to interact with friends and family but was later adopted by businesses which wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously.

Globally, there are more than 3 billion social media users. Social media is an ever-changing and ever-evolving web-based platform. According to the Pew Research Center, social media users tend to be younger. Nearly 90 percent of people between the ages of 18 and 29 used at least one form of social media. Further, these users tend to be better educated and relatively wealthy, or earning over \$75,000 per year. <https://www.investopedia.com/terms/s/social-media.asp> (accessed, 3rd July 2020)

Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media via computer, tablet or smartphone via web-based software or web application, often utilizing it for messaging.

Today a large number of social media platforms have been developed that smooth the progress of sharing information and generation of content in an online context (Chen et al. 2011a). There are a number of social media that facilitate these activities, such as Wikipedia, Facebook, YouTube and Twitter. Individuals apply different social media tools, such as online forums and communities, recommendations, ratings and reviews, to interact with other users online. In fact, individuals are attracted online to exchange information and receive social support (Ridings & Gefen 2004).

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews and much more. Even governments and politicians utilize social media to engage with constituents and voters.

For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like interests, and share their thought, feelings, insight, and emotions. Those who engage in these activities are part of a virtual social network. For businesses, social media is an indispensable tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends, and offering customer service or support.

However, people have always been looking for ways to connect and network with each other. And, in this age of digitisation, people have found ways to be socially active on the internet, which is possible with the advent of the numerous social networking platforms and apps. Now, even relationships begin, grow and end on social media. People no longer need a personal handshake or face-to-face meeting.

In this research, writer discussed the most 5 popular social media sites that are being consumed by the world today, such as Instagram, Youtube, Twitter, and LinkedIn.

Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. This photo sharing social networking app thus enables you to capture the best moments of your life, with your phone’s camera or any other camera, and convert them into works of art. This is possible because Instagram

allows you to apply multiple filters to your photos and you can easily post them to other popular social networking sites, such as Facebook and Twitter. It is now part of the Facebook empire.

Youtube, Youtube was founded by Chad Hurley, Steve Chen, and Jawed Karim, when they worked for PayPal. Prior to working for PayPal, Hurley studied design at the Indiana University of Pennsylvania; Chen and Karim studied computer science together at the University of Illinois at Urbana-Champaign. Youtube's initial headquarters was above a pizzeria and Japanese restaurant in San Mateo, California

Youtube is considered a social media platform. For the record, Youtube is used in this fashion primarily by the younger generation, and not as frequently as those who might actually have the resources to become a customer.

Twitter, Twitter, a social networking site launched in 2006, is undoubtedly one of the most popular social media platforms available today, with 100 million daily active users and 500 million tweets sent daily. Twitter can be used to receive news, follow high-profile celebrities, or stay in-touch with old high school friends. Twitter began as an SMS-based (short messages services) platform, so the 140 character limit was initially simply a necessity -- mobile carriers imposed the limit, not Twitter.

LinkedIn, When most people talk about social media, they're usually referring to platforms like Facebook or Instagram, but rarely think of LinkedIn as part of the vast array of social media platforms available. You need a place that showcases all your professional assets and past experience. A place where you can write intelligent and well-thought out entries that are both relaxed and personal, but also convey that you are a professional. That's LinkedIn.

## II. METHODS

This research using descriptive-qualitative methods. The descriptive method is implemented because the data analysis is presented descriptively. Moreover, Endraswara (2011) gives the important features of qualitative research in investigating the literature, such as the researcher is the key of instrument that reads the literature thrifty, the research is done descriptively which elaborated in the form of words or pictures than numbers, and the process is more priority than result, because literature establishes interpretations.

### LITERATURE REVIEW

#### INTERPERSONAL COMMUNICATION

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication. Interpersonal communication is not just about what is actually said - the language used - but how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language.

When two or more people are in the same place and are aware of each other's presence, then communication is taking place, no matter how subtle or unintentional. Without speech, an observer may be using cues of posture, facial expression, and dress to form an impression of the other's role, emotional state, personality and/or intentions. Although no communication may be intended, people receive messages through such forms of non-verbal behaviour.

