



The Use of Platform X as an Information Media (Qualitative Descriptive Study on Account @Infomieayamyk).

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ABSTRACT

Keywords
New Media
Information Media
Chicken Noodle

The transition from conventional technology to increasingly modern technology coupled with the rapid growth rate makes the internet increasingly easy to access by various groups. Unlimited and easy communication means that millions of people in all parts of the world can interact via the internet and social media. This makes it very easy for business people nowadays with the existence of social media, especially with platform X. Platform photos or videos. One account called @infomieayamyk often shares information about chicken noodle culinary delights, especially in the Yogyakarta area. This research uses a qualitative research method. In collecting data, researchers used interview, observation and documentation methods to search for structured data. Based on the results of the interview, the @infomieayamyk account was created in order to convey information related to culinary delights, especially chicken noodles around Yogyakarta. The approach is taken by uploading information in the form of threads or retweets from followers who tag the @infomieayamyk account and then responding in detail and quickly, thus attracting followers to respond well, so that interaction and information can be easily received by followers of the @infomieayamyk account.

1. Introduction

In this digital era, communication and information have entered a new level. Supported by the rapid growth of technology and a variety of applications that make it easier for us to exchange information with one another. According to (Solihin et al., 2021) Information begins with the interaction of two people or a group, either verbally, face to face or via social media. Social media platforms dynamically change the way people view ideas, information and interactions. These technological advances are very easily accepted by some people. According to (Siti, Meisyaroh, 2013) Social media users very easily participate in creating the content of their minds, such as creating content to convey information with their own opinions. As humans progress and grow, communication via the internet makes interaction very easy. Unlimited communication with this convenience means that millions of people in all parts of the world can interact via the internet and social media. Through the media someone can find out what is happening around them.

One of the application and web-based social media platforms is (X). Platform X is a platform formerly called Twitter after being acquired by Elon Musk and changing its name to (X). Platform X is a social media application that allows users to create and send text messages of up to 280 characters and you can insert other supports such as photos or videos. Some of the features that Platform X has include : *Home, Profil, Follower, Following, Mentions, favorite, Replay, Retweet, Direct Message, Hastag, dan Trending Topi*. Through its use, which is quite simple, this application is popular with various groups, both for simply sharing experiences or providing worldly information (Krisnaldly, Ahmad Syukri, Sintia Sulistiyani, sulaiman, 2020). These diverse active users use the features found on Platform X is like a tweet, to write about anything, whether just an opinion or share information with Platform. In addition, Platform X users can also add inserts such as photos, videos, gifts, emoticons and locations. These tweets can appear and be seen externally, but in the newest feature, the sender of the message can limit sending to only be shared with a list of closest friends depending on the needs of the sender of the tweet. Users can see tweets from other authors who are often known as followers. Another feature that Platform X has is explore which contains trending topics in the form of discussions which is being widely discussed. Trending topics can be hashtags (#) or keywords. There is also a new feature called space which is in the form of a live conversation room which can engage a large audience either just to chat or can also provide education and information through this feature.

Discussion topics on Platform X include everything, one of which is culinary. You often find information recommending places to eat in a city. The city of Yogyakarta is one of the cities that has abundant culinary tourism potential. One of the most popular is chicken noodles, there are even several people who are chicken noodle activists. They were really enthusiastic about exploring and sharing several chicken noodle references through Platform X. This indirectly helps several people who are very unfamiliar with the variety of information about chicken noodles that is spread in the city of Yogyakarta. One place to share information about chicken noodles is through an account called @infomieayamyk. Every day the account @infomieayamyk reposts posts mentioned by several of its followers. So that the information that is spread can be conveyed to followers of the @infomieayamyk account. Regarding the use of Platform X as an information medium , this platform offers various conveniences for sharing information about chicken noodles around Yogyakarta with the wider community.

