Usage Of Meme As Information Sharing Media

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Abstrak: Internet meme adalah salah satu sub-kultur internet yang menjadi salah satu yang paling populer dikalangan milenials. Pada penelitian ini yang bertujuan untuk mengetahui kegunaan meme dalam berbagi informasi dan hiburan disaat yang bersamaan. Penelitian ini akan dibutuhkan data yang berupa responden dari mahasiswa. Pertanyaan yang diberikan kepada mahasiswa yang akan berhubungan dengan motif mencari informasi, motif menghibur, motif menjaga hubungan, penggunaan berkelanjutan dan niat dalam berbagi informasi. Penelitian ini diuji menggunakan aplikasi SPSS dari data yang telah dikumpulkan. Data akhir yang telah diuji pada dependen penggunaan berkelanjutan (CUI= 0.128) membahai hasil bahwa motif mencari informasi (ISM=0.344), motif menghibur (EM=0.350) dan motif menjaga hubungan (RMM=0.247) mempunyai hubungan yang erat. Sedangkan niat berbagi informasi (ISI=–0.201) memiliki motif mencari informasi (ISM=0.379), motif menghibur (EM=0.202) dan motif menjaga hubungan (RMM=0.410) yang dimana juga memiliki hubungan yang erat. Dapat disimpulkan bahwa netizen lebih memerhatikan motif menghibur dan motif mencari informasi pada penggunaan berkelanjutan dan netizen juga memperhatikan motif mencari informasi dan menjaga hubungan pada niat berbagi informasi.

Kunci Utama: Meme; Media Sosial; Internet; Informasi berbagi.

Abstract: Internet Meme is one of many internet sub-culture and one of the most popular among millennials. This study aims to determine the use of memes in sharing information and entertainment at the same time. This research will require data in the form of student responses. Questions given to students that will relate to motives for seeking information, motives for entertaining, motives for maintaining relationships, continuous use and intentions in sharing information. This research was tested using the SPSS application from the data that had been collected. The final data that has been tested on Continuance Usage Intentions (CUI = 0.128) yields that the Information Seeking Motive (ISM = 0.344), the Entertainment Motive (EM = 0.350) and the Relationship Maintenance Motive (RMM = 0.247) have a close relationship. Meanwhile, the Information Sharing Intentions (ISI =–0.201) has a Information Seeking Motive (ISM = 0.379), Entertainment Motive (EM = 0.202) and Relationship Maintenance Motive (RMM = 0.410) which also has a close relationship. We can conclude that netizen are more concerned with entertainment motive and information seeking motive on continuance usage intentions which also netizen are concerned to information seeking motive and relationship maintenance motive on information sharing intention.

Keywords: Meme; Social Media; Internet; Information Sharing.
1. INTRODUCTION

Internet which has known by netizen around the world was discovered by Robert E. Kahn and Vinton G. Cerf. Internet defines as network of data and information that can be shared globally. Internet was first used for military purpose for scientist to communicate (Kumari & Sambhav, 2020). Internet now have penetrated to our life so deep that it just unthinkable to live without it. All aspect of one’s life can be assisted and even enabled by internet, one of such aspect is social life. With internet, we have access to all kind of information with almost zero fee. (Dina, Onete, & Albăstroiu, 2018). Overtime, internet is now used for online communities, online games and even social media.

Internet forum where community share, discuss and debate about all kinds of information. These internet forums are compartmentalized based on interest or certain themes which dictate the type of discussion and information circulate in it. For example, there are forums for foodie, sport, video game, science, and entertainment. Those themes are even more specialized in a more specific ways so that every forum speak volume for a very specific audience in a very specific topic. It can be said that every internet forum is their own niche. (Dittmar & Eilks, 2019). Portal of such Internet forum that currently popular such as Wikipedia, Wikia and Reddit. In Indonesia there are 2 giant internet forums, which are: Indowebster and Kaskus.

Meme, one of the most popular internet sub-culture was written for the first time by Richard Dawkin (Putra & Triyono, 2018). Richard Dawkins book with the title The Selfish Gene which defines idea that could be evolved, change and replicate that can be passed to other (Rozaq, 2019). Internet memes is defined as group of digital items sharing common characteristic of content which were created with creativity via internet by netizen (Fang, 2018). Internet memes forms are typically visual, either image or video, but they could also be text or audio clips (Fang, 2018). Internet meme now on can be found on online platform called 9Gag and many more (Listiyaningsih, Rukmini, & Sutopo, 2020). Internet memes content are varying, one of the most common content of an internet meme are trending issue that currently viral on the internet (Dewi, 2019). Memes by text could contain story, puns, poem, or random information about a viral issue on the internet. Memes by image could be an image that being photoshopped, an image with text, or graphical parody. Memes by videos could be a clip from a movie or any
media that are amusing (Mahadian & Sugandi, 2017). Earliest meme was on 1996 with the title “Dancing Baby” or “Baby cha-cha” was created with 3D Character animation software product “Character Studio”. For example, internet meme that gone viral on 2013 “Harlem shake” music by Baaur and being used by “TVFilthyFrank” now known as “Joji” who created harlem shake video.

