Social Media's Impact Towards Social Dynamics of Joylada Indonesian Writers until 2024

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Abstract

The reason why this study was important to do is that this study was rarely researched, to know the impact of social media on the social dynamic of Joylada Indonesian Writers (one of the creative writing communities that had ever existed until September 31, 2024 in Indonesia), to prevent the potential data loss that can be used for case study of online writing community because the platform had significant social dynamics that are good to be learned. Even though the platform has not been operated in Indonesia and Laos since September 31, 2024 but the platform had significant social dynamics that are good to be learned. The research methods were case study, participant observation, and document analysis. The proposed approach is a qualitative approach. The major findings are social media Instagram, Facebook, and X become the place for Joylada Indonesian Writers. in Joylada's Indonesian Writer Community on Facebook, the communication pattern tends to be from Joylada with minimal interaction from the writers. Meanwhile from Joylada's Indonesian Writer Community in X and Instagram had good social cohesion, a strong community identity, activism, and inclusive community.

Keywords: online writing community, social media, social dynamics

INTRODUCTION

Technology gives fast and easy access towards communication and collaboration platforms, forming more dynamic interaction patterns among community members. Technology also makes online communities as a place where members can explore common interests in depth, discuss specific and relevant topics about their interests, make members understand more about something, increase members' insight with various perspectives, create collaboration in projects and in-depth discussions, form strong bonds, facilitate interaction, make interactions more dynamic, and add friends who are not only online but may also add friends in the real world. Online communities can also build more inclusive and diversified relationships where people can share their ideas, opinions and experiences everywhere and anytime. However, this phenomenon has potential risks like misuse of personal information and online security [1].

One of the online communities is Joylada Indonesian writer. Based on Martha et al. at Putra et al. [2], Joylada is one of the media platforms for those who love writing, want to become writers, writers, and readers. Even though the platform has not been operated in Indonesia and Laos since September 31, 2024 but the platform had significant social dynamics that are good to be learned. Therefore, this research is important to be done to minimise the potential for losing more data that can be used for learning and case studies from the online writing community. Other than that, because this study was rarely researched. This research would be conducted by a qualitative approach with a case study, participant observation, and document analysis from Joylada's social media.

In the previous research, only the effect of social media towards writing communication in general, *Komunitas Menulis Online* (KMO), Storial community, and Wattpad community in Indonesia was discussed about Social media has a significant effect towards visibility, connection, and engagement between writers and readers through comments, shares, and likes. Social media platforms can be used to build relationships and community, so that'll make the idea discussion, sharing stories, creative project collaboration, collaborating on writing anthologies, organising virtual literary festivals, or launching podcast series. Social media platforms provide access to supportive communities and mentor the new talent [3], online literature communities can be built even though the members just know each other from that community, make the members feel equal, and do all the communities' activities, including writing a story. Although very flexible, it lacks solidarity among members and seniority may be happen in the community due to the presence of seniors   HYPERLINK "bookmark://a4", online writing communities can make the members feel comfortable and motivated to upgrade their skills, especially their writing skills and do many practices to make their writing skills better   HYPERLINK "bookmark://a5". *Komunitas Menulis Online* (KMO) is one of the writing communities that has regular activities like daily chatting, writing, and reading short stories. These activities indirectly create social bonds and dependencies between members and administrators. Everyone can join that community. Telegram is used for sharing information, having daily chats, and other among members. YouTube is used for sharing their community's live streaming event   HYPERLINK "bookmark://a6". The Storial community is underutilising social media to introduce their community because the community only use WhatsApp and Telegram for interaction and activities (such as sharing stories, encouraging and motivating each other, providing important information about events to be held, manuscript promotion, etc.). But among the members, a sense of family is built and maintained, and they have positive interactions [7]. The Wattpad community in Indonesia makes the members care and closer to each other; builds connection, relationship, and trust among members; lets community members participate with the writing platform, and all members have similar objectives, values, and identity [8].. The Wattpad community in Indonesia makes the members care and closer to each other; builds connection, relationship, and trust among members; lets community members participate with the writing platform, and all members have similar objectives, values, and identity [8].

The innovativeness of this research compared to other research is the other researchs were focused to the writing communities with the platforms that still operate both until now and until the research did so the researchs didn't discover how the writing community's member reacted and responded when the writing platform decided to stop their operations. The innovativeness of this research compared to other research is the other researchs were focused on the writing communities with the platforms that still operate both until now and until the research was conducted, so the researchs didn't discover how the writing community's member reacted and responded when the writing platform decided to stop their operations.

