DIGITAL CULTURE FRAMEWORK RESEARCH IN TODAY'S SOCIETY USING NETNOGRAPHY PERSPECTIVE

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ABSTRACT

Netnography is research aimed at exploring groups, communities or organizations that are related to the culture that is in them. This is no different from the original form known as ethnography. The difference lies in the form of the community, namely the online community. The object of research in general, such as culture, community, and cyberspace, this component becomes an inseparable unity in netnography. There are many benefits to netnographic research, including this research is useful as a way to explore consumer behavior by listening to and understanding customers, identifying consumer tastes and even predicting trends. Netnographic research is relatively new, which was not previously known, this is often due to the development of computers and internet networks which then transform traditional communication activities into digital activities. Web 3.0 technology, industrial revolution 4.0 are the catalysts for new forms of communication. To accommodate the scope of netnography-based research, an adequate framework is needed to identify digital sources that can be used with research. The framework has a dynamic nature that will evolve with the formation of newer services in the cyberworld.

Keywords: Netnography, netnography framework, web 3.0, Industry 4.0, Cyberworld

I. INTRODUCTION

Netnography is an online research method derived from ethnography, which contains a series of specific research task related to collecting data, analysis, research ethics, and representation, which has strong relationship with the in participant need to observe. In netnography, large amounts of data originate and are manifested through the digital traces of naturally occurring public conversations that are present in today's communication networks.

Netnography is different from ethnography and is not just the application of qualitative research using an online framework. Some things that become the natural form of netnography are:

- Research focus: Netnographic research focuses more on reflections and data provided by online communities.

- Communication focus: Netnography combines human online communication, which is textual communication, or some multimedia communication such as video, audio, pictures.

- Research method: Netnography mainly uses observational data, it is more natural, even individuals reveal information, including specific and personal detail, without being asked and voluntarily online naturally, and netnographers can get this information by nature through observation.

- Collecting the data: researchers can extract the digital data directly from the online community. The Researchers are indirectly involved in various levels of online social interaction between the public and the public who are committed and flexible. All data is digital data rotating on a digital communication channel.
Number of participants: Netnography allows researchers to carry out research with human research objects in large numbers with a wide scope covering areas covered by the internet.

Efficiency: Netnography method might be cheaper and more timely than many other methods because the research data might use online archives. By using free technology and online resources, the researcher can collect and retrieve relevant data quickly and efficiently where online services are generally freely available.

Netnography offers various solutions that bring change and novelty by including the internet as a place for digital social activities, which were previously untouched by traditional ways, with netnography, this is possible, for example netnography is aimed at: getting a holistic market description, understanding consumer interests specifically, mapping the sociocultural online space, being a means of creating creative and innovative products based on findings in social networks, understanding competitor products from a natural consumer point of view, etc.

II. METHODOLOGY

In the realization of netnographic research, there are several stages, generally 12 of which are generally passed (Kozinets, 2015). This stage involves ethical principles, professionalism and the correctness of the research method into a holistic whole by considering today's communication frameworks:

- Introspection stage: The researcher should reflect on the research's role in the real life project and current situation themes as the information reveals.
- Investigation stage: The researcher designs and develop the netnographic research question, by studying of the website, which contain lots of information such as topic or person. By using appropriate way of conduct, the research can answer the question.
- Informational stage: The researcher must increase ethical judgment even at the initial stage the research idea is to be undertaken and be aware of acceptable ethical research practices.
- Interview stage: A good number of people or websites are found to be investigated and then interviewed and found to be compatible with various forms of sociality and online satisfaction.
- Inspection stage: The research makes a selection on a particular site or sites to be investigated. Different types of schemes of combinations of sites, topics, people, and even groups are possible and useful.
- Interaction stage: The level of participation of researchers in online interactions should be planned. Furthermore, the researcher might create an interaction research website is highly encourage.
- Immersion stage: The depth of understanding grows organically in the natural expression of what 'human' time feels like through frequent immersion in data, topics or sites.
- Indexing stage: Reliable amount of data is collected through a variety of relevant sources. Researchers must focus on small data, and carefully select the smaller amount of very high quality data that is used to reveal and point out meaningful aspects of that data.
- Interpretation stage: Interpretive analysis, or "interpenetration" is done to get deep understanding. Another method might involve such humanistic, phenomenological, existential, hermeneutic methods, language theories might be used depend of the researcher.
- Iteration stage: The researcher continues to interpret and seek insights, general rules, patterns, and research question. Then returns to the field site, data, assess literatures, looking for contributions, answers, question, representations, and ideas.
• Instantiation stage: Netnography is made in time and space in a certain way. It can take the form of one of four ideal types, such as: symbolic, automatic, digital, humanistic to guide the representation used.

