

Information Seeking and Usage Behavior of @rlthingy's Twitter Followers for Satisfying Their Information Needs

Diah Kurnia Hidayati

Diponegoro University

Email: diah.kurniahidayati@gmail.com

*corresponding author

ABSTRACT

Social media became an information source. That situation made people rely more upon their information needs from social media despite its credibility. Its users also used Twitter to seek information, which is increasingly becoming more popular with a Twitter feature called Mention Confess (Menfess), developed by the Twitter account @biolbe. A Twitter account that provided Mention Confess services with the most followers in Indonesia is @rlthingy. @rlthingy aimed to satisfy the information needs of its followers' personal lives. Information Seeking Theory with qualitative methods and Netnography research design used in this research. This study showed the follower's interaction in seeking and using the information on @rlthingy's Twitter account. The results showed many personal motivations that made followers do the information-seeking on @rlthingy. Those were like the anonymous feature offered, comprehending people's opinions on a problem to add insight and provide entertainment. The anonymous feature was viral for @rlthingy's followers because they could ask questions without thinking about the stereotypes that would attach to them. The study also showed how followers would always be synergistic about seeking and using information simultaneously. That situation happened because they felt responsible for the information and co-existence with other followers' problems. Information behavior made by @rlthingy followers also made by liking Mention Confess, which were considered necessary. The results also showed information processing behavior done. Information procession depended on the nature of the Public Significance of the urgency of information. If the answer had a high Public Significance and being in an urgent situation for @rlthingy followers, they would immediately believe in the information and vice versa.

Keywords:

Followers Behavior, Information Needs, Information Seeking, Twitter, Social Media

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INTRODUCTION

Information Seeking process was a primary activity conducted out by humans. This activity was to enhance knowledge and lessen the uncertainty for its users. The information-seeking process evolved anywhere, such as books, mass media (newspapers, television, radio), or word of mouth activities. The most fundamental information-seeking process was from the reading process. However, the level of reading literacy in Indonesia showed a deficient number. Faradila (2019) showed the research of the reading ranking position in Indonesia held once every three years by the Program for International Student Assessment (PISA).

The data based on a PISA survey showed that Indonesia's literacy level had decreased from year to year. Indonesia was ranked at 57 in 2009, and this number plumped to 64 in 2015 and 74 in 2018. Those numbers indicated that Indonesian society's reading activity was getting lower and the public's desire to obtain its information briefly because reading was a learning and information retrieval method.

Meanwhile, based on the data published by the Ministry of Education and Culture (2019) through the Indonesian Alibaca Index survey showed that literacy in Indonesia was in a low position. Besides, Alibaca also showed that there were only nine provinces in Indonesia with moderate literacy levels, followed by 24 provinces with low levels while one province with shallow levels.

On the other hand, as technology develops, information seeking could also be obtained through the mass media. Son et al. (2012) explained the role of the mass media according to maintaining the mass media's role as a medium of communication and obtaining the audience perceive the information they require and crave at the same time.

Mass media as source information was also referred to by Harold D. Laswell. Laswell stated that the media had three functions: carrying out its function, precisely the source of information, selection and evaluation, and conveying values. Media as a source of information implies that the media works as a platform presenting information for the public. The media as a selection and evaluation body have a role in presenting, sort out, interpret filter information and that concerned before being conveyed to the public so that the truth is confirmed. The last function is the media as a conveyor of values, implying that the media is actively involved in distributing social and cultural values to all Indonesian people (Haryatmoko, 2007).

Cognitive needs were the most basic needs for humans. The existence of this need would encourage people to make various efforts as an attempt to fulfill information. The information obtained provided direct benefits to individuals trying to increase their other needs in the future. Dewi et al. (2012) added that information-seeking was an attempt to meet curiosity. This feeling appeared when a person had an excellent concern and attempted to add the new insight. The motive of curiosity occurred because of a person's desire to increase their understanding and improve their quality of life. This faith would push humans to execute it by constantly looking for new information and getting what they want.