One of the uses of current technological advances is allocated to the unlimited dissemination of information to the public. Like the existence of the @infomieayamyk account on Platform X which originates from a community of chicken noodle lovers in the Yogyakarta area. Because of their desire to introduce chicken noodle places that have never been exposed Both new and old places also help make it easier for chicken noodle lovers to find the right one and also the chicken noodle seller. The use of Platform X is a form of evolution from the use of old media by word of mouth, banners, banners, etc. as a medium for conveying information. This proved to be ineffective because the old media used up a lot of allocated funds, but their reach was limited,

Meanwhile, through social media, informants can access it for free and upload their posts with a wider reach. Its existence also received a very positive response from Platform X users for help with information on recommendations for new chicken noodle information that they may have never known before.

This research is based on platform X because the amount of public interaction interest there is much more active compared to other platforms such as Facebook and Instagram. Every day the @infomieayamyk account always shares information from the @infomieayamyk account and there are also followers who provide information on new chicken noodle culinary recommendations in the form of photos and videos so that the content is always new. This attracted the attention of researchers because of the phenomenon of Platform X users' enthusiasm for the @infomieayamyk account through New Media theory.

New Media is a simplified term for conventional forms of mass media such as television, radio, magazines, newspapers, banners and brochures. The nature of new media is that it can be edited, is networked, dense, interactive, simple and is user generated content (Indrawan et al., 2020). According to McLuhan, internet communication technology not only provides or transmits information, but communication technology fundamentally changes the relationship between humans and their world, encouraging us to give new meaning to everything we encounter and share it through media such as new media (Munandar & Suherman, 2016). New media explains the ability of technological developments that support digital devices so that they can access content anytime, anywhere, thereby providing opportunities for anyone, whether as a recipient or user, to actively and interactively participate in message feedback which forms a new community or society through media content. . So this research raises the title "Use of Platform X as an Information Media" using a qualitative descriptive study on the @Infomieayamyk account/

2. Method

The type of research used is descriptive qualitative. According to Moleong, qualitative research is research that aims to understand events regarding things that happen to a research subject holistically, by means of descriptions in the form of words and language, in a special natural context and utilizing several scientific methods. In qualitative research, the researcher is positioned as the key instrument (Iksaka et al., 2022)

This data collection technique uses observation, interviews and documentation methods. According to Sugiyono, Observation is a data collection technique by making direct observations of the subjects studied, not limited to human behavior, work methods, natural phenomena and the number of respondents observed is not too large (Ngantung et al., 2019). In this research observation, I made observations on the @infomieayamyk account with the aim of obtaining any information on the account and seeing the interactions on the account. Interview, namely a data collection technique by holding meetings between two people to exchange information or ideas by means of questions and answers, so that it can be condensed into a conclusion or certain meaning (Sugiyono, 2015). In this research, I will interview directly by meeting the admin and founder of the @infomieayamyk account with the aim of exploring what information content is contained in the @infomieayamyk account. Documentation makes it easier for researchers to display data presented again in written form or images of research subjects to analyze research data (Subandi, 2011). In this documentation, the researcher conducted a screenshot on the @infomieayamyk account in the form of information obtained on the account as the final step in the data collection technique.

3. Result and Discussion

Based on the results of research conducted on the @infomieayamyk account, namely conducting interview observations and documentation on the admin of the @infomieayamyk account as follows :



Figure 3.1

Source: Account X @Infomieayamyk

This @infomieayamyk account was started in June 2016. This account is domiciled in the Special Region of Yogyakarta. As of September 9, 2023, the @infomieayamyk account has 33.7K followers and only follows 42 accounts. The @infomieayamyk account has a profile depicting chicken and noodles which has symbols in the form of noodles in a bowl and a white chicken. On the profile there is also a picture of a person wearing a mask. This shows that this profile has been updated according to world conditions at that time which were hit by the pandemic which can threaten life. However, this profile message shows that during the pandemic, people can still enjoy chicken noodles by adhering to the health protocols at that time. Apart from that, another identity regarding the world of chicken noodles is the typical chicken noodle cart. The cart in the profile photo of the @infomieayamyk account is very complete with accessories, like chicken noodle sellers in general. As a characteristic, Yogyakarta also uses blangkon as a characteristic and personal identity for the @infomieayamyk account. As a description of the @infomieayamyk account, the admin

includes a slogan or sentence that is an opening for information users via the @infomieayamyk account. This can identify the aims and objectives of the @infomieayamyk account. Admin has given the sentence "if it passes on the timeline it makes you want chicken noodles". In line with the slogan or opening sentence of the description, it shows that the purpose of the @infomieayamyk account is to provide information about chicken noodles located in Yogyakarta. The purpose of using this information is something that is really desired to be achieved. Not only reviewing and informing about chicken noodle culinary delights but also providing effects and impacts that can be felt by information users, followers of the @infomieayamyk account and also by sellers.

