

Scout 4.0: Pramukajateng.or.id Goes Global Through Crowdsourced Website

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Abstract— Website as non-interactive media era has developed a while ago, nowadays, website adopts series of new features, such as implementing the user-generated-content feature to muster and display relevant information automatically on the webpage by implementing particular keywords. Further, this study unveils a collaborative procedure to prompts user-generated-content on website as information curation method. This study conducted by implementing sequence analysis on a collaborative procedure applied on managing Pramuka Jateng's website, highlighting user-generated-content phenomena.

Keywords— *User generated content, crowdsource, website, Indonesian Scouts.*

I. INTRODUCTION

Indonesia Scout Movement (*Gerakan Pramuka Indonesia*) is the national Scouting organization of Indonesia, as 2016 global Scout census, Indonesia has 21,842,404 registered Scout members, making it the world's largest Scout association [1]. Evidently, with this certain amount of official members, Indonesian' Scout or known as Pramuka (Praja Muda Karana) doesn't gain it's popularity on digital matters, as researchists conducts modest-scaled probing, Pramuka Indonesia (Indonesian' Scout) doesn't belongs in any kinds of official digital community, or official digital media. Thus, this research propose to provide digital platform for Indonesian' Scout and describes user-generated-content phenomena adopted by Indonesian' Scout, specifically Kwartir Daerah Gerakan Pramuka Jawa Tengah.

Kwartir Daerah (Kwarda) Gerakan Pramuka Jawa Tengah (Kwartir Regional Scout Movement in Central Java) shortly known as Kwarda Jateng, is formal Scout movement organization managed by Provincial Government of Central Java to accommodate Scouts' movement across Central Java province. Central Java consists of 29 districts (Kabupaten) and 6 municipalities (Kota), according to Central Java Central Bureau of Statistics on 2018 [2]. It signifies, Scouts' movement on Central Java has to accommodate Scouts' movement on 35 administrative regions across Central Java, and as researchists findings, without reliable digital networks, Central Java's Scouts' Movement wouldn't be recognized by citizens of digital realms (netizen).

Thanks to the internet that enables various kinds of digital platform to operate, that also enabling any data stored on the internet network will never be lost; Scouts' movement of Central Java could began to be recognized also annotated on

digital realm simply done by accessing <http://www.pramukajateng.or.id>.

Digital traces left by internet users, will only be buried until almost invisible, but will never disappear, which is synonymous with the term '*internet never forget*'. Unlike the conversations that often occur between humans, where information after discussion (chat) is over, then the information cannot be stored for a long period of time, whereas' conversation 'what happens on social media, as one of the digital platforms that operates using the internet, the' conversation 'will always be stored and can be easily accessed again, the data is static (fixed) and valid [3].

Internet usage growth in Indonesia, marked with increasing internet users penetration in 2018 from 54,68 % to 64,8 %, which roughly from 143,26 million users to 171,17 million users, as reported by Indonesian Internet Service Provider Association (Asosiasi Penyelenggara Jasa Internet Indonesia, 2019) [4].

Central Java Scouts' Movement adopts these advantages of The Internet to accommodate any digital traces left on the digital realm to be gathered, and marked as digital properties of Central Java Scouts' Movement associated with Scouts' activities done by Scouts' Movement on 35 administrative regions across Central Java, implementing user-generated-content features applied on websites that relies on the internet itself.

Website as a new medium that arises as a result of the growing breadth of internet technology, is identical to the 'semantic web', is a website equipped with an 'artificial intelligence' (AI) feature, a website that's able to understand users' requests (commands) via search engine, thus website could recommend search results with the most imminent relevance. 'Semantic web' could also be implemented on multi user virtual environment, which allows its users to interact with each other and publish their respective content [5]. Website as digital media platform, works using algorithms and technology structures that are determined by Web 2.0. This structure determines how content is created and displayed, while requiring users to create, provide input and update content. The Web 2.0 era is marked as a starting point for implementing user-created content features [6].