Elements of Interpersonal Communication

1. The Communicators
2. The Message
3. Noise
4. Feedback
5. Context
6. Channel

Interpersonal communication is a key life skill and can be used to:

1. Give and collect information.
2. Influence the attitudes and behaviour of others.
3. Form contacts and maintain relationships.
4. Make sense of the world and our experiences in it.
5. Express personal needs and understand the needs of others.
6. Give and receive emotional support.
7. Make decisions and solve problems.
8. Anticipate and predict behaviour.
9. Regulate power.

#### NEW MEDIA

Presently, the new media may be described as the growing media that is widely used by all and sundry. It can also be referred to as an on-demand access to content anytime, anywhere, and on any digital device such as, smartphones, computers among others. It ranges from the social media (Facebook, Twitter, We-chat, WhatsApp, BBM, Blogs, etc.) to other internet-enabled devices such as Wikipedia, YouTube, to mention but a few. However, before the inception of the new media, only the traditional media that is, television, radio, and newspaper were available for use. In fact, advertisements were concentrated on that media since there were no other alternatives.

However, with the advent and increase in the use of the new media across all fields, advertisers have also engaged the use of the new media platforms for advertising goods and services. On the use of the new media for advertising products – goods and services, Wright et al. (2010) believe: “The emergence of social networking media, such as Facebook and Twitter, has opened the door to a million possibilities for marketers. The ability for these social media to segment the market, automatically, is one reason why they are so effective.”

Also in their study on new media’s role in news and other information dissemination, Sayre et al. (2010) : “As such, YouTube videos may act as fire starters among the media, giving editors enough reason to investigate and report the given subject matter as news and draw public attention to it. This would suggest a shift away from typical agenda-setting dynamics,...”. They go further to say that news sources and especially newspapers, while they remain important, are giving way to emerging platforms for conveying issues coverage and providing perspective on social controversies.

Traditional media companies are also in an ongoing process of adapting to and adopting some of these new modes of communication that have given rise to social media. It could be said that these are some of the ways the new media is competing with the traditional media as users now have a choice of usage, which is usually based on gratification obtained from any of the media platforms.

## **SOCIAL MEDIA**

Social Media has been defined as websites which allow profile creation and visibility of relationships between users (Boyd & Ellison, 2008); web-based applications which provide functionality for sharing, relationships, group, conversation and profiles (Kietzmann et al., 2011). Social media has been referred to as “social media sites” (Diga & Kelleher, 2009), or a set of information technologies which facilitate interactions and networking (Kapoor et al., 2017; Oestreicher-Singer & Zalmanson, 2013). However, there appears to be a broad agreement that Web 2.0 technologies played a significant role in the development and adoption of social media.



Figure 2 Social media icons

## **Social Media Functionalities**

One of the approaches to identify “social media” is to describe the functionalities of a given platform and application in terms of essential “social” properties. (Kietzmann et al.,2011) specify seven functional building blocks of Social Media which are present to greater or lesser extent any social media application and which can be substituted and enhanced through integration of several applications.

- a. Identity, refers to the representation of the user in the virtual world. It could be as descriptive and personal as a profile on Facebook, listing birthday, hobbies, family relationships etc., or could be as vague as an imaginary pseudonym.
- b. Conversations, allows users to interact with each other in a broadcast or dialoguemanner synchronously in real time or asynchronously with time lapse between statements.
- c. Sharing, refers to activities through which existing content is spread (and possibly enhanced) through the social graph. Hereby the social connections might not be necessary be made explicit, for example publicly sharing on Facebook or postin on Twitter does not rely on existing connections: on the contrary in the example of Twitter “sharing” often precedes connections (expressed through “following”).
- d. Presence, allows users to know where other community members are (on/off-line and actual/virtual location).
- e. Relationships allows community members to visualize their networks in many ways ranging from “likes” and “followers-followed” to virtual representation of real-life relationships.