Characteristics where admin @infomieayamyk prefers Platform X because admins tend to like to write in simple characters and doesn't have a lot of content. So the admin prefers Platform X to be able to easily convey information about the culinary world of chicken noodles easily and simply. This situation is also supported by comparisons with other social media which are seen as more complicated in creating content so that admins are more inclined to use Platform X. Apart from the simplicity of Platform X and also the response from X users to follow , tweets and retweets, admin in the use of Platform more likely to be the ease of using the language. This is done according to habits in daily life. Admin @infomieayamyk prefers information language that is easy to convey and easy to receive by followers of the account @infomieayamyk. This approach is the admin's strategy for looking for good user interaction responses.

Using the features in Platform X, admin @infomieayamyk tweets more often regarding information on chicken noodles in Yogyakarta according to his own wishes. It is possible that there are followers who provide input or help with information related to information about chicken noodles in Yogyakarta then the admin will retweet the information. This situation shows that as admin @infomieayamyk also wants to share information with each other whose sources are not only from within but can also be taken from outside which can provide interesting and up-to-date information.

In the @infomieayamyk account, just write down your buying experience and share the results of your review of chicken noodles in the Yogyakarta area without having to create diverse content but information about chicken noodles can be conveyed optimally. Apart from that, where is Platform X used by admin @infomieayamyk better known among the media in general and specifically on Platform. So a lot is conveyed easily and simply via the @infomieayamyk account. This situation is very helpful for followers and users of Platform X which will really make an impression and will provide a stimulus for the user to take part in the culinary information about chicken noodles again in the next information or at another time This is in line with McLuhan's theory which explains that communication technology fundamentally changes the relationship between humans and their world, encouraging us to give new meaning to everything we encounter and through media such as new media.

3.1 Presenting the Results

Based on the results of research by conducting interviews, observations and documentation of the admin from @infomieayamyk Several points were obtained where the @infomieayamyk account has a purpose which is packaged in information via Platform X. Following are the results obtained according to the admin where on Platform X admin @infomieayamyk prefers to use Platform X because there are forms of tweets or retweets as well as mentions and DMs that can be sorted according to the circumstances of the theme being discussed. Because on Platform X the content is mostly written and perhaps reinforced with additional image or video inserts so that the content will look simple. Through the @infomieayamyk account, users or followers of course also have limitations in creating what's more, the characters on platform x are not that long, only around 240 characters that they can use to write, so users will focus more on the content or theme being discussed.

In the process of getting followers and information from Platform X users, of course admin @infomieayamyk has an approach This is done so that the content or tweets they upload can attract the attention of their followers. The following is a statement from admin @infomieayamyk :

"If I were to communicate, it would be more informal, namely Javanese. "Yes, it's like everyday language, it's not too standard, it's just like casual conversation, the important thing is that it's easy to accept." Said Mas Veta (Owner and admin of the @Infomieayamyk account)

Accuracy in choosing words in their composition will have a positive impact on interactions and vice versa (Dwi Atmawati, n.d.). The choice of word form and how it is arranged is very visible on platform x so this situation makes admin @infomieayamyk choose Platform X so that you can easily compile content

without language barriers that restrict users and followers. This makes it an advantage for chicken noodle lovers in providing information about chicken noodle culinary delights in Yogyakarta.

The most striking closeness by admin @infomieayamyk lies in the language patterns packaged in conversations or comments on Platform X. Without any restrictions that are very restrictive for users, this makes it an advantage for users in providing information to users and followers of the @infomieayamyk account. Based on the admin statement above, it shows that the @infomieayamyk admin uses everyday language. In the meaning of, admin prefers language and content that is easily accepted by platform x users which is adapted to their habits and daily life This situation will certainly make the @infomieayamyk account easier for followers of the account to accept and follow. The use of language is an approach that is easy to do, plus this account is domiciled in Yogyakarta, which is very important with the additional characteristics of the language. Apart from that, in its delivery, admin @infomieayamyk does not gain profit or financial gain from responding to good chicken noodle culinary lovers.