Information sharing defines where an information are about being shared by the communities depend on the topic (Khezri, Bennett, & Zevenbergen, 2018). Information sharing also can be understood as an activities which the information is provided by the other that the information has an impact for another user (Savolainen, 2017). Information sharing, in form of Internet meme normally happens with group with similar interest, which is why its heavily used in Internet Forum. But those trends are also soon found itself to social media and exposed to wider audience, that is why certain meme concept are alien to some community and it’s a norm in other community.

Social media defines as forms if electronic communication by the users that creates online communities to share information, ideas, and other contents (Anderson, 2017). With social media booming is usage in recent years, it is estimated 49% of population of the world use social media in some capacity regularly (Clement, 2020). In Indonesia, social media usage reach to 59%, albeit still less than of Singapore and Malaysia, but in urban scenery, most citizen of Indonesia are using social media daily (Kemp, 2020). Internet Meme is heavily shared using social media. With trending tools such as hashtag and innate ability to share quickly characteristic, Internet Meme can be shared and viral rather easily. Some of past meme that viral in Indonesia Chef Arnold, Bu Tejo, Budi Setiawan and Odading Mang Oleh.

There is a lot of meme in Indonesia, especially political meme. For example, on 2019, meme that worked on fiery moment of campaign candidate number 2 and kicked off the podium when giving speeches as a joke of candidate number 1, who said he was a PKI Supporter (Roosinda & Alfraita, 2020). Political culture is a symbol and meanings of form of action that control the making process of political claims either individually or collectively. Political meme that gone viral recently in Indonesia when Indonesia Government proposed new law called “Omnibus Law”. On the recent pandemic, “Covid-19” also have some meme about it. As example the “Karen” meme, “Karen” is a code for “ignorant woman”. The Karen meme used for a women that ignore about
protection and care which is the “Anti-Mask” (Bhasin, Butcher, Gordon, Hallward, & LeFebvre, 2020). In Indonesia, the pandemic meme is about “work from home”. For example, a fisherman who fishing on the aquarium instead of the lake or a farmer grow a plant from their nails (Widiastuti, Ismail, & Iswanto, 2020).

Netizen receive news information on the social media way too seriously. With the internet meme, netizen could have more fun and entertainment on the social media. Sharing meme to internet community could improve relationship between the users. Netizen also can express their expression to the public by using meme on social media. Our study aims to answer the question of how effective internet meme as information sharing media.

2. RESEARCH METHOD

On our research, our respondent are mainly university student in Batam. Our respondent aged 17 years and above who had little or more knowledge about meme and information sharing by using social media. We use simple random sampling, which defines as an individuals that is chosen from a large population, thus each individuals is chosen randomly (Pojoh, Kindangen, & Arie, 2019). Data collecting method that we use is survey method which to ensure anonymity and thus increase the integrity of data collected. We collect the data using online application and shared in public and closed social media and also online community forum.

Research that we used are modified model from research by Hur, Kim, Karatepe, & Lee (2017) with 3 independent variables and 2 dependent variables. The scale to measure the score on our research in the questionnaire is determined by using Likert scale model. Likert scale model defines as an interval scale that specifically use the five anchors from absolute disagree to absolute agree(Saleh & Bista, 2017). In questionnaire, the interval will be: absolutely agree (5), agree (4), neutral (3), disagree (2), and absolutely disagree (1). All data analysis will be done using Statistical Package for the Social Sciences (SPSS) software. Based on our theoretical model, we can formalize the hypotheses as:

H1 : Information seeking motive will positively influence (a) meme continuance usage and (b) information sharing intention among meme users.

H2 : Entertainment motive will positively influence (a) meme continuance usage and (b) information sharing intention among meme users.
H3 : Relationship maintenance motive will positively influence (a) meme continuance usage and (b) information sharing intention among meme users.

Our research model is presented on figure 1.

![Fig. 1. Conceptual Model and Hypotheses](image)

3. IMPLEMENTATION AND DISCUSSION

Respondent in total were 411 respondents, where the respondent defined as 293 Instagram users, 196 Facebook users, 108 Twitter users, 75 Tiktok users, 12 Whatsapp users, 6 Discord users, 4 Reddit users, 4 Line users, 3 Youtube users, 2 Quora users, 1 Telegram users. There are 191 Respondents reported their age in 17-20 range, 198 respondents reported their age in 21-24 range, and 22 respondents reported their age in 25-30 range. After Outlier test, we found 26 respondents were not valid and discarded from the further analysis.