Content sharing that is carried out among new media account users is what drives the typology of crowdsourcing content collection and management (information) [7]. Production and classification of knowledge and data are no

longer controlled by external authorities, but rather managed freely by the media users themselves, in this case, the website as new media. The use of such content has experienced rapid growth in recent years, partly because it is cheap enough to be obtained (users usually provide it at no cost). For content suppliers, the process can be useful because it allows them to receive recognition for their contributions [8].

User-generated-content feature that usually preceded by content-sharing phenomena, have varied utilities. One of them is generating data by crowd-sourcing-basis with certain markers application to identify and manage particular contents, using Scout's related markers or hashtags. Digital platforms' function to share information related to Scout can be used as a reference to conduct Scouting activities amongst Scout community and organization, throughout Central Java. This information surpasses the validation or curation process. Information distribution process, known as 'share' on social media terms, is characterized by one-way communication solely from the digital platform as information provider to the user.

This research reflects on previous studies, entitled 'Yogyakarta Tourism Promotion' [9] that explained Instagram usage as digital platform to promote Yogyakarta tourism destination by examining user-generated-content features implemented by Instagram users to produce, share their Instagram content in order to persuade other users to visits tourism destinations located in Yogyakarta, thus researchers able to formulate communicational patterns amongst Instagram users in Yogyakarta to promote tourists visit using particular markers, i.e. #explorejogja. This previous research also managed to described response-scheme, caused by Instagram users adoption of user-generated-content features on their self-made contents, thus are: 1) Tourism recommendations – happened when user very opinionated about particular tourism destination, and made a recommendation towards fellow Instagram users; 2) Persuasive information – happened when users seeks fellow Instagram users to travel with them; and finally 3) Tourism reviews – in form of personalized-tourism recommendation, based on personal tourism experienced by Instagram users on particular tourism destination.

Based on the previous studies, this research sets in to explore new media potential especially on websites aggregator and 'social media wall'. 'Social media wall' contents displayed on website, enables crowdsourcing process takes place to gather physical evidence, i.e., social media contents onto single platform, identified digital footprints that marked Scout' movement across Central Java, specifically derived from each social media account of Kwarda Jawa Tengah, thus are YouTube channel (pramuka jateng); Twitter (@Pramuka_Jateng); Facebook page (@gerakanpramukajateng); and Instagram (@kwardajateng).

Crowdsourcing phenomena requires digital platforms to provide non-static contents that demands curation process along the way, first to gather all-kinds of visual content that related to Scouts' movement, second to select those contents within certain criteria, which categorized as 'latest published' content related to Central Java Scouts' Movement, and third, to display those contents on dynamic visual gallery derived from various social media accounts that automatically displayed on Pramuka Jateng website.

II. IMPLEMENTATION

The objective of this research is elaborating the procedure of information curation method by implementing crowdsourcing which is identic to the user-generated-content phenomenon, implemented on the website of Kwarda Central Java (Kwartir Daerah Jawa Tengah; <http://www.pramukajateng.or.id>) whereas content of the website as results of implementing the crowdsource method sourced from social media accounts and Kwartir websites on Scouts' movement from districts and municipalities administrative regions across Central Java.

This research is conducted by by implementing sequence analysis on a collaborative procedure applied on managing Pramuka Jateng's website contents highlighting on user-generated-content phenomena. News as dynamic content of Pramuka Jateng's website, displayed as dynamic content, specifically on 'Lintas Pramuka Jateng', and Pramuka Jateng Social Media Wall sections that serves as unit analysis of this research. This study conducted to describe Jawa Tengah's Scouts activity displayed on www.pramukajateng.or.id as artefacts of digitalized Scouts' movement activities.

Kwartir Daerah (Kwarda) Gerakan Pramuka Jawa Tengah (Kwartir Regional Scout Movement in Central Java) shortly known as Kwarda Jateng, operates on provincial region of Central Java, officially in Semarang as the capital of Central Java province, supervising several Kwartir (regional operational agency for Scouts' movement) ranged on 26 districts (Kabupaten) and 6 municipalities (Kota) as administrative regions in Central Java.



