

Sense of Community dalam Lemonilo Club melalui Proses Nurturing: Refleksi Pengalaman Magang di PT. Lemonilo Indonesia Sehat = Sense of Community in Lemonilo Club through the Nurturing Process: Reflection on Internship Experience at PT. Lemonilo Indonesia Sehat

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Abstrak

Perkembangan jaringan internet global mendorong adanya pergeseran interaksi manusia dari yang hanya bertatap muka, kini berkembang menjadi tanpa harus bertatap muka (berbasis internet). Medium interaksi baru ini memicu pertumbuhan kolektif berbasis internet yang sering disebut dengan komunitas online. Dalam komunitas online, anggota komunitas yang ada tidak bersatu karena kesamaan teritorial atau regional, tetapi relasional berdasarkan kepentingan bersama. Makalah ini merupakan bentuk refleksi penulis selama magang dan mengasuh komunitas online bernama Lemonilo Club periode Juni – Desember 2021. Tulisan ini berfokus pada bagaimana proses pembinaan (nurturing) yang melibatkan penulis dapat menciptakan dan memperkuat sense of communities di dalam komunitas Lemonilo Club. Melalui beberapa media dan kegiatan rutin, penulis mengidentifikasi sekaligus mengaktivasi empat elemen yang terekam dalam proses komunitas tersebut antara lain membership, influence, integration and fulfilment of need, dan shared emotional together. Upaya untuk memperkuat sense of community ini sekaligus menjadi upaya yang memperkuat eksistensi komunitas online tersebut.

.....The development of the global internet network has encouraged a shift in human interaction from face-to-face interaction to not face-to-face interaction (internet based). This new medium of interaction triggers the growth of internet-based collectives which generally referred to as online communities. In online communities, existing community members are not united because of territorial or regional similarities, but with relational based on shared-interests. This paper is a form of reflection of the author during his internship while nurturing an online community called Lemonilo Club, period June – December 2021. This paper focuses on how the nurturing process involving the author can create and strengthen a sense of communities within the Lemonilo Club Community. Through several media and routine activities, the authors identify and activate four elements recorded in the community process, including membership, influence, integration and fulfillment of need, and shared emotional together. This effort to strengthen the sense of community is also an effort to strengthen the existence of the online community.