Meanwhile, Yusup (2016) stated that listing information helped information seekers classify according to their group. Thus, it could smoothen out its information utilization. There were two types of information, those were:

- Unscientific information

Unscientific information was the usual information around humans. It was like information published in a newspaper, family news, and commercial advertising on various media.

- Scientific Information

Scientific information was related to practical knowledge information. This information was in the form of textbooks, research journals, or scientific works.

Recently, the information-seeking process was an activity that people autonomously obtained on the internet and numerous social media platforms. Research conveyed by We are Social Hootsuite, a social media behavior survey institute from Singapore, unveiled that Indonesia's Internet users were also massively growing every year.

The We are Social Hootsuite study results published by Kemp (2020) reported increasing internet usage fluctuations in Indonesia. The data showed that as much as 64% of Indonesia's population were internet users, which has risen by 17% or 12 million people associated with the earlier year. Other data on Hootsuite Indonesia 2020 also showed the activeness of the Indonesian community in media social. As many as 99% of the Indonesian population used social media to exchange messages (chat). Another figure showed that 95% of Indonesians were active in the usage of other social media. The survey also showed the top five social media's top five most frequently accessed by Indonesians, i.e., Youtube, Whatsapp, Facebook, Instagram, and Twitter.

Gamble et al. stated that social media had four characters (Prasanti and Indriani, 2017), those are:

1. The message sent in social media was aimed at one person in particular but could be received by the general public.
2. Messages were free to communicate and did not have to follow intermediaries Gatekeeper.
3. Submission messages could be addressed in less time. The recipient of the message determined the time required for interaction.
4. The recipient of the message determined the time required for interaction.

Many studies revealed the use of social media as a method of information-seeking. Haryantono (2015) emphasized that it was getting more massive using social media as an information-seeking platform since social media could give information fast and provide season for the viewers to implement feedback directly. This situation was also supported by cheaper and easier access to technology so that the information-seeking process could be done quickly without ought to get the newspaper first or take the time to watch TV at home.

One media social used by the Indonesian as a reference of the information-seeking activity was Twitter. The Ministry of Communication and Information Technology stated that Indonesia was among the top five Twitter users globally (Kominfo, 2012). This circumstance was also added to the Indonesian Twitter data reported by Nisianto (2019), which revealed that Indonesia's Twitter users were claimed to be one of the countries with the immense growth of daily active Twitter users in the world.

Twitter itself was a site served by Twitter, Inc. This social media was founded by Evan Williams, Jack Dorsey, Christopher "Biz" Stone, and Noah Glass in March 2006. Twitter was a social media system with microblog, which helped its users express and read messages uploaded such as blogs feel accessible outright, making them lazy not to find

Messages posted on Twitter were applied to as tweets, an article with a capacity of 280 characters then appeared on the user's profile page.

According to Mayfield (2008), Twitter was an operating system microblog social media. Microblogging was a social media site that had a smaller product size compared to a blog in general. The existence of system content microblogging upload made its users have a small post and could be assigned simultaneously under the cellphone's online features.

Many Indonesian used Twitter, and that condition motivated a group of people, The @biolbe Twitter account, to discover technology and Twitter features named Auto Mention Confess (Menfess). The way Mention Confess worked was convenient. After getting a follow-back from Autobase, the Twitter account that provided Mention Confess features, a Twitter user could write and send messages to Auto Base's Direct Message. Then, the Auto Base would automatically convert the message to tweets at a particular time based on the settings.

One of the Auto Mention Confess providers, known as Autobase, which had many followers, was the @rlthingy account. The purpose of the name @rlthingy itself was "RI," which stands for real, and "Thingy," which had the same meaning: everything related to the objects around. Based on its philosophy, @rlthingy was a section for Twitter users to reveal what they think. Several kinds of things were loose to post there. It was starting from asking opinions to sharing experiences about various things. The presence of @rlthingy as a source of information made it easier for anyone to get all the information they need. Moreover, the followers came from various regions and had diverse backgrounds. It provided information and experience from different points of view to be an additional consideration in identifying and making a decision.



