Exploring Social Interactions in WhatsApp Groups: A Netnographic Study of Virtual Photography Communities

Mochammad Revaldy Rafsanzafi[1], Nur Maghfirah Aesthetika[2*], Ainur Rochmaniah[3], Sherzod Uralovich Kiyosov[4]

*Corresponding author email: fira.umsida@gmail.com

[1,2,3]Communication Studies Program, University of Muhammadiyah Sidoarjo, Indonesia
[4]Tashkent Institute of Finance, Tashkent, Uzbekistan

Abstract. This research aims to find out the netnography study of social interaction in social media Whatsapp gruop members of the virtual community of photography LLP Indonesia, This research method uses netnography method with qualitative descriptive research type. Data collection techniques used observation and documentation by screenshooting conversations, images, and videos in the whatshap group Data analysis techniques used data reduction, data presentation and conclusion drawing. The results of this study indicate that the social interaction of members of the LLP Indonesia (Lighter Light Painting Indonesia) photography virtual community is in the form of verbal and nonverbal communication. Verbal communication includes: conversations in the form of text and language, while nonverbal communication is sending images, videos, photos and emojis, and there are forms of social interaction in the form of associative social interaction and dissociative social interaction.

Keywords: social interaction, whatsapp social media, netnography, virtual community, LLP Indonesia photography community members

1   Introduction

The development of digital technology in Indonesia is currently growing very rapidly. According to the annual report on the digitization of internet users in the world 2020 quoted by We are Social x Hootsuite, Indonesia itself ranks eighth in the world with around 64 percent of the total population already using the internet. [1]. Social media that is very popular among the public today is WhatsAp. WhatsApp is a social media that can interact and communicate between individuals with other individuals, as well as between individuals with groups or groups with groups with a variety of supporting features that are assisted by internet services. [2]. Communication according to Brelson and Steiner also formulates that communication is the delivery of information, ideas, emotions, skills, and so on, through the use of symbols, numbers, graphics and others. [3]

WhatsApp itself is often used by individuals or groups as a medium of communication, sending messages and video calls sending pictures and can create new virtual communities. WhatsApp has several features that can be used including *Avatars*, Sending text messages, *View Contact*, *Copy and paste*, *Smile Icon, and more*. [4]

According to what was said by Putri (2018) in her research [5]. Virtual community is a phenomenon that emerges along with the rapid development of technology so that it can contribute

and interact in human life. Virtual groups are group members Members can interact with each other using electronic technology and communicate through Internet forums such as email, chat rooms, world graphics, and discussion lists. While the online community is a space where all interactions and communications between members of the virtual community take place. [6].

The virtual community that utilizes social media is the LLP Indonesia (Lighter Light Painting Indonesia) photography virtual community. LLP Indonesia community is a community formed through LLP Indonesia (Lighter Light Painting Indonesia) is a Photographic Community of Lovers of Light Painting Techniques which is developed into a Whatshaap group where there are members from various regions in Indonesia This community developed through (WAG) whatsApp group which was founded on 03 - June - 2020, and until 2022, the number of members reached 95 people. This community uses Facebook and (WAG), WhatsApp grub as a place to share and share information such as videos, photos and other things contained in the community.

Social media makes it easier for humans to socialize and interact between individuals with one another and even with other groups, according to Nasrullah in the large Indonesian dictionary, media is a tool that becomes a means of communication such as television, radio, newspapers, posters, etc. while mass media is a means of disseminating official information as a means of communication to the public at large. [7]. So that with the existence of social media and information technology in society, it will be able to change the pattern of oral, verbal and literal community interactions to become an "electronic writing" society. The interaction that very often occurs is in interaction and communication which starts from chatting to meet in person then switches to ngetwiit ngapdate status and ngenet and others of the same type [8]. [8].

According to what Soerjono Soekanto said, social interaction is an interaction carried out by groups with other groups, between individuals with one another or individuals with other groups. [9]. In the community, it is not only a place for sharing and sharing information between fellow members but there are also various messages and unique interactions between members where only these members know the meaning and meaning. Each member of this community can share and learn about the use of these photographic techniques.

According to what Gillin and Gillin said in Syahrial syarbani in his book [10]. that social interaction is divided into two, namely: Associative and Dissociative social interactions

a) Associative social interaction is: a social process where in the existing social reality there is harmony between one individual and another that leads to cooperation.
   1. Cooperation (Corperation)
      Cooperation is an effort between individuals or groups to achieve a common goal carried out by humans since humans interact with each other.
   2. Accommodation
      According to Gillin and Gillin in Soerjono Soekanto [9] Mentioning Accommodation is a self-adjustment to overcome tensions without launching the opposing party so that the opponent does not lose his personality.
   3. Assimilation
      Assimilation is the process of reducing differences between individuals or human groups to increase the unity of attitudes and mental processes with regard to common interests and goals.

b) Dissociative Social Interaction

According to what Soerjono Soekanto said [9] Dissociative social interaction is a process that is almost the same as cooperation, can be found in every society even though its shape and direction are determined by the culture and social system of the community concerned. Dissociative social interaction is divided into three forms, namely:

1. Competition

   Competition is a social process in which individuals or groups of people compete for profit through areas of life that at a certain time become the center of public attention, both individuals and groups of people by attracting public attention and without using violence or threats. [10]

2. Contravention Contravention is a form of social process that is between competition and opposition or contention Contraversion is a hidden mental attitude towards other people or towards certain elements of group culture

3. Disagreement (Conflict)

   Conflict or dispute is a social process in which individuals or groups try to fulfill their goals by challenging the opposing party with threats or violence.

c) Netnography is Netnography is a fraction of Ethnography in (Kozinet V Robert, 2010) explains that ethnography is anthropological research which includes social, cultural science, marketing and market research and various other social sciences. Ethnographic method is a method in which to know a community's behavior and is more directed towards race, ethnicity, religion, nationality, culture and age group while netnography is a research in which the scope of observation is online. [11]

2   Research Methods

2.1 Type of research

The type of research used is descriptive qualitative with a Netnography approach, where this type of descriptive qualitative uses complete and in-depth data collection methods or techniques and does not prioritize a population or sampling.

