CHAPTER I

INTRODUCTION

1.1 Research Overview

Clubhouse is a trending social media globally that has spread to Indonesia. Clubhouse is an audio-based social network and there are no columns to upload text, videos or photos which is created by Paul Davidson and Rohan Seth from Silicon Valley in March 2020 as a social software that can only do synchronous audio communication. This application, which is only available for iOS users at first is often discussed because of its exclusivity, this application is paid and we can download it only if we get an invitation from other users. World figures such as Elon Musk also use Clubhouse followed by Mark Zuckerberg appearing on the Clubhouse platform and discussing future technology (Damar, 2021). Each user has the option of choosing one of three identities: Moderator, Speaker, or Listener. Clubhouse is not constrained by time or space when conversing. People who have spent a long time at home now have a new social channel. Users can use Clubhouse to interact with their family and friends, as well as make new friends.

Upon joining, users select topics that they are interested in and are shown contacts who already on the app. There are quite a lot of topic options, and this influences the rooms that subsequently get flagged up on the homepage. Users can follow people and they can follow back, in the traditional social media way. The way to speak on Clubhouse is either by starting a room or being invited to speak by the person who started it. There are three different types of room. The first one is Open Room, which anyone can join. Second one is Social Room, only open to those the person that who launched it follows. Last one is Closed Room, invite only room (Henry, 2021).

Figure 1.1 Clubhouse Logo

(Clubhouse , 2022)

Clubhouse application is eventually available for Android on October 2021 and the application is free for everyone. Clubhouse eventually out of their beta phase with rebranding, Clubhouse created a new logo and the app invitation is no longer needed. Clips, Replay, Universal Search and spatial audio. These enhancements will help Clubhouse increase its reach by enabling for asynchronous involvement by making information available even after a live session has concluded. Universal Search increases Clubhouse's discoverability by allowing users to identify relevant rooms both live and scheduled, persons, clubs, and profiles by typing a keyword or name into the search field. After receiving good feedback from iOS users, Clubhouse is introducing Spatial Audio to Android (Clubhouse, 2021). According to Marwadi (2021) Clubhouse claims to have succeeded in attracting 10 million new users after launching the app for Android in May 2021.

Clubhouse application can be said as a new social platform which can be used as networking; to expand network, learning; since there is a lot of educated people with different background and different field of study using Clubhouse application as the speaker, and gathering; to meet new people virtually on the COVID-19 pandemic. Clubhouse application gathered a lot of people from different region and country, until it forms a community. In Indonesia, the biggest Clubhouse community is @clubhouseindonesia on Instagram with 22.2k followers.

Figure 1.2 Clubhouse Indonesia Instagram Account

Source: (@clubhouseindonesia, 2022)

Clubhouse Indonesia community was founded at Jakarta on February 2021 by Ridho and Jafrianto (2022). Since Clubhouse is a relatively new application, a lot of people was still confused on how Clubhouse invitation works. Eventually @clubhouseindonesia was created and in their Instagram account, they shared a lot of tips to use Clubhouse application such as how to create a Room (Ridho, 2022). In the Clubhouse application, there is a feature called Club, by using that feature, the Clubhouse Indonesia community accumulated 5,300 subscribers. Clubhouse Indonesia community is the research object of this research. Social media have a big role as information media, since Clubhouse is a recently invented application, this research wanted to know about the effectiveness of Clubhouse application towards Clubhouse Indonesia Community as information media.

1.2 Background

In the digital era people are constantly looking for information and how their needs of information can be fulfilled. The digital era provides various conveniences for its users, such as social media which allows individuals to communicate in ways that were previously unimaginable. Users can communicate directly with everyone on social media and learn about what's going on in different parts of the world. In the midst of the Covid-19 pandemic, communication is an important step to convey the information that a person or society needs. Furthermore, communication is important in dealing with Covid-19. With the social restriction policy, public communication becomes an option for delivering information. Public communication is the process of delivering messages in the form of information where in the process of public communication requires mass media facilities, both prints, electronic and online (Syaipudin, 2020).

Public communication in the process is divided into two, namely oral and written communication. Unfortunately, public communication is often found in direct face-to-face activities, such as public lectures, grand meetings, and other activities that involve the masses in it. In its delivery, public communication is a form of one-way communication, namely directly to the wider community or the general public. Not infrequently, this communication involves several mass media as a forum for delivery (Syaipudin, 2020).

Public communication generally disseminates information that is open to the public. But not infrequently public communication is also carried out in a small forum such as seminar forums, discussions, and member meetings, so that it can be interpreted that public communication is also called group communication when viewed from the background of a limited place and situation (Syaipudin, 2020).

