

THE USE OF SOCIAL MEDIA TWITTER IN THE MAKING OF NOVEL (Study on Twitter Polls in the Making of Novel *The Architecture of Love*)

Winy Aisyah Amini, Basuki Agus Suparno, Subhan Affi
Department of Communication Science
Faculty of Social and Political Sciences, UPN “Veteran” Yogyakarta
winnyaisyah18@gmail.com

Abstract

In everyday life, Twitter as a communication media is used by most people to complete their interaction needs. A writer, Ika Natassa, had used Twitter as an extension media for storytelling. She had used it as a media in developing the world of literacy by combining technological advances with her expertise writing novel. The novel entitled ‘The Architecture of Love’ is the first book in the world which made by using social media Twitter. The purpose of this study is to explain how the role of Twitter polls feature as a medium of interaction of making novel and its marketing was. This research is qualitative. The method used in this research is descriptive study. The process of collecting data had obtained by observation, interview, and literature study. From the discussion of research results is concluded, that the interaction between Ika Natassa as a writer with her followers quite often, supported by other features in the media Twitter. Joint Action is required and the follower’s enthusiasm to determine the idea of each chapter of the story in each episode from beginning to end. According to the readers, the book ‘The Architecture of Love’ has a strong branding as a book that utilizes social media, because the uniqueness that was built on every episode when the poll took place. During the ‘airing’ period, the poll story has collected 19,535 poll participants, over 49,000 readers, and when posted also sold over 15,000 copies in just 2 months.

Keyword: *descriptive study, joint action, Twitter polls, Ika Natassa, the Architecture of L*

INTRODUCTION

Complete Indonesian Dictionary explains that the word “writing” comes from the word “write”. “writing” means there are letters (numbers and so on) made (line and so on) with pen (pencil, paint, etc.). “writing” is to make letters, numbers, and so on with pens, pencils, paints, and so on to express thoughts or feelings such as composing, making letters, and so on with writing. Further, “writing” is to pour ideas, opinions, feelings, desires, and will, as

well as information into writing and then “send it” to others (Shafi’ie, 1988: 45).

Many things which a novelist usually does to reinvent the story idea. When a personal experience is not enough to develop the story, they usually seek an innovation by traveling to seek inspiration and listen to other people’s stories as if they were interacting, simply outsourcing or responding to their problems. Like some foreign authors in Indonesia, one of them is Tere Liye, the novel writer for whom

writing is a hobby, capable of making dozens of titles now best-seller in bookstores.

The genre in the book is very varied, but mostly about the problems of everyday family. There's also about politics and romance. Then writer Andrea Hirata whose novel titled "Laskar Pelangi" has gone up to the big screen, the story is based on the background and life of a writer from Bangka Belitung city and his daily life at home. The novel won the German Buch Awards 2013 and also the first winner of the New York Book Festival 2013 general fiction category for his novel 'The Rainbow Troops' (Laskar Pelangi edition of America published by Farrar, Straus and Giroux, NewYork). Seeing this, the possibility of novelists studying a story and background narrated in the novel, still has the ability to compete in the international arena and should be able to attract public interest.

According to UNESCO data in 2012, reading interest in Indonesian society is very concerning, only 0.001%. That is, from 1000 people Indonesia, just one person who diligently reading. According to UNESCO's education development index, Indonesia is at number 69 out of 127 countries. This number is certainly very sad. Based on the study of "Most Littered Nation in the World"

conducted by Central Connecticut State University in March 2016 and then, Indonesia was ranked 60th of 61 countries about reading interest. Indonesia is just below Thailand (59) and above Bostwana (61).

In fact, in terms of infrastructure assessment to support reading, Indonesia's ranking is above the European countries (<http://edukasi.kompas.com/read/2016/08/29/07175131/minat.baca.indonesia.ada.di.sequence.to-60.world>, Retrieved on March 9, 2017 at 2:43 pm). That is, there is development and availability of infrastructure to foster interest in reading, but not yet well utilized by the community, may also be one negative impact of technological progress. How now technological advances are able to accommodate the development of the world of literacy easier, practical, and modern. The appearance of the e-book (electronic book) and also the slogan paper less also underlying.