The following is one form of information from admin @infomieayamyk in the use of language and content in conveying information :



Figure 4.1

Source: Account X @Infomieayamyk

The language style used in the information tweet uses the more social Javanese language, especially in Yogyakarta. However, The use of Javanese does not limit the various responses from interactions of account followers The language style conveyed is not standard language which must be in accordance with correct spelling but has a language style that is easy for followers of the @infomieayamyk account to accept as a form of information. In the language example presented above " Yakin iki hidden tenan, arang seng ngerti" means that it is sure that it is very hidden, rarely people know its existence. The sentence pattern conveyed is very easy, short and clear but has a very impressive and meaningful meaning. Language packaging like this really influences readers to pay attention and be interested in the information. The creation of this interesting information must also be followed by an interesting discussion too.

Apart from the use of language by the @infomieayamyk account, language alone is not enough but the available content is also very important in conveying information. Here is one of the contents displayed :



Figure 4.2

Source: Account X @Infomieayamyk

Based on the tweet above, the admin has a concept that indirectly conveys information but has a second purpose which is packaged in the content. Even though the content does not directly convey information, this content can get 122 retweets, 33 quote tweets and 392 likes. This shows that the application of this content is very important in attracting attention and also a good response from netizens and followers. Apart from that, what is obtained by admins, users and followers is not just content but you can get broader information regarding chicken noodle info.

A very interesting form of content was provided by the admin @infomieayamyk regarding information about chicken farming. The content provided is not just one-off information, but is a form of collaboration between admin and followers. This situation shows that the admin has good communication. One form of language pattern is like "mau mengumpulkan hal – hal yang biasa ditanyakan netijen permieayaman, seperti lokasi dll". A very interactive form of communication apart from language but communication that can be done well. In this content, the information provided does not only come from the @infomieayamyk admin but from other Platform X users can also provide information related to "seputar pertanyaan netizen". This shows that it is very important for all this information to be packaged well and attractively. Interesting information and language patterns can contribute to the response of followers.

The admin selects the theme first to be able to provide information and information to the public regarding chicken noodles. The focus point of admin @infomieayamyk in conveying this information certainly has a goal that can be made possible to help publicize chicken noodles themselves. Delivery of information can be in the form of tweets, written sentences and can also be in the form of photos. Apart from that, the type of chicken noodle published has unique characteristics that can be packaged to attract readers and chicken noodle enthusiasts in particular.

The following is one of the questions often asked by chicken noodle lovers and then answered by admin @infomieayamyk :

