

The Influence Of Using Clubhouse Application On Fulfilling Information Needs Of Movies For Clubhouse Indonesia Community

Pengaruh Penggunaan Aplikasi Clubhouse Terhadap Pemenuhan Kebutuhan Informasi Film Bagi Komunitas Clubhouse Indonesia

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ABSTRACT

In the digital era people are constantly looking for information and how their needs of information can be fulfilled. The digital era provides various conveniences for its users, such as social media which allows individuals to communicate in ways that were previously unimaginable. This research was aimed to find out how big is the influence of using Clubhouse Application on fulfilling information needs of movies towards Clubhouse Indonesia Community. This research used 4C Components by Chris Heuer and four categories of predicted information needs by Guha. This research uses quantitative method by distributing questionnaires to 100 respondents through online media determined through nonprobability sampling. The population in this study is the member of Clubhouse Indonesia community. The analytical technique used in this research are descriptive analysis and simple linear regression analysis. The member of Clubhouse Indonesia community was the researcher's sample for this study. The results of this study shows that the Clubhouse Application (X) has a positive and significant effect on the Information Needs (Y). Based on the results of the coefficient of determination, the results obtained that Yulia's Youtube channel Baltschun contributed 51.2% to the film's information needs, and the remaining 48.8% is the contribution of the influence of other variables not examined in this study.

Keywords: Communication, Clubhouse, Information Needs, Movies

ABSTRAK

Di era digital masyarakat terus mencari informasi dan bagaimana kebutuhan informasi mereka dapat terpenuhi. Era digital memberikan berbagai kemudahan bagi penggunanya, seperti media sosial yang memungkinkan individu berkomunikasi dengan cara yang tidak terbayangkan sebelumnya. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh penggunaan Aplikasi Clubhouse terhadap pemenuhan kebutuhan informasi film terhadap Komunitas Clubhouse Indonesia. Penelitian ini menggunakan Komponen 4C oleh Chris Heuer dan empat kategori prediksi kebutuhan informasi oleh Guha. Penelitian ini menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada 100 responden melalui media online yang ditentukan melalui nonprobability sampling. Populasi dalam penelitian ini adalah anggota komunitas Clubhouse Indonesia. Teknik analisis yang digunakan dalam penelitian ini adalah analisis deskriptif dan analisis regresi linier sederhana. Anggota komunitas Clubhouse Indonesia adalah sampel peneliti untuk penelitian ini. Hasil penelitian ini menunjukkan bahwa Aplikasi Clubhouse (X) berpengaruh positif dan signifikan terhadap Kebutuhan Informasi (Y). Berdasarkan hasil koefisien determinasi diperoleh hasil bahwa channel Youtube Yulia Baltschun memberikan kontribusi 51,2% terhadap kebutuhan informasi film, dan sisanya 48,8% merupakan kontribusi pengaruh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci : Komunikasi, Aplikasi Clubhouse, Kebutuhan Informasi, Film

1. Introduction

In the midst of the Covid-19 pandemic, communication is an important step to convey the information that a person or society needs. Furthermore, communication is important in dealing with Covid-19. With the social restriction policy, public communication becomes an option for delivering information. Public communication is the process of delivering messages

in the form of information where in the process of public communication requires mass media facilities, both prints, electronic and online (Syaipudin, 2020).

According to (Kuhlthau, 1993) there is information gap by a person and information that should be owned by that person to assist their everyday activities. As a result, individuals want information that can increase knowledge in order to solve difficulties. The emergence of this gap drives people to seek out information to meet their information demands and to expand their knowledge in order to achieve their life goals. Information needed by human has various types and also adjust with their background for example their occupation, age, status, hobbies and many more (Dewi, Aulia, & Putut, 2015).

Clubhouse is a trending social media globally that has spread to Indonesia. Clubhouse is an audio-based social network and there are no columns to upload text, videos or photos which is created by Paul Davidson and Rohan Seth from Silicon Valley in March 2020 as a social software that can only do synchronous audio communication. This application, which is only available for iOS users at first is often discussed because of its exclusivity, this application is paid and we can download it only if we get an invitation from other users. World figures such as Elon Musk also use Clubhouse followed by Mark Zuckerberg appearing on the Clubhouse platform and discussing future technology (Damar, 2021). Each user has the option of choosing one of three identities: Moderator, Speaker, or Listener. Clubhouse is not constrained by time or space when conversing. People who have spent a long time at home now have a new social channel. Users can use Clubhouse to interact with their family and friends, as well as make new friends.