Fig 1. The Screenshot of @rlthingy Twitter Account.
Source: @rlthingy Twitter account (2020).

The development of information technology would always go hand in hand with the advancing human need for the information itself. The occupancy of information would turn into something that was needed in a larger quantity. The presence of these needs eventually required humans to meet them consistently. Various ways would be done to complete that information need.

The presence of Autobase made its followers do the information-seeking activity and got information efficiently. Several problems were asked, such as asking for related advice for personal problems, assignments, seeking help related to various problems experienced, making friends, and others. On the other side, the @rlthingy Autobase made its users felt easy outright, made them being lazy to not finding out the information themselves through independent information seeking efforts, as self-study, reading books, newspapers, magazines, the internet, asking through direct interaction with friends and ended up being lazy at the learning process and seeking for information independently. This situation happened because the followers of @rlthingy started to depend on information at the auto base. After all, they felt it was easier and faster.

Information-seeking behavior by @rlthingy's followers was also described by Wilson (1999) that information behavior was an activity done by a human in finding the information needed, searching for information through various channels of information, and applying or transferring that information (Riani, 2017).

The information-seeking activity itself was an action to fulfill the cognitive needs of a complex process. Donohew and Tipton explained this in Information Seeking Theory in 1973. The theory emphasized the information-seeking activity to find and identify messages based on their information needs (Sendjaja et al., 2017).

The critical concept of Information Seeking Theory was the Image of Reality or concept Image. This concept meant that all experiences in every human life would form an image of themselves. Image or the description that was owned then would develop the purpose of life, beliefs, and knowledge of the owner.

The second component of Image was a person's self-concept made the ability to assess oneself upon its abilities to face several circumstances. The last part of Image was how the concept Image was used to establish its owner's behavior in seeking and processing information. Sendjaja (2017) reported the information-seeking process in Information Seeking Theory happened in several processes, those were:

1. Admission information received by individuals.
2. Comparison between information and Image of Reality they owned.
3. Consider whether the information requires further action or not.
4. Modifications or improvements from Image of Reality

The information-seeking process using social media Twitter on the discussions above was also shown by Nurhadi (2017). The study explained that Twitter was utilized as entertainment and reference to information-seeking. Information-seeking used Twitter was made because sending and receiving information was faster. It was also used to show user's existence and find new friends or a broader relationship. The point of getting a friend was also revealed by Apriliyani et al. (2015). The research revealed that information-seeking on Twitter could reduce user's uncertainty while expanding friendships with similar interests or other factors with other Twitter users. Andansari (2015), in her research, also explained how sharing interests and hobbies in a group of people would encourage them to communicate using social media actively. Social media usage was made because they could quickly find out information about their satisfaction and share it with other users who had the same interest.

Based on the early explanation, it could be assumed that social media's information-seeking process was usually made using a "search bar" button. The activity was accessing news using social media Twitter or direct interaction with people with similar interests. Therefore, the novelty offered in this study was how Twitter social media users took advantage of the Mention Confess features on an Autobase that provided anonymous benefits to the user as a medium for information retrieval. Apart from that, the answers were given by followers of an Autobase also made by the cyber accounts, which was an unknown account that might give lie answers, and the credibility of the information is questionable.

Description of the problem above showed that the presence of Twitter also contributed to a new information-seeking platform. However, the information-seeking process through Twitter seemed to reject the conventional information-seeking theory that already existed. The information-seeking activity was based on credible sources such as books, other publications, and mass media mainstream using credible information. Meanwhile, lately, the information-seeking activity used social media - mainly based on Autobase accounts on Twitter - provided information sources from other Twitter users who might not be qualified to give the information required. Apart from that, the information-seeking process used an Autobase also encouraged @rlthingy's followers to depend on satisfying their information needs there and not manage to do the independent information-seeking, raising a sense of laziness to read and reducing the process of communication or direct interaction with those around them.