With 2 dependent (Continuance Usage Intentions (CUI) and Information Sharing Intentions (ISI)) variable and 3 independent (Information Seeking Motive (ISM), Entertainment Motive (EM), and Relationship Maintenance Motive (RMM)) variable. Table 1 show the result data quality test which are Pearson Correlation Coefficient and Cronbach’s Alpha. From the result we conclude that all instruments are valid and reliable.

For respondent number more than 200 and 3 independent variable, values of Durbin-Watson are dL value 1.7382 and dU value 1.7990. Since the obtained Durbin-Watson value is greater than the dU value, suggest that statistically, there are no auto correlation between independent variables. The Determination Coefficient (R2) with the score model 1 = 0.495 and model 2 = 0.560 Those result suggests that the model fits reasonably with the data which both model account for around 50% of total variability (See Table 2).

To determine the effect of the independent variables as Information Seeking Motive, Entertain Motive, and Relationship Maintenance Motive in both models, we need to perform F- test. The data on table 6 shows the model 1 and model 2 sig. value are 0.000 which the model can be used. If the significant values are less than 0.005 then
it can be concluded that there is a significant influence on the variables tested. t-test on this research can be seen on table 3.

By the t-test on table 3, at 5% significance level, we conclude that all model with contribute significantly to dependent variables. the hypothesis as:

**H1 :** Information seeking motive influence significantly (a) meme continuance usage and (b) information sharing intention among meme users.

**H2 :** Entertainment motive influence significantly (a) meme continuance usage and (b) information sharing intention among meme users.
H3 : Relationship maintenance motive influence significantly (a) meme continuance usage and (b) information sharing intention among meme users.

By through the results of this research, it can be concluded that the regression equations are:

\[
CUI = 0.128 + 0.344 \times ISM + 0.350 \times EM + 0.247 \times RMM
\]

\[
ISI = -0.201 + 0.379 \times ISM + 0.202 \times EM + 0.410 \times RMM
\]

Fig 2 . Regression Result Model

4. CONCLUSION AND RECOMMENDATION

In conclusion by this research with 19 question and shared through online questionnaire with the respondent that is tested with total 385 data for usage of meme as information sharing media research. We could define that netizen uses meme not only for information seeking, meme is information sharing media that are very useful. We could conclude that netizen are using meme for information seeking motive (H1b=0.379) and relationship maintenance motive (H3b=0.410) instead of entertainment motive (H2b=0.202) for information sharing intentions. But netizen would be using meme for entertainment motive (H2a=0.350) and information seeking motive (H1a=0.344) instead relationship maintenance motive (H3a=0.247) for Table 3. t-Test Result

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std.Error</td>
<td>Beta</td>
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<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>(Constant)</td>
<td>0.128</td>
<td>0.253</td>
<td>0.508</td>
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<tr>
<td>ISM</td>
<td>0.344</td>
<td>0.038</td>
<td>0.384</td>
<td>9.070</td>
</tr>
<tr>
<td>EM</td>
<td>0.350</td>
<td>0.064</td>
<td>0.226</td>
<td>5.435</td>
</tr>
<tr>
<td>RMM</td>
<td>0.247</td>
<td>0.038</td>
<td>0.279</td>
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</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Constant)</td>
<td>-0.201</td>
<td>0.260</td>
<td>-0.772</td>
</tr>
<tr>
<td>ISM</td>
<td>0.379</td>
<td>0.039</td>
<td>0.384</td>
<td>9.710</td>
</tr>
<tr>
<td>EM</td>
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<td>0.066</td>
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<tr>
<td>RMM</td>
<td>0.410</td>
<td>0.039</td>
<td>0.420</td>
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</tbody>
</table>

Notes: Model 1 (Continuance Usage Intentions), Model 2 (Information Seeking Motive), ISM (Information Seeking Motive), EM (Entertainment Motive), RMM (Relationship Maintenance Motive)
continuance usage intentions. As we could say that in continuance usage intentions, information seeking motive and entertainment motive had higher value because netizen will continue to use meme to get information and to share some funny jokes between them. In information seeking intentions, we could see the that relationship maintenance motive and information seeking motive value is greater than entertainment motive because netizen prefer seeking for information and maintaining the relationship between the information sharer instead of entertaining motive. In this research, there is still deficiency so as the future research will show better result. We would like to give some recommendation which are extend the research population to get better result and more variant respondent for the next research to get more exclusive result.

BIBLIOGRAPHY