Fig. 1. Homepage for Kwarda Jateng website (<http://www.pramukajateng.or.id>)

Well functioned Kwartir tend to have scheduled or programmed Scout activities and required to informed Kwartir activities regularly to Kwarda Jateng as implementation of annually Scouts' activities as planned. Thus, hierarchical reporting system is needed to provide Kwarda Jateng with their latest activities progress. Website aggregator provided on the internet accommodates these processes by cutting insignificant layers bureaucratic requirements and turn it into low maintenance yet effective process to gather information in much larger scale on a limited time simply by implementing few steps, mostly automation.

The first automation procedure that initiated crowdsourcing began with listing registered official websites organized by Kwartir on each administrative region in Central Java, those websites usually named after each region as their base location, as shown by figure 2, that indicates few of register official Kwartir websites.

Campaign Title	Type	Keywords/Source	Category	New Post Status	Posts / max
Kwarcab Demak Saring - Disinfectan Clear the space Tong Sampah	Feeds	http://demak.pramukajateng.or.id	Lintas Pramuka Jateng	publish	11 / 500
Kwartir Nasional	Feeds	https://www.pramuka.id	Lintas Pramuka Jateng	publish	24 / 500
Kwartir Surakarta	Feeds	https://otasurakarta.pramukajogja.or.id	Lintas Pramuka Jateng	publish	2 / 500
Kwartir Boyolali	Feeds	https://boyolali.pramukajateng.or.id	Lintas Pramuka Jateng	publish	10 / 500
Kwarcab Purworejo	Feeds	http://purworejo.pramukajateng.or.id	Lintas Pramuka Jateng	publish	1 / 500
Kwarcab Salatiga	Feeds	http://salatiga.pramukajateng.or.id	Lintas Pramuka Jateng	publish	14 / 500

Fig. 2. Registered Official Kwartir Websites associated to Kwarda Jateng website

At this stage, the automation procedures were initiated by ensuring all of the official website recognized by bots using their domain address. Bots are digital entities that has highly contribution to automation process. Registered websites were required to produce their specific content reporting Scouts' movement activities on their home base town. The next phase would be, deployment of automation bots, deriving latest published information from each known Kwartir website, as shown by figure 3.



Fig. 3. Example of information abstraction process from Kwartir Website

Automated abstraction and accumulating information processes are usually done on scheduled time, once a day directed specific to latest published information. Bots automatically compared the latest information to the previously collected information were displayed on Kwarda Jateng website, and automatically replaced the overdue information with the most recent one. These processes known as web-aggregation and displayed on 'Lintas Pramuka Jateng' section to provide website visitors with the latest and most updated information, as shown by figure 4.



Fig. 4. Result of web aggregation process

The result of web-aggregation process would be stored chronologically on Kwarda Jateng website (<http://www.pramukajateng.or.id>) and would be sorted and displayed as latest news on 'Lintas Pramuka Jateng' section. These processes objectified the user-generated-phenomenon, whereas platform users, in this research known as Kwartir website administrators produced their own content based on the latest activity held by Kwartir Scouts' movement on their region, and Kwarda Jateng website administrator conducted crowdsourcing process to gathered Scouts' movement activities throughout Central Java province to be displayed on Kwarda Jateng webpage.

The second automation process conducted throughout several social media accounts owned by Kwarda Jateng as mentioned before, that includes YouTube channel (pramuka jateng); Twitter (@Pramuka_Jateng); Facebook page (@gerakanpramukajateng); and Instagram (@kwardajateng). Adhering the foundation of crowdsourcing process, Kwarda Jateng website (<http://www.pramukajateng.or.id>) also delivered automation to managed related social media accounts, proposed low maintenance yet effective integrated media, specifically displayed as 'Social Media Wall', as shown by figure 5.