So some people are switching to using technology to put forward a rapid source of information rather than reading news through newspapers. The basis of writing is a communication activity that uses language as its medium. The language in this digital age is aided by other media. This media is used as a tool

to convey a message that will be communicator delivered to the audience as the recipient of the message; in this case the novelist as a communicator.

Media is a tool or means that facilitate the delivery of information widely. Media in this case still has a classification of print media, Media Radio, Television Media, and Online Media. In this regard, the importance of the media is to facilitate and accelerate the dissemination of information to audiences.

Online Media as a means of communication in the digital era today is very diverse, that is email, website, blog, social media, and also social networking. Social media is one part of online media that has been mentioned, some of which are Facebook, Twitter, Youtube, Linkendln and Flickr. Twitter is a social networking service and online microblog that allows its users to send and read text-based messages of up to 140 characters. Twitter experienced rapid growth, and quickly gained popularity worldwide. Until January 2013, there are over 500 million registered users on Twitter, 200 million of whom are active users.

The spike in Twitter usage generally takes place during popular events. In early 2013, Twitter users send out of 340 million chirp per day, and Twitter handling more than 1.6 billion

search queries per day. This led the position of Twitter rising to the second rank as the most visited social networking sites in the world, from which previously ranked twenty- two. The high popularity of Twitter causes this service has been used for various purposes in various aspects, for example as a means of protest, political campaigns, learning tools, and as an emergency communication media. The ability of technology to accommodate the world of literacy is now increasingly sophisticated.

The emergence of electronic book (e-book) is one of the collaboration between technological advances and the world of literacy. What in this digital era, so many people who use technology as a source to seek information, rather than reading newspapers directly. According to data from a survey by May 2016,

Indonesia ranks third of ten countries that are actively using Twitter with numbers around 20 million below the United States as well as India.

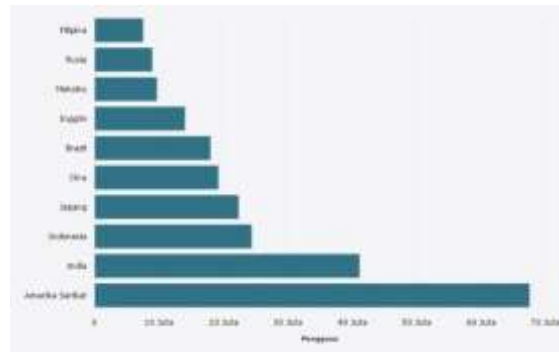


Figure 1. Graph of 10 Countries of the World's Largest Twitter Users

Source : <http://databoks.katadata.co.id/datapublish/2016/11/22/indonesia-pengguna-Twitter-terbesar-ketiga-di-dunia> accessed on 30 May 2017.

This may be a threat to the world of literacy. How many people choose a more practical medium for finding information than reading books directly. As a novelist, Ika Natassa seeks to eliminate the stigma that the world of literacy is unbeatable by technological advances. In his eighth novel entitled *The Architecture of Love*, Ika tried to build engagement with his readers via Twitter @ikanatassa's personal account. By utilizing Twitterpolls feature released in 2015, Ika invited its followers to help her in constructing the story idea that aired via the Twitterpolls feature scheduled on December 31, 2015 and ends on February 14, 2016 every Tuesday and Thursday at 21:00 pm.

