Content analysis of LINE application user: intersecting technology and social needed

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Abstract. Rising of Internet and social media have significant impact for younger behavior to access media. LINE social media between the more positive effects and the lesser negative effects. This means emphasizing the fact that chat rooms do not always have a negative effect. This research using Krippendorf content analysis method to examine data of LINE Application user. Line Application has interesting content in the eyes of Indonesian youth because it has many features that increase progress in the communication process on line. It looks like the visuals of the application tend to be interesting, and variants of emoticon-emoticons that add more motivation in communication through online applications. The results of this research are youth interest in determining the chat application that is the line shows positive things to fulfill their social goals in interacting and communicating through online applications.

1. Introduction
This paper discusses the outstanding behavior of Indonesian youth group using a social media chat room. The popular social media chat room which they join together in this case is LINE. The LINE app is expressed as a messaging app and has the most chat rooms downloaded in 42 countries[1]. This is because the features of emoticons and emoji in the LINE chat room approach youth preference. In addition, chat rooms with group chat style offered LINE has a capacity of 200 people. This is what distinguishes the LINE message sender application to be different than competitors.

The data describes the difference between the use of chat rooms in LINE social media between the more positive effects and the lesser negative effects. This means emphasizing the fact that chat rooms do not always have a negative effect. The prominent youth group attitudes include interactions about home works, mutual motivation and partly for social catharsis.

The data published by British Media, We Are Social, with Hootsuite reveals how Indonesian people's behavior patterns use social media. According to research conducted collaboration between We Are Social with Hootsuite, the average Indonesian people spend three hours 23 minutes a day to access social media1. The total population of Indonesian people reached 265.4 million and from the total population of Indonesia as much as 265.4 million people, active users of social media reached 130 million with a penetration of 49 percent. This means that as much as half of the total population in Indonesia access social media. Based on the ranking, Indonesia is in the top 3 of the world's population...
who access social media. The devices used by mobile phones are at 120 billion Indonesians. Within a week the online activity through smartphone reach at 37%.

According to We are Social, the most downloaded applications in Indonesia are companies authorized by Mark Zuckerberg’s which are WhatsApp, Facebook and Instagram. Furthermore, the other top chat applications are Line, We Chat, You Tube and so on. Based on the average monthly site traffic, Facebook became the most visited social media with over 1 billion million monthly views. The average Facebook visitor spends 12 minutes 27 seconds to access the social network. 92 percent access Facebook via mobile with a percentage ratio based on gender as much as 44 percent for women and 56 percent for male users. Facebook users are dominated by 18-24 year old with a percentage of 20.4 percent are women and 24.2 percent are men. While total monthly Instagram active users in Indonesia reached 53 million with a percentage of 49 percent of women and 51 percent are men. The percentage figures of social media most actively accessed by Indonesian social media users in January 2018 (We Are Social). YouTube occupies the first position with a percentage of 43 percent, Facebook, WhatsApp, and Instagram trailing in the second to fourth position in a row. As many as 41 percent of Indonesian social media users claim to often use Facebook, 40 percent often use WhatsApp, and 38 percent admitted to frequent access Instagram. While users who claim to often access the Line as much as 33 percent, and placed it in fifth position. Globally, the total number of Internet users exceeded four billion users. For social media users, up 13 percent with year-on-year users reached 3.196 billion

The data shown above revealed the fantastic number of accessing social media frequency in Indonesia. It may lead us to a general overview that Indonesia is the top three of promising markets and ads through online applications. Moreover, the habits of device usage and time spent for accessing chat rooms are incredibly outstanding. At this moment, people recognize that Zuckerberg’s companies are the main occupation in this country.

As a juxtapose, the LINE application occupies in the fifth rank. This position can be declared quite good considering Zuckerberg's powerful authorization in the application chat room. The data in this study is to describe how chat room behavior in LINE is mostly dominated by youth.

On Fatria and Christianyawati [1] research stated about rising smartphone user in Asia also impacted to the rising of social networking application. People using social networking as identity neither than social communication needed.