This Research aimed to know about the underlying motivations of @rlthingy's followers to complete information-seeking activity by utilizing @rlthingy Autobase and knowing how to seek, process, and provide the information to other @rlthingy's followers in fulfilling its information needs. Although answered by the "Cyber" account, it did not make the information-seeking process hindered. Everyone helped each other, and if there were any questions the @rlthingy's followers might know about the answer, they would also not hesitate to reply based on their limit.

METHOD

This research used qualitative research methods with the constructivism paradigm. Sugiyono (2013) explained that the qualitative research method was a research method based on post-positivist philosophy. The method used an interpretive way because it used the interpretation process of the research findings. This research represented that everything in the world was intact, complex, dynamic, full of meaning, and interactive. In this study, data analysis was Inductive based on the facts that happened in the location and constructed became a new theory.

Netnography was used as a data collecting and processing technique. Robert Kozinets introduced Netnography in 1997. Netnography was another name for Internet Ethnography, a new method adapted from ethnographic research techniques to study a community's culture and behavior with computer mediation (Kozinets, 2015). Meanwhile, Safitri (2016) added that a study using the Netnography method attempted to examine a particular group's beliefs and values based on the habits they did online. This condition was created because the internet user was overgrowing and created new habits and cultures.

This study used the data analysis process of Miles and Huberman. Qualitative research was explained through four stages: data collection, data reduction, forming conclusions or verification, and presenting conclusions (Rijali, 2018). The process showed interactive nature in a qualitative research process. One process with another was an integral activity that would always be in contact with one another.

As for the validation process, this study used the Data Triangulation process. Sugiyono (2013) explained that Data Triangulation combined data research to increase researchers' knowledge of their research findings. Triangulation was carried out when all research results from different informants in several ways (Interview, Documentation, Observation Participants) had the same results or the data results were already saturated. Besides, comparisons were also made to previous theories or research that were used as references.

Data collection was managed by conducting interviews and observations of interviewees' Twitter account interactions and their information-seeking activities with a @rlthingy's Twitter account auto base. Data processing was carried out by elaborating the interview process's information, observing the informants' social media activities, and the theory used.

The election informant used Purposive technique Sampling by the following informant criteria below:

1. Active followers of @rlthingy.
2. Know about @rlthingy rules.
3. They are actively doing information-seeking and providing information used @rlthingy auto base.
4. They are actively replying to @rlthingy.

Based on established criteria and the validation verification stage carried out when conveying the interview, the researcher obtained 7 (seven) informants. The informants selected by the researcher were active followers of the information-seekers@rlthingy Twitter account auto base. The identity informants were as follows bellow:

1. Rinda (@xxrinda).
2. Raihaana Ziani (@voyager).
3. W Eriane Sarah (@Pawtato).
4. Ninda Eka Ayuningtyas (@nindaekaa).
5. Audinie Pradya (@florism).
6. Meilisya Beby Triyana (@sailorwook).
7. Fitri Amalia (@welcometominiso).

RESULTS AND DISCUSSION

Information-seeking behavior was the primary thing that humans did to satisfy their cognitive needs. The research results showed that information-seeking behavior reflected the stages set out by Donohew and Tipton even though it was done through social media.

A. The followers' motivation to follow @rlthingy's Twitter Account

Follower's behavior to follow the @rlthingy account was based on the strengths that drive it; that was motivation. Based on interviews by researchers, informants had three motivations that pushed them to follow auto base @rlthingy Twitter account:

1. Helpful and offering anonymous features
2. Seeing the reactions of other followers
3. Interesting

The first motivation was the benefits offered, particularly as an effort of informants in satisfying information needs. Besides, informants also felt they had the freedom to ask questions without revealing their true selves. The informant's answer showed that when they wanted to ask something with a "strange" or "unimportant" impression, they would get "weird" grins by the people around them.