According to what was said by [12] Netnography is a research that is used to be able to spy, spy on virtual communities and virtual behavior in the virtual world or the internet Netnography can also be done to find out the implications of communication over the Internet.

2.2 Subjects and objects of research

a). The research subjects used in this study are members of the LLP Indonesia virtual community (Lighter Light Painting Indonesia) who are in the whatsAp group.

b.) Research Object The research object in this study is the WhatsApp Group in the LLP Indonesia Virtual Community (Lighter Light Painting Indonesia).

2.3 Research location

The Research Location in this study the author uses the WhatsApp Group of Members of the LLP Indonesia Photography virtual community (*Lighter Light Painting Indonesia)* where the author himself is a member of the virtual community.

2.4 Data type and source

Primary data obtained directly in research by means of observation or observation of the object of research. In this study not only using direct observation. But observations were made over several months because the author had been in the whatsApp group for a long time and observed through messages sent through their social media in the whatshap grub to find out Social Interaction in (WAG) Members of the Indonesian LLP Photography Virtual Community.

Secondary data is obtained from various other sources taken through several sources. Researchers take and get the data needed and support for research from various types of other sources such as books, journals, scientific papers, and the internet.

2.5 Data collection technique

Observations that have been made by the author in this study, namely by observing directly through the social media WhatsApp group because the author has been a member of the whathsap group for a long time by observing various forms of conversations that occur through the WhatsApp group. observations were made by the author from December 15, 2021 - January 15, 2022, less than one month of observations made by the author.

Documentation The documentation carried out by the author is by screenshooting the conversations of members of the LLP Indonesia (Lighter Light Painting Indonesia) virtual photography community.

2.6 Data analysis

Technique qualitative data analysis techniques are data reduction, data presentation and conclusion drawing. This process takes place continuously throughout the research, even before the data is completely collected. [13]

3   Results and Discussion

In the interactions that occur in the WhatsAp group of members of the LLP Indonesia photography virtual community, the author has analyzed by dividing several forms of interaction that occur in the WhatsApp group to make it easier for the author to collect data. Light painting Indonesia).

3.1 Verbal communication

The verbal communication used is verbal communication through text and language. A system of verbal code systems is called language with rules for combining symbols that occur in the WhatsApp group conversation. This is in accordance with the theory of verbal communication by Mulyana [14] In the interaction, members interact with each other using the words they write in a post or comment they send to the WhatsApp group as their communication tool. In verbal communication, language is an important component in communication, because without a common understanding in the use of language, the message will not be understood properly by members in communication. [15] The language they use is diverse and only some of the members of the LLP Indonesia photography virtual community understand the language and words they use.

3.2 Nonverbal communication

Nonverbal communication that occurs is visual communication. One form of visual communication used in the LLP Indonesia (Lighter Light Painting Indonesia) photography virtual community is in the form of images, emoticons, stickers in conversations that they post in WhatsApp groups as a message from members to other members.

3.3 Associative social interaction

3.3.1 Cooperation

There is a form of associative social interaction in the form of cooperation between fellow members of the LLP Indonesia virtual community in carrying out social interactions in the social media WhatsApp Group, the form of this cooperation is to ask for as much help as possible by sending a Facebook link from a photo that has been uploaded on his personal Facebook to be able to ask for as much help as possible to group members with the aim of winning a photography competition in the light painting. then there is one member of the photography virtual community who asks for help on how to use photography tools into the WhatsApp group and several other members respond positively and help other members who have difficulty asking questions in the WhatsApp group, Then there was one member of the virtual photography community who asked for help on how to use photography tools in the WhatsApp group and several other members gave a positive response and helped other members who had difficulty asking questions in the WhatsApp group.

3.4 Dissociative social interaction

a) Competition there is a dissociative social interaction, among others: competition and conflict in a WhatsApp group LLP Indonesia, the competition that occurs is pure competition from the results of a photo shot that they send to a WhatsApp group, the competition shows the results of a photo shot of light painting from each member that they send through the WhatsApp group.

b) Then there is a conflict that occurs in the members of the virtual community of photography LLP Indonesia (Lighter Light Painting Indonesia), the conflict that occurs includes one member whose topic of conversation is not in accordance with the rules in the group, then one of the other

members takes an action that finally directly expels the member who violates or does not comply with the contents and topics of conversation in the WhatsApp group.

4   Conclusions

The researcher concludes that the social interactions that occur in the social media WhatsApp group of members of the LLP photography virtual community (Indonesia Lighter light painting Indonesia) there is a form of social interaction in the form of associative social interaction and dissociative social interaction. The associative social interaction that occurs is a form of cooperation that occurs within a photography community LLP Indonesia (Lighter Light Painting Indonesia), the form of cooperation is in the form of asking for help on how and using tools in performing a light painting technique then asking for help by asking for a like as much as possible by sending an instagram link and other members help willingly without coercion. Then there is no accommodation and assimilation in the social interactions they have in the WhatsApp group. While dissociative social interaction is characterized by the existence of competition and disputes from fellow members in a way that is: showing their work without having to drop and without any disputes in order to attract the sympathy of other group members.

Acknowledgments

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