

# Kecerdasan kolektif dalam cosmopedia berbasis internet : studi terhadap komunitas fans (fandom) "shinhwa changjo Indonesia" sebagai komunitas pengetahuan = Collective intelligence in internet based cosmopedia a study of fans community (fandom) "shinhwa changjo Indonesia" as a knowledge community

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## Abstrak

[Perkembangan internet memicu munculnya bentuk-bentuk baru dari kecerdasan kolektif, sebuah aplikasi yang dikembangkan pula oleh cosmopedia sesuai dengan butuhan mereka. Salah satunya adalah fandom atau komunitas fans yang kini berkembang di ranah online, seperti komunitas fans ?Shinhwa Changjo Indonesia?, yang memiliki kecerdasan kolektif berbasis internet yang mencakup informasi selama tujuh belas tahun serta memiliki budaya pengelolaan informasi yang tidak ditunjukkan oleh fandom K-Pop lain. Penelitian ini kemudian ingin mengetahui bagaimana budaya fandom mempengaruhi pembentukan kecerdasan kolektif berbasis internet, dan bentuk-bentuk seperti apa yang diciptakan fandom sebagai komunitas pengetahuan. Penelitian ini merupakan penelitian kualitatif dengan paradigma interpretif yang menggunakan metode etnografi virtual berupa wawancara virtual dan observasi partisipatif. Hasil penelitian mengungkapkan adanya perkembangan budaya komunitas fans menjadi lebih lokal dan memiliki hierarki sosial. Terdapat pula budaya partisipatoris yang ditunjukkan melalui sharing, kolaborasi, dan koordinasi sebagai bentuk kecerdasan kolektif berbasis internet milik fandom, yang pada gilirannya turut berperan dalam proses pembelajaran sosial baru mengenai budaya komunitas.;

An online form of collective intelligence has emerged along the rise of internet, an application that have also been developed by cosmopedia according to their needs. One of these cosmopedia is online fandom or fans community, like ?Shinhwa Changjo Indonesia?, a fans community that own an online collective intelligence encompassing knowledge of seventeen years and a fandom culture of information management that no other K-Pop fandom showcased. This study aims to discover how fandom culture affect the formation of online collective intelligence, and the form that fandom as cosmopedia created. This research is a qualitative research with interpretativ paradigm, utilizing virtual ethnography in the form of virtual interview and participatory observation. This study found that fandom culture evolved into a more localized one with a social hierarchy. The participatory culture was also found, shown through sharing, collaboration, and coordination as the form of fandom?s online collective intelligence, which later on take part in the new social learning about community?s culture.;

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