• Integration stage: The results of the netnography are identified and furthermore will be measured. It is concerned with integrating findings and discussion with appropriate actions in the broader world.

III. DATA COLLECTION
Netnography based research obtained research materials in the form of internet data, interview data conducted online synchronously or asynchronously and field notes.

• Internet data: The researchers must take the time to match the questions and research interests with appropriate online forums, by using distinctive resources from search engines. Before initiating contact as a participant, or starting formal data collection, the characteristics of an online community must be well known to netnographers.

• Interview data: Interviews can be held by using via email, teleconference, in person, or by using any other method, this can be done synchronously, asynchronously or a combination of both.

• Facts in Field: The digital world naturally record the data which become facts, this is beneficial to the researcher who use netnography method which use online resources as their research object.

• The data collection process may continue as the research progresses and new insights form. Software assistance such as Computer-assisted (or aided) qualitative data analysis software (CAQDAS) can help accelerate research, even further management with data mining techniques will reveal hidden findings.

IV. FRAMEWORK ANALYSIS
The framework can be described that the Information and Communication Technology (Internet backbone) using Web 3.0 Technology Is a basis of the cyberworld which cybernetizen can do the digital activities. This activity is the valuable resources of netnography research. This framework suggests Twelves Netnography research stages (Kozinets, 2015) which direct the research which consider Ethical Principles Professionalism, Correctness of the research method. Do the research, tools, data collecting activities and resources of online data need to be identifies specifically

In connection with the Digital Culture Framework for Netnography Research, which is the source of research data, there are five types of online communities from the netnographic analysis by Kozinets, the sources with new services created may continue to grow along with service innovations on cyberworld. The current sources are:

• Bulletin board systems, for example: newsgroups, usegroups, or usenet groups. Many consumer-oriented newsgroups have millions of readers (Reid 1995).

• Independent web page, this may include a large number of personal or organizational websites found on the internet. Today's web sites generally use web 2.0 technology or even uses the newer web 3.0 technology which allows communication with audiences even indirectly to have a community. Various news portals, to personal websites and business webs are included in this classification.

• List server, an internet software program with a mailing list service that has certain themes, for example, art, diet, music, sports, professions, hobbies, etc.

• Internet underground, deep web or dark web and chat rooms that have non-market oriented information and contain information that is often oriented towards things that are not common, even unethical content can be found in it.
Social media platforms. Social networking is getting a lot of support with the presence of Web version 2.0 technology that allows the formation of User Generated Content platforms, so that two-way activities can be realized, and this is an important aspect of social networking. Various kinds of popular social networks are currently a source of rich netnographic research on social activities. Some of them: Facebook, Instagram, Twitter, TikTok, etc.

Figure 1. Digital Culture Framework for Netnography Research

V. IMPLEMENTATION

The Digital Culture Framework for Netnography Research is used to determine the map of netnographic research, especially in determining tools, online data resources and data collecting activities.

For example, a netnography researcher who wants to research market trends will use social media platforms, for example: Instagram as a resource of online data and researchers use tools, namely: personal information systems, Computer Assisted (or Aided) Qualitative Data Analysis Software (CAQDAS) and analytics tools, with data mining technology to find patterns of consumer behavior.

Data collection activities involve data on the internet that is on social media being analyzed, collecting data in the form of facts from the researchers' observations and data from interviews conducted synchronously or asynchronously. Specifically, researchers targeted one particular account and scanned the hashtag data, likes and views on that account for all posts on that account. This is an important first step towards getting a framework that is enabled by the use of this framework.

VI. CONCLUSION

Due to the rapid development of technology and services and new data sources, researchers must identify the components of the research.

Modern research using the netnographic method has had success in determining tools, online data sources and data collection activities using the framework for Netnographic Research. The online data resource is in a component that will undergo many updating services with many new ones emerging.

It's just that this framework must continue to refine and ensure the latest developments and developments towards the changes in newer forms of digital communication, so that netnographic researchers can have a research strategy and get many options for conducting useful and results-oriented research.
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