Upon joining, users select topics that they are interested in and are shown contacts who already on the app. There are quite a lot of topic options, and this influences the rooms that subsequently get flagged up on the homepage. Users can follow people and they can follow back, in the traditional social media way. The way to speak on Clubhouse is either by starting a room or being invited to speak by the person who started it. There are three different types of room. The first one is Open Room, which anyone can join. Second one is Social Room, only open to those the person that who launched it follows. Last one is Closed Room, invite only room (Henry, 2021).

Clubhouse Indonesia community was founded at Jakarta on February 2021 by Ridho and Jafrianto (2022). Since Clubhouse is a relatively new application, a lot of people was still confused on how Clubhouse invitation works. Eventually @clubhouseindonesia was created and in their Instagram account, they shared a lot of tips to use Clubhouse application such as how to create a Room (Ridho, 2022). In the Clubhouse application, there is a feature called Club, by using that feature, the Clubhouse Indonesia community accumulated 5,300 subscribers. Clubhouse Indonesia community is the research object of this research. Social media have a big role as information media, since Clubhouse is a recently invented application, this research wanted to know about the effectiveness of Clubhouse application towards Clubhouse Indonesia Community as information media.

With the presence of Clubhouse, the author aimed to do research whether this new social media which is believed to beat its predecessor social media and can be the best and latest solution to the problems caused by the Covid-19 pandemic in disseminating information and communication to the general public. The use of information technology such as the use of the internet which already has various applications such as social media, is one of the media where users can find information, communicate with each other and make friends online. Even though Clubhouse application is relatively new, but because of the convenience that users get when accessing this application, Clubhouse has been downloaded by 10 million users (@clubhouseindonesia, 2022). Previous research has been conducted using social media such as WhatsApp, Telegram, Instagram, zoom meetings, and other social media. According to Atsani (2020) educators can still carry out learning together at the same time by using social

media as a medium for learning, and students are able to take part in learning even in different places. Nurliya (2020) conducted in her research where 93% of the public agreed that social media is useful as a media. Covid-19 information, 83% agree that information on social media can help others, 85% agree that social media can be satisfying in finding information. These research studies prove that social media is able to help the Indonesian people in disseminating information and communication. This research is targeted to @clubhouseindonesia community in fulfilling information needs at Clubhouse application. It is noticeable that research on Clubhouse is relatively still new and a few. That is why this research is urgent to take.

2. Theoretical Framework

Communication

When two people are involved in communication, for example in a conversation, communication will occur or last as long as there is meaning about something that is being discussed. Communication is the process of forming, delivering, receiving, and processing messages. Each communicator will take four actions, namely forming, conveying, receiving, and processing messages. These four actions usually occur sequentially. Forming a message means creating an idea or ideas. This happens in the mind of a person's head through the workings of the nervous system. The message, which has been formed, is then conveyed to others, either directly or indirectly. The form of the message can be in the form of verbal or nonverbal messages (Syaipudin, 2020).

Social media

This research uses concepts from Heuer (2011) which elaborates on 4C for social media. Research conducted by Chris Heuer contains 4C components including Context, Communication, Collaboration and Connection. Context is how we elaborate stories, Communication is how we practice listening, respond, and grow. Collaboration is work together to create so all of the things will be more efficient. Connection is maintaining the established relationship.

This research tries to examine Clubhouse Indonesia community as a social media platform. Due to its exclusivity, Clubhouse is frequently discussed in Indonesia. Because the Clubhouse app was initially only accessible on iOS, Indonesians were eagerly anticipating the release of an Android version (Pahlevi, 2022). Clubhouse was finally available for Android on May 21, 2021. Now with the presence of the application on Android, of course it wants to provide wider support, one of which is from language localization. Although Clubhouse was originally only available in English, it is currently available in 13 languages, one of which being Indonesian. According to Global Web Index, podcast listeners in Indonesia reach 35.6% of the total internet users aged 16-64 years. Indonesia only lost to Brazil whose percentage reached 37% (2022).