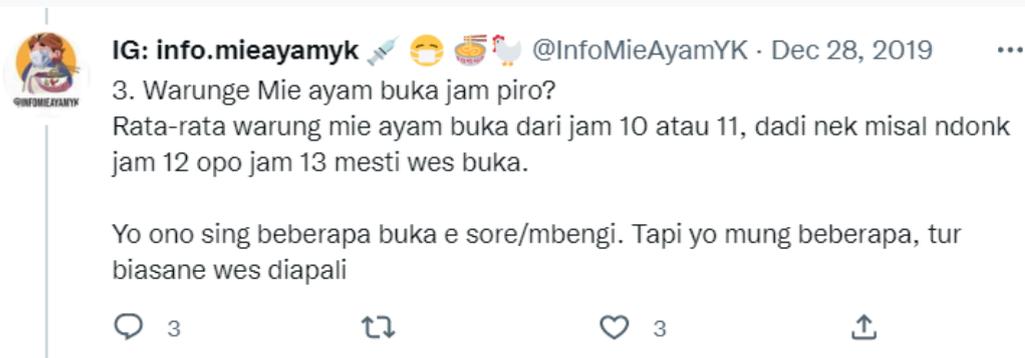


Figure 4.3

Source: Account X @Infomieayamyk

The questions from the average follower submitted on the @infomieayamyk account in this thread really prove that the thread is very creative and easy for chicken noodle lovers to follow. “warung mie ayam buka jam piro?” is a form of sentence that provides important information about the chicken noodles being discussed. Responses from followers and tweet users can also provide more complete information by answering the questions or content provided. This form of answer is very communicative "On average, chicken noodle stalls open from 10 or 11 o'clock, for example between 12 o'clock or 13 o'clock it must be open. Yes, there are some open in the afternoon or evening. But, only a few, but usually they are remembered" The information provided is not only about providing answer but can also provide arguments that streng them the information.

In the process of searching for and sharing information about the chicken noodle account @infomieayamyk, the admin is more accustomed to using features on Platform This is conveyed as follows :

"So if I don't buy chicken noodles, I won't review it. But if a follower or chicken noodle lover makes a review, I'll just retweet it if the address is clearly stated, if the address isn't clear, I usually like it. For example, if I have finished buying chicken noodles, I will make my own post to inform my followers. Providing information about chicken noodles is like this, it's like that. Sometimes I search on Platform”

Of course, in the process of conveying information, the @infomieayamyk admin also looks for suitable information to upload and present on the @infomieayamyk account. The source of information provided by admin @infomieayamyk can be proven by :

“From myself and others in the audience.”

In line with this expression, it shows that the admin can provide information according to the information he has properly On the other hand, admins sometimes get information from audiences or followers outside themselves in providing information. This situation shows that the source of information can come from within oneself or from outside. Admin @infomieayamyk considers feelings or input from external users so that admin carries out this input. This was conveyed by the admin as follows :

"Yes. I once made a content about 3 chicken noodles that you must try when you are in Yogyakarta. It's not intentional. "The content contains recommendations for Tumini, Afui and Pak De Wonogiri chicken noodles."

In line with the statement above, in providing information, of course the admin has targets to achieve so that the atmosphere is adjusted to conditions in the field. This is like a moment that was deliberately created to attract the attention of platform x users so that they can provide an interesting and more fun experience. Apart from creating content, admin @infomieayamyk also provides information about the location and location of new mieayam culinary delights, this can be seen from :



Figure 4.4

Source: Account X @Infomieayamyk

Based on the tweet above, it can be seen that the information that can be obtained is information about the location for opening a new branch of chicken noodles. This information is very detailed, such as the name of the place followed by a clear address and has been confirmed directly by the @infomieayamyk account. This information is very useful for chicken noodle lovers. They don't need to come to the central branch, which in fact may be very far from where chicken noodle lovers live and this makes it very easy for chicken noodle lovers who are getting closer to culinary delights, especially chicken noodle in the city of Yogyakarta.

In responding to tweets or responding to feedback to followers or users of the x platform, admin @infomieayamyk has a good habit where the admin quickly replies to mentions of account followers. Replying to mentions quickly is one of the admins who is able to provide a fast response. This moment of providing fast feedback will really help chicken noodle lovers to find out maximum information. This situation is explained as follows :

"I'm one of those who respond quickly to mentions, but Direct Message sometimes doesn't appear in notifications first."

Replying to mentions quickly will be able to make a big contribution and influence on the satisfaction of followers and Platform x media users in searching for information about chicken noodles in Yogyakarta. Furthermore, it's not just enough for admins to reply to mentions quickly. But the admin is also able to provide recommendations and information quickly and regularly. In line with this expression, it shows that the admin can provide information according to the information he has properly. On the other hand, admins sometimes get information from audiences or followers outside themselves in providing information. This situation shows that the source of information can come from within oneself or from outside, namely followers of the @infomieayamyk account.

In the process of delivering material, the admin is not always able to run well. At least admin @infomieayamyk sometimes encounters problems in delivering material. This was conveyed by the admin that :

"Platform X is limited, so now the characters are It's just that, with character limitations, sometimes if you want to write long, you have to reply using the mentions below, but if you want to be long and save on characters, we have to write it short."

There is a special character from platform x which was initially the characteristic expected by admin @infomieayamyk where preferring simple written content can sometimes cause character limitations. This causes not everything to run optimally if you have to force the existing platform x characters.