The interview from Informant II below showed the first motivation auto base:

"For example, if we ask a strange question, they must see our background. For example, I'm a good boy, how come I ask unusual things. I looked like a tomboy, how come I asked for skin care. Meanwhile, in the @rlthingy, they focus on their questions. He's anonymous, they don't know our identity," (@voyager Twitter Account, Personal Interview).

At the first motivation, informants felt they could leave stereotypes that were owned. Thus they could stand by new figures and get more objective feedback without knowing how the person or appearance could contextualize themselves.

This anonymous feature was used because respondents often get a rejection or felt embarrassed about their questions. A study by Garcia-Molina et al. (2011) mentioned that information-seeking behavior was made based on a complex process accompanied by a different cognitive development level influenced by education, background, environment, and the necessary information needs. If the information seeker felt their environment could not support and provide the information needed, they would look for alternative sources of information to satisfy their needs.

Ramdhani et al. (2017) added that the information-seeker environment influenced individuals' role in the social eye and caused them to carry out information-seeking behavior. That was causing the occurrence of multilevel influence in converging different information needs from one person to another. Therefore, environmental factors would be a driving factor influencing a person's efforts to satisfy their information needs.

Another study by Adyapradana (2012) revealed that the communication process often presented ethnocentrism attitudes and concluded something depending on their perspective based on the reference group they believed. This situation could create stereotypes about a person's character, culture, and gender to create generalizations on objects based on their beliefs. To avoid these stereotypes, informants chose to seek the information according to what they want and entertaining in @rlthingy without thinking about what other people might think of it.

For the second motivation, the informants also mentioned their intentions to follow @rlthingy after seeing various answers. They could also learn many new things from the diverse way of thinking to add new insight or how society works.

That motivation was shown by the interview of Informant I below:

"...besides, we are free to send anything as long as we don't invite war and ask sensitive or strange things, and that's normal. Until sometimes, I casually ask what this better is, just want to see people's response, it's roughly the same or not with me. So as you can see how many people think it is and useful too," (@xxrinda Twitter Account, Personal Interview).

Many of Mention Confess's answers were because followers from different regions were also exciting and willing to help. This factor allowed them to see how people think and react to broaden their minds to be more comprehensive. Research by Ramdhani et al. (2017) emphasized that the information-seeking process naturally improved knowledge and then created change in the environment. Information from various parties was used to increase knowledge, reduce anxiety, and encourage users to behave following its information.

Another explanation regarding the motive to know other people's reactions from @rlthingy followers was that they felt they would get extra new knowledge and options on information-seeking they did. Riani (2017) stated that the information-seeking process's knowledge was utilized to satisfy human cognitive needs. This knowledge was used to control the environment and solve the problems they had. On the other hand, the unnecessary knowledge to be applied in the current situation could be implied in the future. Therefore, humans accessed much information to find out how society works and solve problems that might be found.

On the third motivation point, the informants mentioned that they could find many interesting things. From informative, funny, entertaining to provoke emotions, tweets could be found there. These things were action to satisfy the pleasure (leisure/fun activities) and Information Utility, as revealed by Buente and Robbin (Rahadi, 2017).

The third motivation was shown by Informant VI below:

"Because it is interesting sis. There it discusses RL, so the content is random. There are nickels, there are questions, info too, then there are some that make salty funny, see the responses :D," (@sailorwook Twitter Account, Personal Interview)

The entertainment factor that motivated followers to follow @rlthingy was to obtain their needed and fun information. This pleasure was a feeling of comfort and happiness when followers got the desired information. It was like memes, funny stories or experiences, and funny photos, films, or videos. A study by Paul (2019) described that information-seeking activity using social media also intended to satisfy the needs for entertainment information such as movies, music, television shows, et al. That situation became stimuli, provide information for users and also assist other information material in the process of dissemination of information.

