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## INTERNET AS COMMUNICATION MEDIUM FOR LOVEBIRDS BREEDERS AND ENTHUSIASTS IN JAKARTA, BOGOR, SOLO AND YOGYAKARTA

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### Abstract

Internet is one of the interactive media which enables one to interact with another or with a group regardless of time and distance. Internet is used in a wide range of needs, such as a medium for communication, education, and social media for business. It is also used by *Kicau Mania* (a community of birds enthusiasts spread all over Indonesia) to have information exchange about the animal and bird trade via Internet. Informants in this study are lovebird breeders in Jakarta, Bogor, Solo and Yogyakarta. Information obtained by breeders are mostly from blogs, social networks, and the *Kicau Mania* tabloid. Internet is considered as the most effective medium for lovebird breeders and enthusiasts because it can be a medium for the exchange of information comprehensively by displaying photos and videos of birds.

**Keywords:** Internet, Communication, lovebird breeders.

### Preface

New media is one example of communication media development at this time. New media replace the concept of message delivery using a one-way communication (linear) into a two-way communication (circular). Through new media message sender and receiver can acquire feedback directly. One of the existing new media is the Internet. The Internet is one of the medium of communication and information which has been frequently used by all levels of society and can be used at any time without restriction of time and space.

The presence of internet has not only changed the paradigm of information era but also changed the definition of audience. The Internet offers a radical expansion of the viewers and audience studies. Audience is no longer seen as an active entity receiver in interpreting and producing the meaning of the message. Internet network in Indonesia began to develop in the late '90s. Internet network at that time was known as the Network Society. The Internet has grown phenomenally in terms of number of users over the last few years. The host computer is a computer that stores information that can be accessed over a network. (Sevrin, 2005).

Internet is not only used by people who live in urban areas, but it has spreaded and penetrated to the countryside, hence it's perceived development is almost everywhere. The development of the Internet makes it easier for one individual to communicate with other individuals without being limited by distance, time, and cost. According to Flew (2005): "the internet represents the newest, most widely discussed and perhaps most significant manifestation of new media".

Internet has brought the world closer together as if it's virtually limitless (Situmorang, 2012). The use of the Internet can be used for a variety of interests and goals, including for business, social, cultural, political, educational, economic and other fields. Web sites can be used as source for seeking knowledge or writing, but at the other side it also often display a variety of images that can be beneficial or negative, depending on who is using it. According to Setianto (2012) internet users in general are active users, users who knowingly give a variety of information relative to what he wanted to know. This suggests that the role of other media as sources of information lost their significance except as a complementary

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<sup>1</sup> function, compliance of catharsis function, or even abandoned completely.

According to Flew (2005) the idea of new media captures both the development of unique forms of digital media and the remaking of more traditional media forms to adopt and adopt to the new media technologies. The internet represents the newest most widely discussed and perhaps most significant manifestation of new media.

Benefits of Internet media can be perceived to the countryside. It is also utilized by lovebird breeders living in urban areas and villages to the district. In animal production lovebird breeders are already using the internet to communicate and exchange information, such as conveying and receiving information about nurturing and lovebird breeding in efficient and profitable way. Lovebird breeders not only breed, they also joined in a community named Kicau Mania Lovebird. Kicau Mania Lovebird is a group of lovebird enthusiasts who come from all walks of life in Indonesia. Kicau Mania even has a lot of blogs that link one with the other bird lovers in different cities. In addition to sharing information about their livestock, the blog is usually used as a platform for selling a variety of birds among the bird fans spread in many cities.

This blog is also used by lovebird breeders to share the experience. From the interviews conducted by the author at the beginning of this study, to one of the known bird breeders in Kicau Mania blog named Aidy Wijaya, said that "I do not feel the loss to share tricks and strategies to the other lovebird fans, because they would do the same thing to me and other friends if they have tricks and strategies for breeding, even I feel happy to share information connected in the blogs. Usually in conveying the information we use informal language so that it will be more friendly and less stiff but still maintaining the quality, because the main idea is to give information to other bird lovers"

From the explanation above, the author was interested in conducting research on the

use of the internet as a means for lovebird breeders and enthusiasts located in the city of Jakarta, Bogor, Solo and Yogyakarta. In this study the authors took four different cities because it is based on a survey conducted by the author through the various blogs frequently visited by the Kicau Mania, that the four cities have the most lovebird breeders who are highly active in sharing information about their breeding through Kicau Mania blog as a matter of using the internet as a medium of communication and information.