In the process of conveying information in the future, the @infomieayamyk admin certainly has an underlying vision and mission in managing the @infomieayamyk account. Here's the statement :

"Yes, I want to ask the public to promote chicken noodles so that it is widely known and many people know about it ,There are a lot of them, I don't know, maybe there are delicious chicken noodles that people haven't seen yet."

In conveying the vision and mission which of course has admin goals @infomieayamyk but does not have excessive targets. The point is not to look for excessive virality but as a means of socializing and sharing information. As a special strategy, of course the admin has the right moments to share information by uploading or retweeting information. In terms of the content of the tweets delivered and choosing the right time to get a good response from followers and the wider community of Twitter users.

3.2 Create a Discussion

Based on the explanation outlined above, researchers use New Media theory. According to McLuhan, internet communication technology not only provides or transmits information, but communication technology fundamentally changes the relationship between humans and their world, encouraging us to give new meaning to everything we encounter and through media such as new media (Munandar & Suherman, 2016). The presence of New Media has changed people's lives more than the content of the messages they convey. McLuhan considered that innovation in the field of technology had more influence on developments in society (Mamis, 2020).

From the results of this research, it is known that the use of information technology changes the relationship between humans and their world, especially the use of social media as an information medium. This is known from interactions using Platform X on the @infomieayamyk account. Humans interact in it and get information from it, namely the @infomieayamyk account. From this account, various kinds of information can be obtained: Threads about information on the location of Chicken Noodles, Information on opening hours for Chicken Noodle culinary delights, Information on various types and kinds of Chicken Noodles, Various flavors of Chicken Noodles and new locations for Chicken Noodle culinary delights. This information helps the public to get information about Chicken Noodles. The use of Platform X is very relevant as a medium of information for the community.

This research is in line with research conducted by Fauzi Solihin, Siti Awaliyah, A. Muid Aris Shofa in their journal in 2021 entitled Utilization of Twitter as a Media for Disseminating Information by the Malang City Government Communication and Information Service. The results of this research inform the use of Twitter media by the Malang City Government, including: health, community services, traffic, natural disasters, current events, government political information and information regarding community interests. There are several process stages carried out before publication, namely: collecting information data (government services and from the community), then processing or editing the data, then the final phase, namely publication.

4. Conclusion

Based on the description of Platform The background to the @infomiayamyk account is the admin's desire and interest in helping disseminate and popularize chicken noodles, especially in Yogyakarta. The use of Platform Activities carried out on Platform X on the @infomiayamyk account are tweets, retweets, DMs and mentions. The source of the information provided comes from the admin's own wishes and external sources which are then retweeted by the admin. More depth in using Platform The approach taken uses non-standard language and responds quickly and uploads the information in a time that allows for a good response from Platform X users and other followers quickly.

5. Acknowledgement

We offer all our thanks to the presence of ALLAH SWT, for His abundance of mercy and guidance. So that we are still given the opportunity to be able to complete our duties and responsibilities, don't forget to offer our prayers and greetings to the Great Prophet Muhammad SAW.

In this research, of course researchers cannot work optimally without support from various parties. For this reason, on this occasion, the researcher would like to express his gratitude to :

1. Allah SWT for His abundance of mercy and grace so that this research can run smoothly
2. Indah Wenerda, S.Sn, M.A. as Supervisor who always helps me in carrying out this research
3. My beloved family who have always prayed for and provided support both morally and materially
4. Mas Veta Mandra as admin and account owner @infomieayamyk
5. Lecture friends Ahmad Unggul, Ferdian Ridho, Ajeng Umi, Aidil Akbar, Syaikah Aslam, Eling Mulyawan who always share and provide support
6. Friends from Tongkah Kopi Radya Jati, Muzzaky, Syakuri Zidni, Mario Aditya who always entertain and provide encouragement.
7. Playlist of beautiful song lyrics from Indies, Fstvlst, Pee Wee Gaskins, and Stand Here Alone which have accompanied the author's daily life.

Finally, the author would like to thank all parties who have contributed to help, and the author hopes that this research can be useful for all of us. Amin.

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