With pandemic conditions like this, the presence of mass communication media is one of the quick steps that can target various levels of society in providing information (Syaipudin, 2020). The development of communication and information technology in the modern era can assist the development of science, information needs and facilities or infrastructure that support people's lives. Everyone needs information in their life, because with information, people could know and acknowledge about everything that happens in this world. In addition, information is also useful in makingdecision, both for the present nor the future. To get this information, society needs mass media such as newspaper, television, radio and online media which of course presents the required information. Since the beginning of its emergence, the development of the media could not be separated from the technology, ranging from print media and media that are present along with invention of the printing press. Afterthat, technology is increasingly developing with the presence of broadcast media afterthe invention of radio and television.

According to Kulthau (1993) there is information gap by a person and information that should be owned by that person to assist their everyday activities. As a result, individuals want information that can increase knowledge in order to solve difficulties. The emergence of this gap drives people to seek out information to meet their information demands and to expand their knowledge in order to achieve their life goals. Information needed by human has various types and also adjust with their

background for example their occupation, age, status, hobbies and many more (Dewi, Aulia, & Putut, 2015).

The presence of internet has revolutionized the way of human communication. The use of information and communication technology as a means communication allows everyone to communicate with other parties who connected to the internet even though they live far apart.

The development of internet in Indonesia continues to grow and getting massive. Indonesian society which is dominated by youth has simplify the growth of this technology to become popular. According to Kemp (2020) as shown in the Picture 1.1, there are 175.4 million internet users in Indonesia, of which 160 million people actively use social media, it can be concluded that people in Indonesia have used the internet as a source of information and communication.
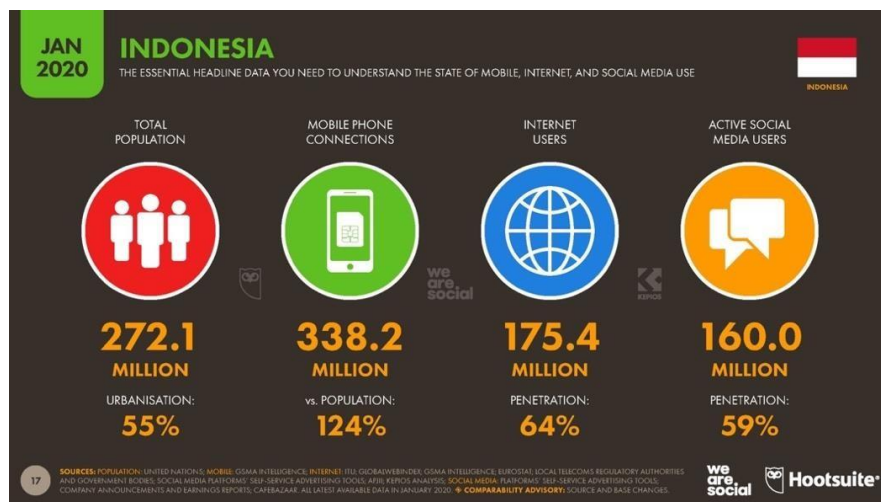

Figure 1.3 Data on Internet and Social Media Usage in Indonesia

Source*:* (Kemp, 2020)

Based on Figure 1.3 social media in Indonesia is dominated by YouTube, WhatsApp, Facebook and other social media. On March 2020, Indonesia and other countries around the world have the arrival of new social media who can compete with Facebook called Clubhouse. Clubhouse is an audio-based social network and there are no columns to upload text, videos or photos. This application, which at the beginning is only available for iOS users and often discussed of its exclusivity because it only

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works by invitation are now officially available for Android users from May 9th 2021, accessed on Clubhouse application.
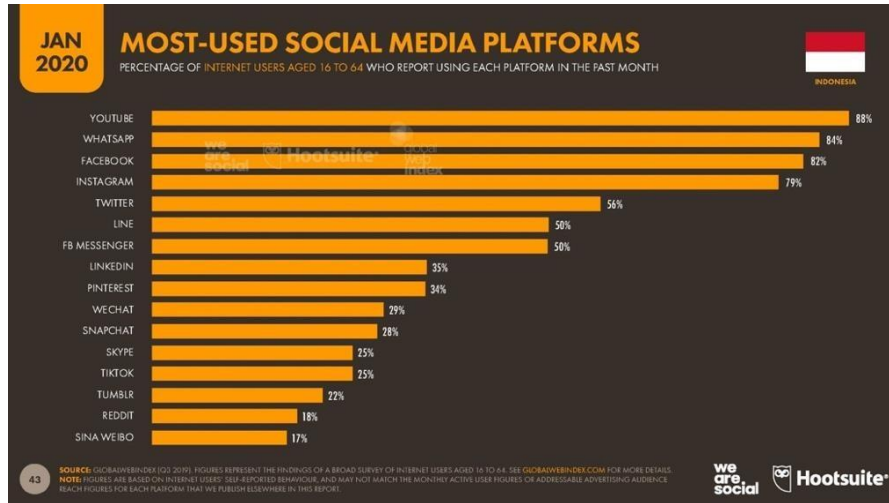