### III. RESULTS

#### INSTAGRAM

Instagram was developed in San Francisco by Kevin Systrom and Mike Krieger. Systrom was working in marketing and started doing engineering at night to help him learn how to code. He created a prototype app of an idea he originally called Burbn, which allowed people to check-in where they are on their mobile web app. After meeting people who worked for venture capitalist firms at a party, Systrom got them to agree to a meeting to discuss Burbn. After the first meeting, he quit his job and two weeks later he had raised \$500,000 from the firms. At this point, Systrom decided to find a team to help him and Mike Krieger agreed to join. They decided that the app was very similar to other already established mobile apps, so they pivoted to focus solely on communication through images. They stripped out all the features from the app except uploading photos, commenting and liking. It was renamed Instagram which referred to the fact that users were sending a type of instant telegram.

Instagram launched on 6th October 2010 and its growth was nearly instantaneous. From a handful of users, it soon became the number one photography app gathering 100,000 users in one week, increasing to 1 million in two months. It now has over 600 million active users and is still increasing quickly.



Figure 3 Instagram logo (source: Freepnglogos.com)

#### ADVANTAGES OF INSTAGRAM

The importance of using images in social media updates is something that is well talked about for driving up interest and engagement in the content posted. With Instagram, that importance has never been higher as the social media platform focuses its attention on the pictures not the words. Combining photo sharing, video and social networking in one mobile app gives users the opportunity to portray scenarios, market products and even try to capture an emotion in the pictures they upload onto the site. With the focus being so much more on the images, it forces the user, business or person, to be more inventive and creative with the pictures they use to create a feel relevant to themselves, their brand or their company.

- a. Instagram gives you the opportunity to learn more about your audience and reach them very easily.
- b. It's easy to share Instagram content across other channels.
- c. Instagram's casual tone gives personality to your business.
- d. Instagram is free advertising.

#### DISADVANTAGES OF INSTAGRAM

1. On Instagram, The professional photographers can lose the copyright ownership, Instagram is a great venue to store, caption, and share the photos but the fear of Facebook using Instagram to generate the revenues makes the photographers rethink how they use the photo-sharing app.
2. Instagram has limited features, It enables the users to resize the images and enhance the pictures through a variety of filters, It has 18 effects in all such as X-Pro II, Rise, Early Bird, and each new option needs to be installed or paid.
3. Instagram is only available as an iPhone and Android app, but you can open Instagram via computer, tablet, or laptop.

#### INSTAGRAM FEATURES

Like most other modern social channels, Instagram is packed full of features and is constantly changing to keep up with the evolution of the social space. Since Instagram has lauched, it has added many features that benefit people such as:

Feed when people first see your profile, they see it first, instead of the individual posts. That's why it's important not just to plan the look of each individual photo, but the look of your feed.

Video Features they're like regular photo posts, except they allow for video up to 60 seconds long. You can add a filter, a caption and tag your location before you share the post.

Instagram Live Video Live Video is different than Instagram Video because well, it's live. Here's how it works.

Instagram TV (IGTV) Instagram TV is an app within Instagram that gives users the ability to share videos that are up to an hour long – like a TV episode. You can view Story content as many times as you want within that 24-hour period. Stories appear as little circles in the top of your followers' feeds.

Shoppable Tags In Stories Shoppable tags allow businesses to tag their products in their photos. For example, if you feature a model running in your brand's running shoes – you'd tag the shoes so that users can click right over to the product page and purchase the shoes.

YOUTUBE Youtube is the most popular social media platform in Indonesia. According to Hootsuite and We Are Social, 88 percent of all Indonesian internet users – about 132 million people – actively use Youtube. Other research suggests that up to 47 percent of Indonesians access Youtube everyday for about 30 minutes on average. 53 percent of Indonesians use Youtube to look up product information, and 86 percent of Indonesians use it to understand how to use products. This also means that Youtube content creators are becoming increasingly influential social media KOLs. By March 2019, 200 Indonesian channels had gained over one million subscribers; a 5x year-on-year increase compared to 2018. Also in 2019, one Indonesian content creator became the first channel in Southeast Asia to hit ten million subscribers.

A content creator is someone who is responsible for the contribution of information to any media and most especially to digital media. They usually target a specific end-user/audience in specific contexts. A content creator can contribute any of the following: blog, news, image, video, audio, email, social updates and other related content.