There are theories regarding this research, first is social Identity Theory it's tells relations among communities using psychological processes focusing on social identity the feeling of become a part of the community and the positive or negative feelings associated toward the community [9]. Based on Tajfel, Billig, Bundy, and Flament in Harwood [9], social identity theory states that a person's motivation towards their identity so that person will

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have a tendency to differentiate between social groups and the way individuals or groups respond to their group status in society, and the second is symbolic interactionism theory Based on Mead and Mind, Cooley, that's summarised by Husin et al.[10], symbolic interactionism theory creates interactive view on mind towards community and the society based on the ideas. Based on Cooley, Reck, Blumer, and Goffman that's summarised by Husin et al. [10], the based of this theory is the meanings that created from human's interaction in a social environment by focusing on symbols and meanings, and the last is social construction of reality theory which based on Charles R. Ngangi that's mentioned by Darisman et al., [11], social construction of reality theory states that reality is owned and experienced together, subjectively made continuously through action and interaction.

There are several concepts regarding this research such as social cohesion which is related to trust, the sense of belonging to the organisation, and togetherness. Social cohesion is made of the social connection that's based on the trust among members and the accept for the diversity, identification with geographical place (through feelings of equality, familiar nuance, and strong relationships in the community), and the desire to do for the community's goodness which is shown by solidarity and the desire to help, respect for each other, and join the community's events [12]. An then is activism, sativism is shown through real or social action by the community, like using hashtags on social media activism [13] the third is community identity which is based on Obst and White that's mentioned by Cuff et al. [14], in the community identity, each member has similar interests, beliefs, and/or values. Based on Ratanakosol that's mentioned by Cuff et al. [14], in community identity, the community has their uniqueness that distinguishes it from other communities. And the last is inclusive society, based on World Summit for Social Development & United Nations [UN] on Lutfiyya and Bartlett [15], in an inclusive society, each member has rights, responsibilities, and role. It's included with diversity, feeling for being equal, based on the social justice, and allows everyone to be able to join and be active in society   HYPERLINK "bookmark://a15".[15].

METHOD

The research methods were case study, participant observation, and document analysis from Joylada's social medias from Joylada Indonesia's instagram at @joyladaindonesia, Joylada Indonesia's X at @Joylada_ID, and Joylada Indonesia's fanspage at https://web.facebook.com/JoyladaIndonesia. The social cohesion indicators used in this study are their closeness to other members as shown by their reciprocal interactions and the activities they do. The community identity indicators used are their feeling of being part of the community and the common interests shown by the community's members. The social activism indicator used is their participation in events and activities in the Joylada writing community. The inclusive community indicator used are the existence of equality in the community, the feeling of equality they have as one of the members of the community, and the ease for anyone to participate in their events or activities.

RESULTS AND DISCUSSION

Based on the research, it was found that, in Joylada's Indonesian Writer Community on Facebook, Instagram, and X. The communication pattern on Joylada's Indonesian Writer Community on Facebook tends to be from Joylada with minimal interaction from the writers.

Meanwhile, Joylada's Indonesian Writer Community on X and Instagram had good social cohesion, a strong community identity, activism from Joylada writers in Indonesia, and an inclusive community.

1. Social cohesion

Good social cohesion was shown by the use of the words "*Sahabat Joy*" in the #JoyBirthday event post and "Best friends" when Joylada announced Joylada's decision to stop operating in Indonesia (in figure 1). In addition, it was also shown through the togetherness of the writers in the #JoyBirthday event (in figure 2) which showed unity. It's in line with the statement at [12], that a sense of unity is one part of social cohesion.

Figure 1. Use of Words "*Sahabat Joy*" and "Best Friends" in Joylada's Posts
(source: Instagram @joyladaindonesia)

Figure 2. The writer's togetherness in #JoyBirthday Event
(source: Instagram @joyladaindonesia)

In addition, social cohesion was also shown from the writers commented, promoted, and

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reviewed on each other's stories. And Joylada replied to the writers' comments, reshares, and reuploads the author's posts (Figure 3). It's in line with the statement at [12], that community participation is one part of social cohesion.

Figure 3. Reupload Writer's Posts
(source: X @JoyladaID)

2. Community identity

In Joylada Indonesian Writers' identity, all the members are writers and every member feel that they're part of Joylada Indonesian Writer's. It's in line with the statement of Obst and White that's mentioned by Cuff et al. [14] that community identity is shown from the similar things among the members. In this case, the similar interest is writing. In addition, the presence of the terms "*Sahabat Joy*" and "Best friends" is also their pet name and uniqueness. It's in line with the statement of Ratanakosol that's mentioned by Cuff et al. [14] that, in the point of community identity, there are characteristics that distinguish the community from other communities. In this case, those terms differentiate Joylada Indonesian Writers with other writing community groups.

3. Activism

According to activism's concept that's stated in [13], activism was shown by the writers did activites together like writing competitions #JoyJadiBuku2, #JoyInfinity, #JoyReborn, #HusbandSeries, actively promoted their stories with #JoyMagic and "Joylada do your magic" (figure 4) where the selected stories would be reviewed and promoted on Joylada's social media with hashtag #JoyReview (figure 5).