Some research results about the behavior of social media users, especially youth, many reinforce the motive theory and satisfaction Dennis McQuails [2]. This kind of theoretical model of media usage motif has been applied for a long time. some research results using this model will address issues related to media usage satisfaction. Conversely, with the theoretical development of Computer Mediated Communication then access to social media can no longer be measured by the motive of satisfaction. This requires much more recent methods such as Computer Mediated Intergroup Compact[3]. Motives satisfaction use of social media many describe behavior in seeking friendship, social information, and even aid from social circle outside group [4]. Furthermore, findings explain that access to social media brings positive effects and negative effects. Especially on users of Y generation and generation Z, they are prone to cyberbullying [5]. Therefore, some literacy programs to prevent the disadvantages become more important.

Openness to the mainstream of information technology will affect bad influence in two ways, with the stimulation of social development or the state of well-being [6]. This indicates that there is still doubt within reasonable thresholds of the psychological impact that may result from accessing social media.

Although the consequences of accessing social media without the background of social media literacy will lead to a modeling that makes the virtual world increasingly become the Second Life. Youth will mostly interact in the virtual world through many tremendous online games. The strong influence of online games with no literacy is sufficient enough to generate bad effect [7][1]. However, not all youth who access the media are at risk of getting an awful influence. There are several concepts that support the positive side of social media use has a positive impact [5][6][1].

From the previous researches on social media platform which are widely studied such as Facebook, Twitter, Youtube and others. Very little is found how LINE application is the object of research, even this application became the top fifth of social media in Indonesia 1. Factors that become the main
attraction of this LINE application include endorsement merchandise, brand ambassador of young artist, soft news feature, comic virtual webtoon, group chat app with interesting and fancy sticker [4].

The main focus of this article is to further understand how the interaction and pattern of student behavior patterns in using LINE applications for chat groups and their implications. Referring to the results of CMIC research, this article focuses on how the reality of Computer Mediating Intergroup Contact through this LINE application can prove different meaning of social interaction through chat room[3].

2. Research methods
In this research used Content Analysis By Krippendorf, with Quantitative News Paper Analysis Approach. Probably the first quantitative newspaper analysis, published in 1893, asked the rhetorical question, "Do newspapers now give the news?" (Speed, 1893). Its author showed how, between 1881 and 1893, New York newspapers had dropped their coverage of religious, scientific, and literary matters in favor of gossip, sports, and scandals. In a similar but far more simplistic study published 1910, Mathews attempted to reveal the overwhelming space that one New York daily newspaper devoted to "demoralizing," "unwholesome," and "trivial" matters as opposed to "worthwhile" news items. By simply measuring the column inches that newspapers devoted to particular subject matters, journalists in the early 20th century attempted to reveal "the truth about newspapers"[8]. Some believed that they had found a way of showing that the profit motive was the cause of "cheap yellow journalism" [9] others became convinced that they had established "the influence of newspaper presentations on the growth of crime and other antisocial activity"[10]. At least one concluded that a "quarter century survey of the press content shows demand for facts" [11]. Quantitative newspaper analysis seemingly provided the needed scientific ground for journalistic arguments. The respect for numbers has a long history, and facts that could be quantified were considered irrefutable. In a footnote [12] quote from a source published more than 200 years ago:

Perhaps the spirit of the battle over ratification is best reflected in the creed ironically attributed to each of the contending parties by its opponents. The recipe for an Anti-Federalist essay which indicates in a very concise way the class-bias that actuated the opponents of the Constitution, ran in this manner: "wellborn, nine times-Aristocracy, eighteen times-Liberty of the Press, thirteen times-repeated-Liberty of Conscience, once-Negro Slavery, once mentioned-Trial by Jury, seven times-Great men, six times repeated-Mr. Wilson, forty times . . . -put them together and dish them up at pleasure. (p. 9; quoted from New Hampshire Spy, November 30, 1787) [12].

Quantitative newspaper analysis led to the development of many valuable ideas, however. In 1912, Tenney made a far-reaching proposal for a large-scale and continuous survey of press content to establish a system of bookkeeping of the "social weather" "comparable in accuracy to the statistics of the U.S. Weather Bureau" (p. 896)[8]. He demonstrated what he had in mind with an analysis of a few New York newspapers for different ethnic groups, but his proposal exceeded the scope of what was then feasible. Quantitative newspaper analysis culminated in sociologist Malcolm M. Willey's 1926 book The Country Newspaper. In this model study, Willey traced the emergence of Connecticut country weeklies, examining circulation figures, changes in subject matter, and the social role these papers acquired in competition with large city dailies.