Figure 4 Youtube logo

The most popular Indonesian content creators and Youtube accounts are Atta Halilintar (20,4 million subscribers), Ria Ricis (18,1 million subscribers), Baim Wong (8,91 million subscribers), Raffi Ahmad-Nagita Slavina, (11,8 million subscribers), Raditya Dika (8,22 million subscribers), Deddy Corbuzier (6,84 million subscribers), and Panji Petualang (4,4 million subscribers).

Started by Jawed Karim, Steve Chen, and Chad Hurley, Youtube first launched in 2005 and has now become one of the most visited websites in the history of the internet. As employees of PayPal, the three soon realized, in 2004, that there wasn't one location where videos could be shared. As a capital-funded startup, the idea for YouTube received an \$11.5 million investment from Sequoia Capital in 2005. In February, the domain name was registered in the headquarters above a pizzeria in California. In April, the first ever video was uploaded by Karim named 'Me at the Zoo'. After a Beta testing period, the site launched in December 2005 and a Nike commercial became the first video to receive one million views.

#### **BENEFITS OF USING YOUTUBE**

Here are below several reasons that still prove why Youtube a great place for Business people and individuals:

##### **1. Give the Audience More Content**

One really good reason to add video and a Youtube channel to your site is to give the audience more content. When people get a lot of good content that is solving their problems, they stay longer and like to come back and visit more often.

##### **2. Extra Source of Traffic**

A nice side effect of adding the extra content is that it drives more traffic. People can now find you on Youtube and on your site. Right now, we still drive more traffic from our site to the Youtube channel than the other way around, but we are starting to see some come the other way. In the beginning, if you only have a food blog, this will probably be your results as well, especially if you start putting videos on your most trafficked posts like we did.

##### **3. Closer Personal Connection**

One thing we have noticed with video is it encourages a level of familiarity that helps with building a community. You can create a much more personal connection with people and let them get to know you and see how you act/react to certain situations.

##### **4. Another Source Of Revenue**

It can also add another source of revenue to your blog. Whether through Youtube ads or through a video course on your site, it creates more content or a product that gives you another income source which is always good.

#### 5. Modernizing

One of the big reasons we started adding video is we felt like it was a good way to start standing out. While a lot of bloggers have already gotten into the video niche and there are a bunch of people making a living with their.

#### 6. Get Outside Your Comfort Zone

One of the best things about video is that it really pushes you outside your comfort zone. Adding video has definitely done that for us and we feel like we are creating some of our best content and hopefully solving our audience's problems with our video series.

### **CREATING GREAT YOUTUBE CONTENT**

A successful creative concept can have an enormous impact on a channel. Compelling videos can bring in new viewers, introduce them to the rest of your content, and build a loyal fanbase. While no strict rules govern content creation on Youtube, 10 fundamental principles have emerged as the most important guides to a successful creative strategy.

#### 1. Shareable Content

With the rise of social media platforms, sharing has become one of the most important ways to find and develop an audience. While you can't guarantee any video will go viral, you can make it more shareable by using some proven tactics.

#### 2. Collaboration

The audience you're seeking already exists on Youtube — you just need to find it. Collaborate with established Youtube creators who are already reaching your target demographic. Why collaborate?

- It makes creative sense. If a creator is already interested in your product, an authentic collaboration is a logical next step.
- It benefits both parties. If you can offer a creator value that they couldn't get from anyone else, they benefit too.
- It builds audience. Each channel can tap into the other's audiences and find new fans. And a Youtube creator's audience understands the platform — how to subscribe, comment and engage.
- Best practices.
- Be original. Youtubers are naturally skeptical of traditional endorsements. Think of a clever (and transparent) way to involve a creator with your brand.
- Be authentic. If the audience doesn't believe the collaboration is authentic, nobody wins. Consider addressing questions and concerns upfront.

#### 3. Discoverable Topics

Youtube is one of the most-used search engines in the world. People pour onto the site looking for videos about all sorts of subjects. These viewers may not necessarily be looking for your video, but they will land on it when it's surfaced by the site.