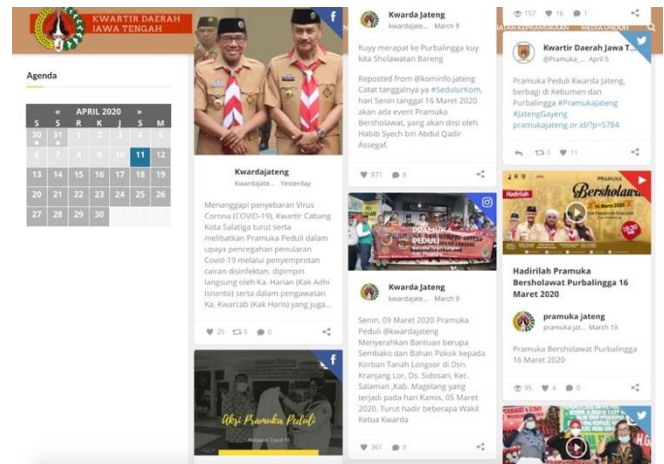


Fig. 5. Social Media Wall on Kwarda Jateng Webpage

Kwarda Jateng's 'social media wall' serves as digitalized integrated visual gallery to marks Scouts' movement and networking across Central Java province, also prevails as official digitalized journal of Central Java scouts' movement, to take Pramuka as long standing society-rooted community to hold out in digital era of Scout 4.0.

III. DISCUSSION

Website as the new media unfolding extensive occasions for long standing community that thrive along with the society, such as Pramuka, to gain expansive recognition and respectability in the digital realm. Supported by established related social medias, it would disclose expanded possibilities to reach wider range digital media users.

New media, utilized from users for other users, to maintain the chain of production and consumption of content, basically the content can be the result of the user creation process itself, or solely content that is uploaded by other users, which are voluntarily contributed by media users social. User-generated-content provides persuasive communication that is able to influence sustainable behavior [10].

The main features of new media are interconnection, access to individual audiences as recipients and senders of messages, interactivity, use of media that is more diverse and open, allowing interactivity wherever and whenever [11]. Interconnection prevails by conducting content sharing activities, which serves fundamental functions as follows: 1). Efforts to share information that is important to other members of the community; 2). Showing the position or partisanship to the public related to particular information; 3). Distributed content intended for adding new information or new data to form much comprehensive content [12].

Therefore, website managed interconnected relevant social medias, would profoundly support comprehensive implementation of user-generated-content features that highlights crowdsourcing phenomena on digital content management to exteriorize the involvement of digital media users, enabling those users to actively contribute on social movements.

IV. CONCLUSION AND RECOMMENDATIONS

Scouts' movement (Pramuka) has embodied spirit of involvement, public contribution, cooperation, and mutual understanding amongst society members, and to be able to adapt with the disruptive era, Scouts' movement (Pramuka) necessarily perform course shifting to harness digital platform and technology. It eventually expands Scouts' movement (Pramuka) extent by using internet technology, specifically user-generated-content and crowdsourcing features, which comes with several functions: (1) Initiated with user-generated-content phenomena, bot allows automation process takes place and provide digital media users with the most updated information regarding Scouts' movement in Indonesia, known as Pramuka; (2) Automation bot deployed to support crowdsourcing process also has the ability to function as a campaign instrument, supports a more extensive Scouts' movement in Indonesia (Pramuka) than conventional media that is generally characterized with one-way-communication; (3) Well managed and regularly maintained website, able to perform as an information aggregator which provides users with comprehensive information by automatically switching platforms; (4) Automation bot could managed as device to organize contents on more

chronological fashion, which is beneficial for extensive research or further campaign.

Crowdsourcing in the future will maintain its popularity as an effective method to provides automated information, making it easier for media managers to present the most updated digital content, and allows digital media users to always connected to latest information, moreover crowdsource could also be implemented to help manage Scout members' information database and digital media users in general, which will ensure the Scout movement survive in the digital world.

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