Figure 1.4 Hootsuite (We Are Social) Indonesian Digital Report 2020

Source: (Kemp, 2020)

Reporting from Lidwina (2021), the number of weekly active clubhouse users is increasing every week. It can be seen from the Figure 1.5 that the number of active Clubhouse users has reached 2 million.
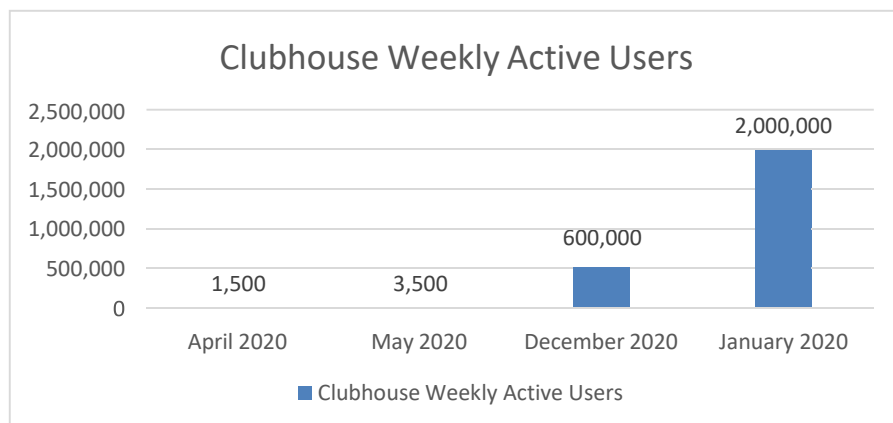

Figure 1.5 Clubhouse Weekly Active Users

Source: (Lidwina, 2021)

The conversation on Clubhouse take place live and there is no facility within the app itself to record them. Upon joining, users select topics that they are interested in and are shown contacts who already on the app. There are quite a lot of topic options, and this influences the rooms that subsequently get flagged up on the homepage. Users can follow people and they can follow back, in the traditional social media way. The way to speak on Clubhouse is either by starting a room or being invited to speak by the person who started it. There are three different types of room. The first one is Open Room, which anyone can join. Second one is Social Room, only open to those the person that who launched it follows. Last one is Closed Room, invite only room (Henry, 2021).

With the presence of Clubhouse, the author aimed to do research whether this new social media which is believed to beat its predecessor social media and can be the best and latest solution to the problems caused by the Covid-19 pandemic in disseminating information and communication to the general public.

The use of information technology such as the use of the internet which already has various applications such as social media, is one of the media where users can find information, communicate with each other and make friends online. Even though Clubhouse application is relatively new, but because of the convenience that users get when accessing this application, Clubhouse has been downloaded by 10 million users (@clubhouseindonesia, 2022).

Previous research has been conducted using social media such as WhatsApp, Telegram, Instagram, zoom meetings, and other social media. According to Atsani (2020) educators can still carry out learning together at the same time by using social media as a medium for learning, and students are able to take part in learning even in different places. Nurliya (2020) conducted in her research where 93% of the public agreed that social media is useful as a media. Covid-19 information, 83% agree that information on social media can help others, 85% agree that social media can be satisfying in finding information. These research studies prove that social media is able to help the Indonesian people in disseminating information and communication. This research is targeted to @clubhouseindonesia community in fulfilling information needs at Clubhouse application. It is noticeable that research on Clubhouse is relatively still new and a few. That is why this research is urgent to take.
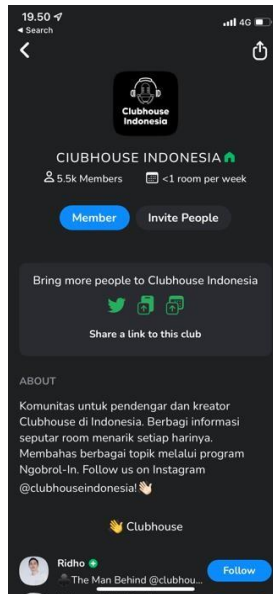
Figure 1.6 Clubhouse Indonesia Community on Clubhouse

Source: (Clubhouse, 2022)

It is clearly shown on Figure 1.6 that Clubhouse Indonesia community has 5.5k members. Clubhouse Indonesia discuss about interesting information such as creative industry, start-up, parenting, self-development and even mental health issues. As a founder, Ridho (2022) did not want to keep the community private, it has always been available to all, that is why Clubhouse Indonesia community only active on Instagram and Clubhouse which is accessible for everyone who wants to be involved and take part in the community.

