

Knowledge sharing dan dinamika interaksi anggota kelompok traveler daring sebagai komunikator pariwisata Indonesia: studi terhadap grup facebook beautiful Indonesia = Knowledge sharing and the dynamic of members interaction of traveler online group serve as communicator of Indonesian tourism: the study for beautiful Indonesia facebook group

Lidia Putri Sulistyani, author

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Abstrak

ABSTRAK

Tujuan penelitian ini untuk mengetahui dinamika interaksi dan aktivitas berbagi informasi pada grup traveler daring dan peran anggota sebagai komunikator pariwisata Indonesia melalui thread yang diposkan. Agar tujuan penelitian tercapai, kerangka teoritis disusun dari penelitian sebelumnya dalam lingkup ilmu komunikasi terutama knowledge sharing, electronic word of mouth, user generated content dan pariwisata. Metode penelitian menggunakan kualitatif deskriptif dengan teknik pengumpulan data observasi dan wawancara mendalam pada Grup Facebook Beautiful Indonesia. Hasil penelitian adalah anggota aktif membagikan informasi pada Grup Facebook Beautiful Indonesia. Matriks fasilitator membagikan informasi oleh Kosonen terjadi dalam grup Facebook Beautiful Indonesia yaitu enjoyment of helping, moral obligation, acces to valuable information, viewing knowledge as public goods, commitment, sense of community dan trust ketika anggota mengeposkan informasi dan pengalaman perjalanan. Dinamika interaksi anggota grup terjadi secara online dan offline, menjadi sarana untuk pertukaran informasi seputar produk wisata. Maka, anggota grup berperan sebagai komunikator dengan menjalankan fungsi humas karena berpartisipasi dalam menciptakan ruang diskusi, penyebaran informasi dan promosi dengan cara electronic word of mouth melalui user generated content.

ABSTRAK

Interaction by social media develops in tourism sector is also used to look for information and socialize. The purpose of this study is to find out about interaction and sharing information activity with a group of a traveler online and role of the member as a communicator of Indonesia tourism through the thread posted. The theoretical draft was compiled from the previous study in the field of communications especially knowledge sharing, electronic word of mouth, user generated content and tourism. The research method is qualitative descriptive with collecting observation datum technique, in depth and semi structured interview toward the Beautiful Indonesia Facebook Group and its members. The results of the study are the members are actively sharing information on Facebook Group Beautiful Indonesia. Matrix facilitators of sharing information by Kosonen happened among members interaction those are enjoyment of helping, moral obligation, acces to valuable information, viewing knowledge as public goods, commitment, sense of community and trust. The dynamics of interaction members of the group occurring in online and offline, provide for exchanging information about tourism product. So, members of the group serve as communicator, public relations to function as participate in creating a discussion, the spread of information and promotion by means of electronic word of mouth through user generated content.