The follower contributed ideas from several proposed options, and Ika

Social media can be changed by time and rearranged by the creator, or in

directed the storyline of the title. During the delivery schedule, Ika created a pollstory of 14 episodes. Twitter is one form of new media. New Media is a medium that uses the internet, technology-based online media, has a flexible character, is potentially interactive and can function both privately and publicly (Mondry, 2008: 13). The interaction that exists between Ika Natassa as a communicator who conveys the idea of each story on the poll, conducted using Twitter, and followers as a communicant, participate by giving a choice. Karjaluo (2008: 2) reveals that the term social media describes a medium, so that users can easily participate and contribute in the media. A common characteristic of every social media is the openness of dialogue between users.

some sites, can be changed by a community. In addition, social media also

provides and forms a new way of communicating. As is known, before the emergence and popularity of social media, most people communicate by sms or phone calls via mobile phone. But now with social media, people tend to communicate through chat services or messaging through services available on social media.

Twitter is part of the social media micro blogging class. Ika Natassa as a writer, able to build followers into a new community to participate in the poll of *The Architecture of Love*. Providing input in the form of ideas is included in joint action. Actually, the joint action is part of the theory of symbolic interactionism. This theory is one of the branches of sociological theory that focuses on the ways in which humans form meaning and order in society through conversation (Littlejohn & Foss, 2011: 231). The formulation of this research problem is as follows: How was the use of Twitter polls as an interactive communication in the process of making novels, and how was the role of social media Twitter as a marketing medium for the novel *The Architecture of Love*?

METHOD

This is a qualitative research using descriptive study method. Qualitative

research methodology is a research procedure that produces descriptive data in the form of written or oral words from people who can be observed. This approach is directed to the background and the individual holistically. In other words, descriptive methods is the study by analyzing data sets in the form of words, images, and not numbers. The data may come from interview script, field notes, photos, video tapes, personal documents, notes or memos, and other official documents (Moleong 2010: 11).

This research tries to focus on descriptions by reviewing data from Twitter account @ikanatassa as the novel writer “*The Architecture of Love*”. With the feature polls story, we were trying to see how the interactive process on the account was. We also viewed Twitter media as a media that supports the creation of novels and conventional marketing media to implant the existing branding in the community against the book “*The Architecture of Love*”.

Technique of collecting data is interpreted as work tool which is completeness of how to get information data. Data collection techniques in this study are observation, documentation, and literature study. Interviews in this study is a key step to seek information, through the sources included in the study of the study

subjects. Researchers can conduct face-to-face interviews with participants, interview them on the phone or engage in focus group interviews (consisting of six to eight participants per group). Participants were taken from the @ikanatassa account followers. Such interviews of course require unstructured and open-ended questions that are designed to elicit the views and opinions of the participants. Interview conducted for 2 months in August - September 2017.

Observation is a method that is done by observing directly the subject and object that became the topic of this research. This method allows to see the actual behavior and events that have occurred. In this observation, the researchers record both structured and semi-structured (e.g. by asking a number of questions the researcher wants to know) activities in the research location. Observations was done by observing the followers who follow @ikanatassa account and then interact using Twitter directly. Observations lasted for 5 months from April to August 2017.

Documentation is a technique of collecting data through written sources such as documents, archives, videotapes, newspapers and writings from internet sites or the like necessary to analyze messages and symbols, and then reviewed

intensively so as to support and increase trust in the proving of a study. The document described in this case is data from the account @ikanatassa as a writer the novel "The Architecture of Love".

The validity test in this study proves that what is observed in accordance with what is in reality and whether the explanation given is indeed in accordance with what actually happened. This writing seeks it can be done by means of data triangulation. Triangulation is a technique of checking the validity of data that utilizes something else outside the data, for the purposes of checking or comparing the data. In this paper, the triangulation of sources technique is used. Triangulation of sources means comparing and checking the degree of confidence of information obtained through different times and tools in qualitative methods.

DISCUSSION

Based on the results of research and data analysis, Ika Natassa as the novel writer of 'The Architecture of Love' has a way of telling stories by utilizing the features in social media Twitter, as a medium story and also interact with followers. Ika is not sure that all his followers are readers, and vice versa, but the followers interaction in making 'The Architecture of Love' plays an important

role by contributing the idea of the story through the poll. For her building engagement readers was not something that can be underestimated. By involving readers in the writing process as it was done during this #Pollstory project, *The Architecture of Love* becomes more inclusive to the author. This novel becomes personal for anyone involved in it, especially the readers who diligently follow episodes after episode on Twitter.