#### 4. Accessibility

You'll know you've done your job when every episode of your show can be fully appreciated by a first-time viewer. In other words, your videos shouldn't lock out new viewers who stumble upon them.

#### 5. Consistency

Most top Youtube creators agree that consistency is crucial to success on the site, but consistency can mean different things. Consistency include :

- Consistent format. Institute a recurring show or series that can be repeated again and again.
- Consistent schedule. Upload a video to your channel on a specific day and never miss that deadline.
- Consistent elements. Repeat small aspects of a show the same way every time, such as intros and outros, or revisit certain segments in each episode.
- Consistent voice. Have a clear and confident perspective that's apparent in every video, no matter how different each video is.

### **TWITTER**

Twitter can be considered as one of the contemporary and popular online social networks. As a micro-blogging system, it is relevant in both private and public communication spheres. Twitter is used for purposes such as updating current status, initiating conversations, endorsing tweet content, promoting products and even for spamming (Benevenuto, Magno, Rodrigues, & Almeida, 2010). The success of a social media platform lies in its ability to attract people from different domains and geographic locations. Academicians and researchers from the scientific community are also interested in social media due to its various benefits (Sugimoto, Work, Larivière, & Haustein, 2016).



Twitter began as an idea that Twitter co-founder Jack Dorsey (@Jack) had in 2006. Dorsey had originally imagined Twitter as an SMS-based communications platform. Groups of friends could keep tabs on what each other were doing based on their status updates. Like texting, but not. During a brainstorming session at the podcasting company Odeo, Dorsey proposed this SMS-based platform to Odeo's co-founder Evan Williams (@Ev).

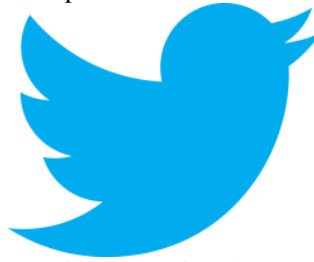


Figure 5 Twitter logo

At the time, a popular trend, sometimes to gain a domain-name advantage, was to drop vowels in the name of their companies and services. Software developer Noah Glass (@Noah) is credited with coming up with the original name twtr as well as its final incarnation as Twitter.

Twitter defined as 'microblogging' system that allows you to send and receive short posts called tweets. Tweets can be up to 140 characters long and can include links to relevant websites and resources.

Twitter users follow other users. If you follow someone you can see their tweets in your twitter 'timeline'. You can choose to follow people and organisations with similar academic and personal interests to you. You can create your own tweets or you can retweet information that has been tweeted by others. Re-tweeting means that information can be shared quickly and efficiently with a large number of people.



Figure 6 Twitter of "The Comment" NET TV

### User Innovation on Twitter

As Twitter's user base started growing, a funny thing started to happen: Users created new jargon and different ways to use the service. Think of it as innovation borne of necessity. Initially, users had no way of replying to one another on Twitter. Some users would include an @ symbol before a username to identify another user within a Tweet. This became such a prevalent way to acknowledge another user that the Twitter team added the functionality natively to the Twitter platform. The same thing happened with hashtags, which are now an integral part of the Twitter ecosystem.

This user-driven functionality is also the source of retweets. Users wanted a way to re-post a message from a Twitter user while including credit to the user who originally tweeted it. Users started to add RT before sending the message, signaling to their followers that the following tweet was a report. In August 2010, this functionality was officially added to the platform.



Figure 7 Twitter official @indonesianidol

Twitter has become increasingly popular with academics as well as students, policy makers, politicians and the general public. Many users struggled to understand what Twitter is and how they could use it, but it has now become the social media platform of choice for many. The snappy nature of tweets means that Twitter is widely used by smartphone users who don't want to read long content items on-screen.

Twitter allows you to:

- Easily promote your research, for example by providing links to your blog stories, journal articles and news items.
- Reach a large number of people quickly through tweets and retweets
- Follow the work of other experts in your field.
- Build relationships with experts and other followers.
- Keep up-to-date with the latest news and developments, and share it with others instantly.
- Reach new audiences.
- Seek feedback about your work and give feedback to others.
- Follow and contribute to discussions on events, for example conferences that you can't attend in person.
- Express who you are as a person.