Figure 1.7 Instagram @clubhouseindonesia Insight Audience

Source: (@clubhouseindonesia, 2022)

It is clearly shown on Figure 1.7 that @clubhouseindonesia who has 22.2k followers are dominated by users who lives in Jakarta which is 30.6%, followed by Surabaya, Bandung, Bekasi, and Tangerang. The community also dominated by users in the age range of 25 to 34 which is 53.5%, followed by users in the age range of 18 to 24 which is 20.6%.
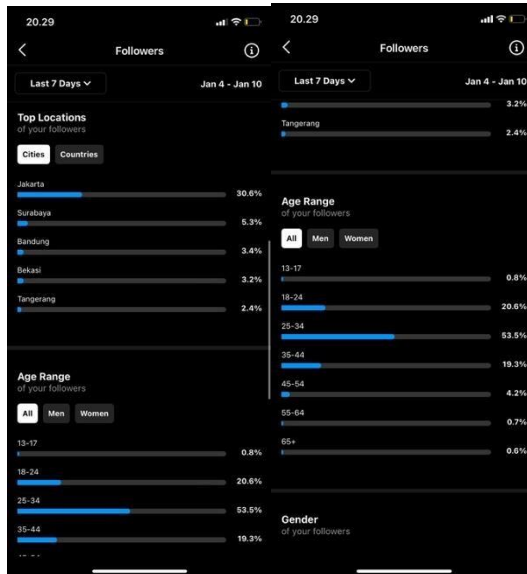
Figure 1.8 Instagram @clubhouseindonesia Insight Audience

Source: (@clubhouseindonesia, 2022)

It is clearly shown in Figure 1.8 that Clubhouse Indonesia community has 47.9% of female users, nonetheless it is not much more than the male users which is 52%. The most active times of @clubhouseindonesia followers on Instagram is from 9 AM to 6 PM.

There is several topics that is discussed on Clubhouse Indonesia's room on Clubhouse, such as career, parenting, self-development, entrepreneur, movies, mental health issues, and many more. In this study, researcher uses movies as the topic to find out the information needs fulfillment of movies on Clubhouse Indonesia community.

Figure 1.9 Instagram post of @clubhouseindonesia

Source: (@clubhouseindonesia, 2022)

It is clearly shown on Figure 1.9 that Clubhouse Indonesia community made a schedule in the room, and the topic discussed is movie in honor of National Film Day. The moderator is Harta Sadja who is a movie enthusiast. The speakers are Edwin Nazir who is a movie producer and the head of movie producer association Indonesia, Ertanto Robby Soediskam who is a director and screenwriter of Jakarta VS Everybody, Florence Giovani who is a movie producer and the founder of Antelope studio, and lastly Amira Alaydrus, who is a movie enthusiast.

1.3 Research Identification

Based on the background of the problems that the authors have described above, the identification of the problem from the topic of this research is how big is the influence given by Clubhouse application towards information needs fulfillment in Clubhouse Indonesia community.

1.4 Research Purpose

Based on the background of the problems that researcher has described above, researcher aims to find how large the influence given by Clubhouse application towards information needs fulfillment about movies in Clubhouse Indonesia

1.5 Benefits of the Research

1.5.1 Theoretical

It is hoped that the findings of this study will contribute as a guideline for future research. It is also expected that this research would enhance the field of Communication Science, particularly in terms of meeting information needs.

1.5.1 Practical

As an illustration of how big is the influence of using social media in terms of meeting information needs. As a suggestion or as an input towards the influence of social media in terms of information needs.

1.6 Time and Period of Research

The following table is a breakdown of the time and period of the research by the researcher will carry out:

No.	Research Stages	2022																											
		May				Jun				Jul				Aug				Sep				Oct				Des			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Submission of Topic and Titles	▓	▓	▓	▓																								
2.	Pre-Research	▓	▓	▓																									
3.	Preparation of Chapter I to Chapter III	▓	▓					▓	▓																				
4.	Desk Evaluation Collection																												

5.	Desk Evaluation Revision																												
6.	Data Collection																												
7.	Preparation of Chapter IV to Chapter V																												
8.	Thesis Defense																												

Table 1.1 Time and Period of Research

(Source: Researcher, 2022)