B. The Information-Seeking Behavior Conveyed by @rlthingy's Followers.

The information-seeking activity was followers' effort to utilize the @rlthingy's Twitter account to satisfy their information needs. In his study, the information-seeking process was carried out by informants using Autbase to send the Mention Confess itself. The followers of @rlthingy made Autbase @rlthingy ask all kinds of questions they tried to satisfy. Trivial questions to fill their spare time, questions about buying and selling transactions, tips, and tricks to solve a problem were questioned.



Fig 2. The Sending Menfess Activity by The Followers toward @rlthingy Twitter Account.
Source: Mention Confess sent by the informant in the @rlthingy account.

The activity of sending Mention Confess by the informant was an information-seeking behavior. According to Wilson, Individuals could utilize system information conventional or computerized to carry out the information-seeking process to satisfy their particular goals (Arafat, 2012). Based on Ellis's stage information search (Riani, 2017), that phase was called Browsing. Browsing itself was a structured or semi-structured information-seeking process by asking people who were considered to have the capacity to do information-seeking independently, such as reading a book in a library related to the problem informants wanted to solve. Meanwhile, if the information-seeking process was carried out through the internet, information seekers could utilize various search engines like Google or other social media.

A study by Riani (2017) explained that information-seeking activity showed that humans would always need, seek and process information throughout their life. The information-seeking process was made using various sources and any provided information media that its users could access. The use of technology products like social media was also explained by Shah et al. (2014). His study explained that information seekers' information-seeking process was increasingly growing with the presence of mobile technology devices. That situation created more new opportunities to find collaborative information that was synchronous and co-located among community groups.

Nevertheless, Destrian et al. (2018) explained that information-seeking activity using social media was the following step to increase knowledge and attach a network of new friendship connections. Besides, information-seeking activity using social media was also made because followers could instantly receive technical information, then information-seekers could use this information effectively and efficiently to make retrieval decisions from problems they had.

Based on the findings above, it could be seen that people were active users and information seekers. They would use any platform to satisfy their information needs. According to the required behavior, the information needs pushed the human effort to accomplish their needs by the information-seeking process.

C. Responses Provided by the Followers of @rlthingy's Twitter Account Autbase.

The response means the feedback given to Mention Confess that attracted attention and helpful for @rlthingy followers. The response could be Reply and Retweet or share meaningful tweets (Mention Confess) to all account followers.

The Retweet activity aimed to share a valuable tweet. The Retweet action made other accounts that followed the informant would also get information (tweets) in a short amount of time (real-time) even though they did not follow the original tweet's owner. One of those movements Retweet action used Twitter Autbase was the "Twitter Do Your Magic." This action was a product promotion activity method intended to spread Twitter users' awareness about the existence of a movement or product. The utilization of Retweets was a colossal addition; they would remain to receive tweets (information) although they did not follow the original account that created the tweet.

The response to the other Follower's Mention Confess showed that either seeking for information, @rlthingy followers also sharing their information to other followers who did the information-seeking activity. The answers and interactions were given to other @rlthingy followers to solve a problem, tips, suggestions, or prank questions. Some of the responses made by @rlthingy followers in interacting with a Mention Confess utilize many Twitter features such as Reply, Retweets, and Likes.



Fig 3. The Answers Given to Menfess which Needed the Answer.
Source: The Screenshot of Informants' interaction on replying Menfess.

@rlthingy followers' behavior above proved that interaction with @rlthingy Autobase was made to seek and provide others information. The activity of answering @rlthingy's Mention Confess intended to provide and share the information they perceived with others. Huang *et al.* study (2017) emphasized that social media followers would feel obliged for every piece of information they got. They moved when they got bad news or misfortune from someone and felt a responsibility to share. They aspired to lessen others' pain and believe the incident to give any experience to others. The activity of reducing others' pain was made by answering the followers' Mention Confess based on informants knowledge and capacity. The answer expected would help to solve the sender's problems.