What Should You Tweet About? The type of information you tweet can depend on whether you are tweeting as an individual or as an organisation, project or group. If you have a personal Twitter account you may want to mix tweets about your research with tweets about other things that are of interest to you, for example hobbies, news stories and general observations. Insights into non-academic aspects of your life can help make you an interesting person to follow. If you are tweeting on behalf of an organisation, project or group then you may choose to only send research-related tweets. Twitter is a relatively informal communications tool so don't be afraid to embrace a personal, friendly and humorous approach to tweeting.

Examples of things you can tweet:

- Details of new publications or resources you've produced
- News items that feature your research
- Links to any blog posts you've written
- Thoughts on conferences you attend
- Questions to invite feedback
- Interesting news items you've found
- Interesting photographs
- Replies to other people's tweets
- Retweets of other people's tweets

## LINKEDIN

LinkedIn started out in the living room of co-founder Reid Hoffman and the site officially launched on May 5, 2003. Reid has previously been on the board of Google, Ebay and PayPal, so had a proven track record before taking the first round of funding and eventually floating on the New York stock exchange. This also goes some way to explaining the great integration between Google and LinkedIn.

LinkedIn has topped 315 million users globally which statistically is the majority of professionals. The research is not conclusive but I have seen estimates between 350 to 600 million business professionals on the planet, so over 50% of the business professionals on the planet are on LinkedIn. The platform has grown steadily since day one with the current rate at two new user accounts being created per second and that's more than one million new users each week joining.

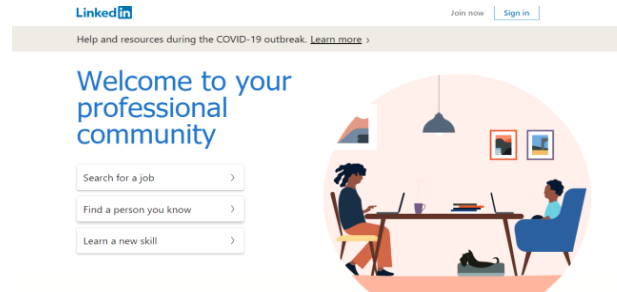


Figure 8 Website LinkedIn

### LinkedIn is The Best Business-Related Social Network

When Reid Hoffman created LinkedIn back in 2003, he envisioned a place where professionals could gather, connect, and exchange information. He wanted a platform where business professionals could readily find each other. Before LinkedIn, Reid's first attempt was a social networking platform called Socialnet. That was back in 1997, seven years before Facebook.



Figure 9 Website LinkedIn first premium service  
(source:LinkedIn)

Why LinkedIn is The Best Business-Related Social Network? LinkedIn hosts a community of more than 100 million users around the globe. LinkedIn is now one of the most influential social media networks on the internet when online “business networking” is concerned.

1. More than 65 million professionals are on LinkedIn.
2. Planned Specifically for Professional Networking.
3. The “professional social network” has connected millions of professionals around the world
4. Establish a Strategic Partnership
5. Grow and Influence Your Target Market
6. Providing More for Business Than Any Other Social Media
7. Continually Upgrading and Adding Features for Better Connections
8. A Quiet Zone for Business Networking

## IV. CONCLUSIONS

1. Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. While many people access social media through smartphone apps, this communication tool started with computers, and social media can refer to any internet communication tool that allows users to broadly share content and engage with the public. The ability to share photos, opinions, and events in real-time has transformed the way we live and the way we do business.

2. Social networks specialize in connecting and exchanging thoughts, ideas, and content with other users—often with users who share tastes and interests. Facebook and Twitter are examples of social networks. Though more professional than others, LinkedIn may be considered a social network, as well.
3. The type of media being shared depends on the social media site or application in question.
4. Unlike traditional mass media outlets, social media allows almost anyone to instantly reach the public, and there are relatively few restrictions on the content.
5. Businesses can use social media to engage with customers.

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