

## ***Abstract***

*The presence of the Internet as a modern economic era to make much of a challenge for every community to be able to balance the economic structure with the existing means. It has its own benefits for SMEs in Indonesia which 99% are micro and small enterprises. Internet should be used as a positive thing for SMEs. In the current era, Many online service providers that provide the means for any Internet user to interact with each other. Researchers refer to the website is a business forum Kaskus as the site of the largest online community in Indonesia, the researchers chose kaskus refers to a basic site that is intended to forums, groups, and communities. So it has an important role in the utilization of the site for business activities, including business forum kaskus. Business subordinates in kaskus.co.id discuss matters around the business, with ten subforums in it.*

*The case study at the business forum will be mapped to the genome DJ Collective Intelligence (KK) of Malone (2010). KK is the interaction skills possessed by each individual in a crowd forming infinite intelligence. The study used descriptive qualitative method with phenomenological approach.*

*The results showed that the gene is essentially not found Specify the object of research. Then what genes do, the crowd, the glory, and the collection was found. With results like these, kaskus business forum has become one of the means used productively Internet.*

*Deciding absence of the gene means that at a business forum kaskus no election by the group and the management in selecting the best discussions and decisions in the discussion of the best, so that each individual will choose and find their own conclusions from each discussion. It is also a suggestion for a business forum kaskus and online service providers to deliver innovation over the decision forum.*

*Keywords: online community, Collective Intelligence Genome Collective Intelligence System Model.*