Meanwhile, Gracia-Molina (2011) revealed that providing information to others was based on two factors; those were Hope and Kindness. Hope was a situation where a recommendation or suggestion expected could be helpful. Kindness was a measurement of how the recipient of the information liked the information presented. Kindness intended there were similarities and suitability of the informant's information; thus, they shared that information with others.



Fig 4. The Screenshot of Retweet Activity when Informant Found Informative Menfess.
Source: @nindaekaaa’s Twitter Account.

Meanwhile, for the distribution of information by Retweet, Emarita (2012) stated that this activity revealed that information collected from social media could satisfy its users’ social integration needs. This situation was made by giving information accepted to others through the interaction process. Besides, the interaction was also an activity caused to satisfy the necessities of life. A study by Destrian et al. (2018) explained that @rlthingy followers explained their faith to share information and add insight to others. The development of technological outputs in social media made information seekers able to search, create, and disseminate information messages efficiently and more affordable.

Besides answering information that other followers needed or distributing information, @rlthingy’s followers also saved the information. This action was made by pressing the likes button on the Mention Confess considered necessary for their life. This activity showed that everyone’s information that behavior would always happen continuously or unintentionally.

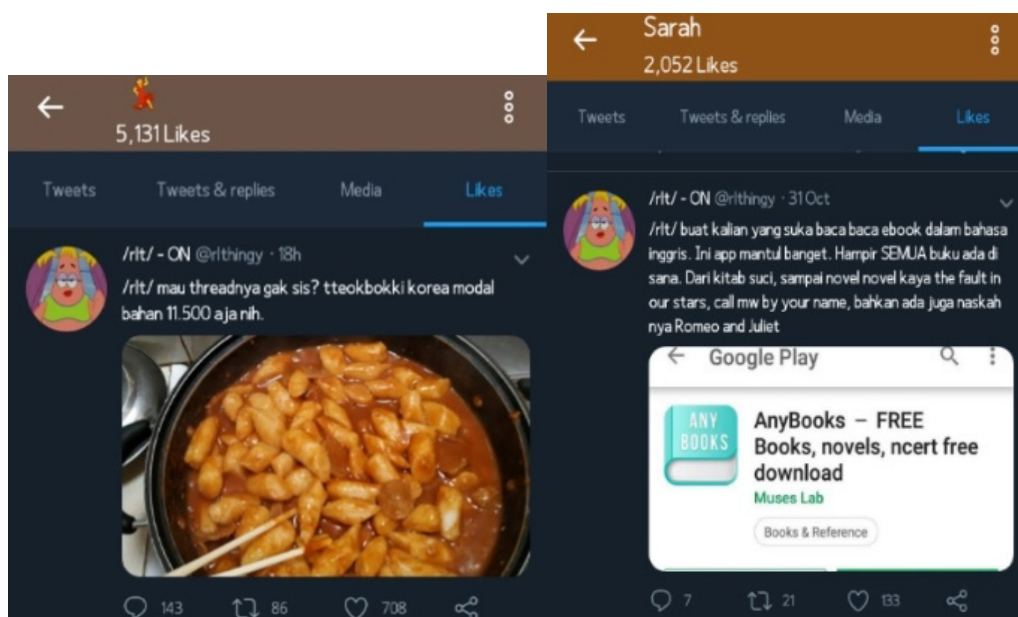


Fig 5. Likes Button Activity (Saving Menfess) by @rlthingy’s Followers for Useful Menfess They Found.
Source: @rlthingy Twitter Account

The application Like buttons indicated the adequacy or satisfaction of the information-seeking activity. Ellis (in Case, 2002) named this stage as Extracting. Ninis et al. (2018) described that an information-seeker would be in the state of digging the information they obtained and made decisions. If the information-seeker found helpful information, They would press the like button to represent the adequacy information because it was regarded helpful for their future lives.