Information Needs

According to Belkin and Vickery in "Assessing Information Needs in the Age of the Digital Consumer" (2009), information requirements arise because of ambiguity that comes as a result of the gap in humans between what they know and what they need, causing the user to seek information to suit their needs. Information needs can also be defined as information that a person requires for job, research, spiritual fulfillment, education, and other purposes (Sulistyo & Basuki, 2004).

According to Guha (1978) there are four different categories of information needs including Current Need Approach, Everyday Need Approach, Exhaust Need Approach, and

Catching-up Need Approach. Current Need Approach is the desire for current information, or the approach to current information users, encourages all information users to remain active in order to obtain the most current information. Each user interacts with information systems to deepen their comprehension when using this tactic. Everyday Need Approach is a specific and quick responses to user information are required. This user's information requirements for activities or daily difficulties were fulfilled. Exhaust need approach is users are addressing the depth of information that are detailed, relevant, and full of information for the information needs are heavily relied by the users. Catching up need approach is to meet the information needs of users who are looking for short but complete and up-to-date information.

Research Methods

This study employs quantitative research techniques. The objective of the quantitative research approach, which is based on the positivist concept, is to test the established hypothesis by gathering data from a specific population or sample utilizing research tools and statistical data analysis (Sugiyono, 2013). Quantitative research seeks to unbiasedly explain an observed phenomena or issue. The purpose of this study is to show that statistical tests, not qualitative judgments, must be the foundation of all quantitative research analysis (Kriyantono, 2008)

According to Sugiyono (2013) by evaluating statistical data and attempting to characterize and test predetermined hypotheses, quantitative research is a positivist-based approach to researching populations and samples. According to Ulber Silalahi (2009:261) choosing a sample in a method that ensures all components of a defined population have equal, free, and balanced possibilities is known as simple random sample selection. Obtaining or creating a sample frame, also known as a sampling frame, is one of the requirements to be fulfilled in order to take a sample at random. Each component of a population that can be used as a sample is listed in a sample framework. Clubhouse Indonesia listeners were the study's sample population, and those who fulfilled the following criteria: respondents who is the member of Clubhouse Indonesia community, respondents who have join Clubhouse Indonesia community room on Clubhouse application, willing to fill the questionnaire

The author uses the Slovin formula to determine the size of the sample to be used. The formula is as follows:

$$n = \frac{N}{1 + N e^2}$$

Description:

n = Sample Size

N = Population Size

e = Estimated Error Rate

The author uses an error rate (e) of 10% with a population of 5,500 of members. If it is calculated by the Slovin method with the formula as mentioned above, the following equation will be obtained:

$$n = \frac{5,500}{1 + 5,500 (0.1)^2}$$

$$n = \frac{5,500}{55}$$

$$n = 98.214285$$

So, the number of samples used by the author after being rounded up to 100 samples.

3. Results and Discussion

This research is a representation of 100 respondents of Clubhouse Indonesia community. Descriptive analysis was used in this study to describe the characteristics of the population or phenomena under investigation. To study the data that explains the data that has been gathered, descriptive analysis was done. Tables, graphs, pie charts, the mode, median, and mean are all common data representations in descriptive analysis (Kurniawan & Puspitaningtyas, 2016).

Simple Linear Regression Test

Simple linear regression analysis is an analysis to determine the effect of the independent variable (independent) on a dependent variable. Simple linear regression analysis can be used to explain the relationship and how much influence the independent variable (independent) has on the dependent variable (dependent).