1. Joint Action in Interaction Through Twitter on Twitter

Personal activities usually only write tweets, retweet, likes, among fellow users of this social media Twitter. As after the addition of Twitter Polls feature, activities on Twitter become more diverse not only activities to simply pour out the heart, sharing information about the surrounding circumstances such as jams and the surrounding events, but also the media to give space aspirations. Inviting the user to do activities together to decide a thing.

An example in this study, that is to determine the storyline of the novel “*The Architecture of Love*”. Ika Natassa who in 2007 wrote her first work *A very Yuppy Wedding* (Gramedia Pustaka Utama 2007), also produced novels titled *Divortiare* (Gramedia Pustaka Utama 2008), *Underground*, *Taste Antologi* (Gramedia

Pustaka Utama 2011), *Twitovare* (Gramedia Pustaka Utama 2012), *Twitovare 2* (Gramedia Pustaka Utama 2014), *Critical Eleven* (Gramedia Pustaka Utama 2015).

Some of her homemade novels such as ‘*Twitovare*’ do used Twitter social media support in the making. This time,, she wrote by utilizing Twitter’s latest feature Twitter polls. Ika required collaboration with its active followers to participate in determining ideas through Twitter polls during episodes, engaging and building an engagement with its followers through interactions submitted in the form of polls, then the integrity of a story of some ideas is enhanced in print. The Polls had increased and decreased in each episode, it means this poll is dynamic. As the period of ‘*The Architecture of Love*’ episode from December 31, 2015 to February 14, 2016, the latest data showed an increase in participants who took part in the poll.

Table 1. Number of Participants of Every Episode

Episode	Twist Story	Amount of Votes
1	Raia goes to New Year's party	1.168
2	How did Aga help Raia	1.103
3	Where did Raia meet mysterious man	1.254
4	What did Raia do when meeting mysterious man	1.318
5	Raia invited River, the mysterious man to leave again tomorrow	1.468
6	Who called River	1.378
7	Whom did the next story focus to	1.534
8	How did Raia investigate River	1.632
9	Who opened first	1.683
10	Where did River take Raia	1.738
11	What did Raia want to say to River	1.721
12	Could River become the new 'muse' for Raia	1.707
13	Will River come along and invites Raia	1.898

(Source: Data Researchers)

In the table above can be seen the tendency of followers as voters who donate their voice for the continuation of the storyline. Novel *The Architecture of Love* has a tendency to experience a surge, in a choice that leads to the story of how Raia and River as the main characters seek

Then on the option in the 11th to the 13th episode as the end of the given poll, both experienced a spike due to a twist of the story that explains the future of both figures Raia and River on the next story. According to the researchers' analysis, this trend can be drawn to the conclusion that followers more often give

to know each other. In the poll of the 2nd episode and also the 6th to 9th episodes continue to grow, because the twist of the story given by Ika leads to how the relationship between the two figures were, and what has happened between them.

a choice on a story twist that invites curiosity for the continuation of both characters in each episode, compared to what the background of each character.

2. Twitter as Branding Media of 'The Architecture of Love'

Media Twitter is an updated

medium, which in the new media concept, is a technology- based media, potentially interactive both private and public. Twitter as a medium of storytelling, is an Ika's attempt to dispel the view that social media can disrupt activities. For example, she as a writer can actually use the media to tell better stories because of technological advances, and people's choice to move to a more practical and simple. *'The Architecture of Love'* is the first book in the world that uses Twitter media as a medium of storytelling. Through the novel *'The Architecture of Love'* she uses Twitter polls as a help feature to attract many followers in the book-making process. In the making, there is no limit on every tweet in the episode, but on average all tweets are half of the novel chapter.