D. The Information's Utilization from @rlthingy's Twitter Account

After getting the information, @rlthingy's followers either use or ignore the information. @rlthingy's followers who seek the Autobase's information faced two choices: Either they would directly trust the information or recheck it. The followers who checked information they got from the information-seeking process in @rlthingy made the Verifying stage. Elis (in Case, 2002) defined Verifying as the action for reviewing and selecting the most crucial part from the information they got. In this stage, followers of @rlthingy assessed the information and combined it with their capabilities and perception to conceive the decisions they would take.

Sendjaja (2017) added that the verification activities of the @rlthingy followers in their information-seeking process were comparing the information accepted with the Image of Reality they had. The comparison was intended to identify the level of propriety and consistency between image and information. If the information obtained were dangerous and not necessary, there would be filtered out. Ignoring these information stimuli would hold the information-seeking process. While, if the information were considered beneficial, the stimuli would be used. Furthermore, verification avoided receiving information that was not needed. Thus, the verification process would determine the quantity of knowledge obtained, trustworthiness, and dependence on the information-seeking process results.

Ninis et al. (2018) explained that discussing information received aimed to select the information. This action was due to the diversity of information which created confusion due to limitations in various circumstances that made information-seekers unable to decide which decisions to make. Besides, information-seekers could not put the information they get into practice. Nevertheless, Garcia-Molina et al. (2011) added that the information presented by a person could be subjective and thus required evaluation consolidation of personal information based on one information seeker situation. This situation happened due to information presented did not necessarily suit the circumstances of another information seeker.

In practice, Followers of @rlthingy sometimes had a situation to trust the information they got immediately. This condition happened when the information-seeking process was made in a state of urgency and did not know where else to ask, or they were just lazy to ask from their real-life friends. Sometimes, the questions were universal and not vital (movie review and songs) and did not need verification. The @rlthingy's followers who believed the information they perceived (Sendjaja et al., 2017) explained that the information received did not require much action. It would create a new part of the Image. However, if the information required another action, it would be the new part of the Reality Image. Image of Reality were experiences, self-concepts, and techniques in information processing. Image of Reality would exceedingly influence the decision-making people had in the future.

Yusup (2016) added that the direct trust that @rlthingy followers gave due to the information-seeking process because the information they gained convinced the public (Public Significance). That also could be generalized and had an ideal concept from a theoretical point of view. Hence, the consideration factor for the information's trustworthiness was its ability to make the information seeker further practice the information they got.

Another factor affecting the high confidence levels of @rlthingy's followers for information-seeking was the consideration of information value. The valuable information was relative and determined by the information seeker's situation. General meaning information would greatly value many @rlthingy's followers, whereas certain meaning information would have lesser. Therefore, that was a crucial process to getting the concept of the information's value. That would make information seekers know the level of information needs they had to satisfy.

However, Ramdhani et al. (2017) explained that information was crucial to reduce anxiety information seekers had. If the information seeker felt that the information they had met their expectations and circumstances, they could immediately use the information based on the information-seeking purpose and end it as an experience.

CONCLUSION

Based on the discussion above, we found the unique phenomena toward the behavior made by @rlthingy's followers Twitter account. The information-seeking activity was usually carried out through the mainstream mass media, books, and conversations with friends now started to grasp the field of social media. The @rlthingy's behavior for information-seeking activity was quite diverse. Although the Menfes' existence was initially to connect about the virtual world's information, many @rlthingy's followers were motivated to be heard about the trivial things they wanted to fill their spare time. Replying and responding to other followers' Mention Confess was also an activity of information sharing. Besides, that was also an action for @rlthingy's followers to distribute information they had due to help others, interact, and express their thoughts. This situation showed that @rlthingy's followers were doing the information-seeking activity, providing information, and using information through the Mention Confess facility an Autobase had.

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