Table 1. Simple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	11.825	1.251		9.456
	Clubhouse Application (X)	.319	.031	.716	10.140

a. Dependent Variable: Fulfillment Needs of Movies Information (Y)

Source: Processed by the author

Based on the results of calculations for simple linear regression analysis in the table above which explains the effect of the Clubhouse Application (X) on the Fulfillment of Film Information Needs (Y), the regression equation can be formed as follows:

$$Y = 11.825 + 0.319X$$

Corellation Coefficient Analysis

The researcher uses Pearson product moment correlation coefficient analysis which is used to determine the relationship between the independent variable Clubhouse Application (X) and the dependent Fulfillment of Film Information Needs (Y). Calculation of correlation coefficient analysis using the SPSS 25 application with the following calculation results:

Table 2, Correlation Coefficient Analysis Results

Correlations			
		Clubhouse Application (X)	Fulfillment Needs of Movies Information (Y)
Clubhouse Application (X)	Pearson Correlation	1	.716**
	Sig. (2-tailed)		.000
	N	100	100
Fulfillment Needs of Movies Information (Y)	Pearson Correlation	.716**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed by the Author

With the results of the calculation above, it is obtained a correlation coefficient of 0.716 and a significance value of 0.000 which is below 0.05 ($0.000 < 0.05$) so that the Clubhouse Application variable (X) used in this study shows a positive correlation and a significant relationship. Strong against Fulfillment of Film Information Needs (Y).

Coefficient of Determination Analysis

Analysis of the coefficient of determination (R^2) is used to predict how big the contribution of the influence of the independent variable to the dependent variable or in other words to measure the extent of the variation of the dependent variable. The results of the analysis of the coefficient of determination can be seen in the table below:

Table 3. Coefficient of Determination Analysis Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 ^a	.512	.507	1.887

a. Predictors: (Constant), Clubhouse Application (X)

Source: Processed by the Author

$$\begin{aligned}
 \text{KD} &= R^2 \times 100\% \\
 &= (0,716)^2 \times 100\% \\
 &= 51,2\%
 \end{aligned}$$

Based on the results of the above calculation, the coefficient of determination is known to be 51.2% which indicates that the Clubhouse Application (X) has an influence of 51.2% on the Fulfillment of Film Information Needs (Y). With these results it can be interpreted that the remaining 48.8% is influenced by other factors not observed in this study.

Hypothesis Test

The t test is used to show how far the influence of the independent variable on the dependent variable with a significance level of 5%. The hypothesis statement for this research is as follows:

$H_0 = 0$, meaning that the Clubhouse Application (X) has no effect on Fulfilling Film Information Needs (Y)

$H_a \neq 0$, it means that the Clubhouse Application (X) affects the Fulfillment of Film Information Needs (Y)

To see the t table in hypothesis testing in the regression model, it is necessary to determine the degree of freedom or degree of freedom and this is determined using the formula: $df = n - k - 1$, so that it can be obtained $(100 - 1 - 1) = 98$. The hypothesis testing is done by 2-sided test with a significance level used in testing the Clubhouse Application variable (X) on the Fulfillment of Film Information Needs (Y) which is 5% or = 5%. So with the 2-sided test the results obtained for the t table of 1.660.

Table 4. T test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	11.825	1.251		9.456 .000
	Clubhouse Application (X)	.319	.031	.716	10.140 .000

a. Dependent Variable: Fulfillment Needs of Movies Information (Y)

Source: processed by the author

Based on the test results above, the partial test (t test) can be seen for $n = 100$ with a significant level (α) = 5% with 1 independent variable known as the degree of freedom (df) = $(n - k - 1) = (100 - 1 - 1) = 98$ it is known that the ttable is 1.660. It is known that the tcount for the Clubhouse Application variable (X) is 10.140 which means that $tcount > ttable$ ($10.140 > 1.660$) with a sig tcount of 0.000 which is smaller than the probability value of 0.05 or $0.000 < 0.05$ which indicates that the Clubhouse Application (X) has a partial effect on the Fulfillment of

Film Information Needs (Y).

5. Conclusion

It can be concluded from researcher's data processing about "The Influence of Using Clubhouse Application on Information Needs Fulfillment for Clubhouse Indonesia Community" it can be concluded from the results of simple linear regression analysis that the regression coefficient value is positive, which means that the Clubhouse application has a positive influence on the information needs of movies. Based on the results of the coefficient of determination show that there is a strong influence between the Clubhouse Application on meeting information needs of movies for Clubhouse Indonesia community.

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