The enthusiasm looked from responses through replies, and preorder of the novel is quickly sold out. Half a chapter of 14 episodes during the 'airing' period, the poll story had collected 19,535 polls, more than 49 thousand readers, and had also successfully sold over 15,000 copies in just 2 months. Ika Natassa feels able to attract readers by telling new stories, using Twitter media. After polling with Twitter polls, and when it ends, Ika adds some enhancements to the story and comes in print. Very high enthusiasm for

the book *'The Architecture of Love'*, due to the end in the running poll, is still less than satisfying the followers. Publishers' roles through their social media accounts help book marketing via pre order via Twitter. Other accounts besides Ika Natassa, there are some publisher magazines as well as their own Twitter accounts under the @ Gramedia and @TwitterID account names, to help the marketing process.

For Ika Natassa, marketing through publisher accounts is just a complement. She prioritized marketing through his personal account @ikanatassa using content marketing by planning, creating, and distributing content that is capable of attracting the right target audience, then encouraging them to become customers. Content marketing was realized with Twitter as a platform that accommodates the pre order of the novel.

During the process of making novel *'The Architecture of Love'* to finish, Ika use at least 3 Hashtag (Tagar) that is #Pollstory, #TheArchitectureOfLove, and #TAOL. The use of Hashtag was intended to further facilitate the followers or readers of the poll story in search of information about the poll about *'The Architecture of Love'* using Twitter polls feature. The use of hashtags was also intended as a promotion so that followers who follow

the poll story can use it at some quiz or just want to interact via reply feature, retweet and also quoted tweet. The #TAOL Hashtag used during pre-orders, printed and signed books in the TTWW (Trending Topic World Wide) was ranked fifth.

CONCLUSION

Novel writer, Ika Natassa, uses social media Twitter as a medium to convey her ideas. In this context, Ika uses twitter to actualize, expressing her collaborative ideas with her followers in the Twitter media, as an extension of the nature of the media as a liaison or interaction tool, but Twitter was also used to support processes that are not just interactions but interactively tell stories. Ika used it in making certain works, one of which is the novel 'The Architecture of Love'.

The use of Twitter polls as an interactive communication. Followers provide an option on every episode on Twitter polls on every impression since December 31, 2015 until the end of February 14, 2016. The use of Twitter polls also for quizzes in marketing.

Novels Interactions were also collected by utilizing features other than Twitter polls i.e, use of features Hashtag, twitpic and also reply. Interaction was built, in addition to the interest of making

a novel, also used to build a relationship between herself as a writer with her readers through social media accounts interactively. Exchanging ideas through interaction to develop the idea of a story to make it a medium for storytelling.

The role of Twitter media as a marketing media. The role of Twitter in marketing activities was done by increasing brand awareness through interactions such as a personalized quiz through an @ikanatassa account, or in cooperation with other accounts such as publisher account @Gramedia. Pre-order procession only via social media Twitter with the help of Hashtag features. Marketing novels with Twitter was built by the popularity of writer Ika Natassa in using this media, to keep her popularity as a writer who actively interact with this media. From marketing through Twiter, Ika Natassa got new followers.

REFERENCE

- Usman, Husaini and Purnomo Setiady Akbar. (2011). *Metodologi Penelitian Sosial*. Jakarta: Bumi Aksara
- Karjaluoto, E. (2008). *SmashLAB*. Retrieved from SmashLAB: <http://www.smashlab.com/updates/a-primer-in-social-media/>

Lievrouw, L.A. and Sonia Livistone. (2006). *The Handbook of New Media*. London : SAGE Publications.

Littlejohn and Foss. (2011). *Teori Komunikasi*. Jakarta: Salemba Humanika.

Moleong L.J. (2010). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya

Mondry. (2008). *Pemahaman Teori dan Praktik Jurnalistik*. Bogor: Ghalia Indonesia.

Syafi'ie, I. (1988). *Retorika dalam Menulis*. Jakarta: Depdikbud.