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Figure 4. One of The Writer's Posts for Joining #JoyMagic
(source: X @Suranizz_Anizz)

Figure 5. #JoyReview
(source: Instagram @joyladaindonesia)

In addition, the writers also celebrated Joylada's 5th anniversary webinar by joining in #JoyBirthday webinar, doing the community's photo session, Q&A, studying together, emoji challenge (by guessing the title of a trending novel based on clues from emojis). Joylada also created interactive posts where anyone including authors could reply to their comments and Joylada would reply to the writer's comments, reshare, and quote-posting. From the perspective of symbolic interactionism theory, these activities built meanings and shared values. From the perspective of social construction theory, that phenomenon created a shared reality.

Joylada was often sharing writing materials and writing tips and tricks on its Instagram which could be watched by everyone include writers (figure 6) and inviting famous writers to share their

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writing knowledge with the viewers on Joylada's Instagram social media livestream include with writers (figure 7). The writers also often commented, reviewed, and promoted o each other's stories. From the perspective of social construction theory, this constructs the reality that famous writerrs are cool, great, and role model writers. From the perspective of symbolic interactionism theory, this also constructs the meaning of how to write well.
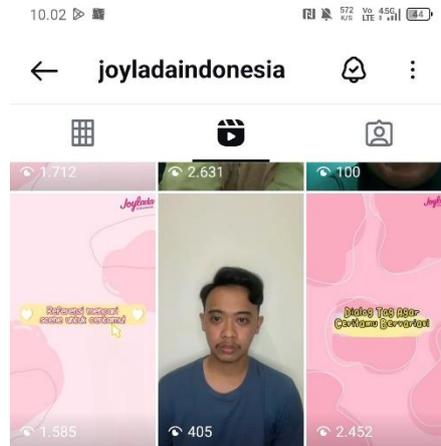

Figure 6. One of the posts about sharing writing knowledge and writing's tips and tricks on Joylada's Instagram
(source: Instagram @joyladaindonesia)

Figure 7. #KongkowIdola Season 3 event with Khai (one of famous writers)
(source: Instagram @joyladaindonesia)

When Joylada announced that Joylada decided to stop operating from September 31, 2024, 795 comments were seen showing the sadness over Joylada's decision. This shows that Joylada's decision has left a deep impression, sadness, and longing among Indonesian writers.

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4. Inclusive community

An inclusive community was shown by everyone could join the community and participate in any event or competition in the community as long as they followed the terms and conditions given (for example in figure 8). It's in line with the concept of an inclusive community in [15], which emphasizes diversity, equality, social justice, and lets everyone to access and participate.
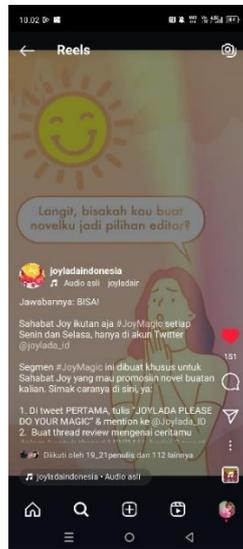

Figure 8. Terms and Conditions for joining #JoyMagic
(source: Instagram @joyladaindonesia)

CONCLUSION

Technology plays a key role in the rise of online communities. One of the online communities is Joylada Indonesian Writers on Facebook, Instagram, and X. This research tries to find out the social dynamics in the community, focusing on aspects of social cohesion, identity, activism, and inclusive relationships in the community.

Based on the research, it was found that, in Joylada's Indonesian Writer Community on Facebook, the communication pattern tends to be from Joylada with minimal interaction from the writers. Meanwhile, Joylada's Indonesian Writer Community on X and Instagram had good social cohesion as shown by the use of the words "*Sahabat Joy*" and "Best friends" and the togetherness of the writers at Joylada events held on social media, a strong community identity where they were all writers and terms that became their identity and their pet names, activism from Joylada writers in Indonesia as shown by their participation in events and competitions including being sad and showing their sadness when Joylada decided to stop operating in Indonesia, and an inclusive community where anyone could join the Joylada community, events, and programs as long as they followed the applicable terms and conditions. Activism, community identity, and social cohesion played roles in an inclusive community.

The recommendations are to conduct research on the obstacles and challenges in social dynamics that focus on aspects of activism, inclusivity, identity, and social cohesion in the Joylada community and other writing communities where platforms have also closed, both Indonesian and foreign platforms such as Anydoor, OWONovel, and Novelme. The prospect research in the future is research can also be conducted by comparing social dynamics that focus on activism,

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inclusivity, identity, and social cohesion in the Joylada writing community with other communities that have also closed or between the Joylada writing community in Indonesia and communities from other platforms that are still surviving in order to understand the weakness and can be used as learning materials.

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