When other mass media became prominent, researchers extended the approach first used in newspaper analysis-measuring volumes of coverage in various subject matter categories-initially to radio (Albig, 1938)[13] and later to movies and television. Content analysis in subject matter categories continues today and is applied to a wide variety of printed matter, such as textbooks, comic strips, speeches, and print advertising [8].

3. Results
In using Line by Indonesians based on statistical data shows as many as 90 million users. Based on data from March 2018. [7] and dominated by young people. Comparison with other countries in the
Asian region in using social media, determining certain trend positions such as users of online users in Japan and Thailand.

![Figure 1. Trend Positioning of LINE Application user](image)

In Figure 1, there is a trend in Asia. But this contrasts with the situation in Indonesia. The trend shows the reverse, which is an increase in the trend of up to 90 million users and 80% is dominated by young people. This shows the construction of the thinking of an application user to the selection and use of the application. For young people, Indonesia Line has a pretty positive image so that Indonesia does not experience the impact of a downward trend.

4. Discussion

4.1. Line Application in Indonesian Perspective

Line Application has interesting content in the eyes of Indonesian youth because it has many features that increase progress in the communication process on line. It looks like the visuals of the application tend to be interesting, and variants of emoticon-emoticons that add more motivation in communication through online applications.

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Based on the trend of social media users in Indonesia line ranked 4th from various social media platforms, line is also the second rank application in the chat application category just below Whatsapp. This can be see on figure 2.

![Figure 2. Social media platforms Mapping in Indonesia](image)
4.2 Line Application is Social Needs

One of the most frequently used and very popular theories is the Abraham Maslow's hierarchy of needs or Maslow's more popular Hierarchy of Needs. Inside Maslow's Hierarchy of Needs there are 5 levels of needs in a person, we will begin to describe them from the lowest level.

Physiological Needs, are the most basic needs that must be met by a human being in order to survive, and this need is certainly very important and can not be negotiated. Some examples of human physiological needs include eating, drinking, sleeping, home, breathing, etc.

Safety Needs (The need for a sense of comfort / safety), the second is usually a desire arises in a human being when the basic needs (physiological) have been fulfilled. Humans need a sense of security when living their lives can be in the form of security protection at work, health insurance for themselves / family, guarantee of the continuity of their work, security guarantees for old days when no longer working / productive, etc.

Belonging / Social Needs (Social Needs), If the two basic needs have been fulfilled in a minimal / sufficient manner, humans tend to want to establish a social relationship, humans need affiliation and interact with others / the opposite sex, humans need friendship.

Need for rewards, when humans have interacted intensely with their social environment, eating comes from within themselves to want to feel respected, appreciated, and recognized for their skills and abilities in doing things. The point is that humans need self-respect for everything they have achieved.

Self-actualization is the highest level in human self-according to Maslow's Hierarchy of Needs. At this level, it really has a very close relationship with the process of self-development and the potential that someone has. The need to show someone's potential, strengths, skills, skills and knowledge. In self-actualization, humans tend to experience improvement in themselves. If in this level humans have a very strong self-actualization, then the human will really like things that are in accordance with their passion and potential in themselves, because they feel they really need it to continue to improve it.

In this context, line users place fifth, in social needs according to Maslow, but it needs to be remembered based on the dynamics that run in the social phenomenon of the Indonesian social media application user practice in a duration of 23, 5 minutes in one social media application based on the data loaded by kumparan.com. For that is almost comparable to the third social need. Besides that through the line becomes a means of self-actualization to other parties in order to get appreciation and appreciation both from the context of communication and activities in the use of social media.

5. Conclusion

Based on the results of the above research shows that the form of youth interest in determining the chat application that is the line shows positive things to fulfill their social goals in interacting and communicating through online applications. In response to the perspective of the application usage, Indonesian youth tend to see from the application content both the features and variants provided by the application platform, with the line as a means of self-actualization of Indonesian youth in the chat application.

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