In this study the authors focus on the research question: Is the Internet used as a medium of communication and information for lovebird breeders and enthusiasts in Jakarta, Bogor, Solo and Yogyakarta?

## Material and Method

### Research Place and Location

This research was conducted at the lovebird farms located in four cities, namely:

1. In Jakarta:
  - a. Mangga Besar, Jl Taman Sari 11. A breeder and lovebird foods & supplement producer with "Orange" brand: Mr. Aidy Wijaya of "Blessing SF".
  - b. Cibubur, komplek Citra Gran blok G12 no 9, A breeder and lovebird fan : Mr. Abimanyu of "Cillo SF".
2. In Bogor, at Merdeka, gang Patoha Bogor. A breeder and Kicau Mania competition judge: Mr. Ayi.
3. In Wonogiri, at Sendang Hijau. A breeder of many species of birds : Mr. Chandra P.
4. In Solo, at Karang Anyar. A breeder of many species of birds: Mr. Sri Darmanto.
5. In Yogyakarta, at Kaliurang KM 13. Lovebird and White-rumped Shama breeder: Mr. Didit Kempot.

This study was conducted from October 2013 to February 2014, in each of the informant's research farm. Informants were involved based on a survey conducted by the

author in Kicau Mania blogs by observing each informant's activity of communication with other bird fans, either about the lovebird farm or in providing other information.

#### **Data**

Data is one of the main elements or components in conducting research, meaning "without the data there will be no research." Data used in a research should be correct, because if it is obtained improperly it will produce false information. According to the method, data acquisition can be classified into two (Ruslan 2008), which is the primary data and secondary data. Primary data is obtained directly from the research object of individuals, groups and organizations. Secondary data is obtained in the form of premade (provided) through publications and information issued in various organizations.

According to Kriyantono (2007), types of data include:

1. Primary data is data obtained from the first data source or first hand in the field, where the data sources are the respondents or subjects of research, the results of questionnaires, interviews and observations.
2. Secondary data is data obtained from secondary sources.

#### **Data Collection**

Primary data collection techniques used in this study are:

- a. Interview, which is a conversation between the researcher as someone who expects to receive the information by the informant as someone who is assumed to have important information about an object. In-depth interview is a semi-structured interview. This interview was conducted with the lovebird breeders and fans in the city of Jakarta, Solo and Yogyakarta which were randomly selected and considered to be the most active internet users to communicate and exchange information.
- b. Observation, field description of activities, behaviors, actions, conversations, interpersonal interactions, processes

within the organization or society, or any other aspect of human experience that can be observed. Data consisted of field notes: detailed description, including the context of observation (Patton, 2002).

- c. Documentation (documentation), which collects data by tracking and recording of data, documents, archives, and the relevant references in the agency in connection with research.
- d. Daily records (logbook), the diary of researchers during the course of the study in Balongan included in the process of observing a particular case relating to the activities of the CSR that occurred during the study.

Secondary data collection techniques obtained from: Literature books, journals and blogs related to this research.

#### **Material**

Uses and Gratifications Theory

Uses and Gratification Model is a model of usability and satisfaction, Ardianto et al said this model as: "Not interested in what the media is doing in a person, but he was interested in what people are doing on the media. Audiences are considered actively use media to meet their needs, as this theory emphasizes focus on the user (Uses) media to get satisfaction (gratifications) on one's own. Therefore, most of the behavior of the audience will be deciphered by a variety of individual needs and interests ". (Ardianto et al, 2009).

Katz, Blumler and Gurevitch explained on the assumption of uses and gratifications theory, such as:

1. Audiences are considered active, meaning that most important of the use of the mass media are assumed to have a purpose.
2. In the mass communication process, many initiative to relate the satisfaction of the needs with the media selection depend on the audiences.
3. The mass media have to compete with other sources to satisfy their needs. Needs met by the media is only part of a

1. broader range of human needs. How these needs are met through media consumption is highly dependent on the behavior of the relevant audience.
4. Many mass media-sorting purposes inferred from data provided by audience members, meaning the report is considered sufficient to understand the interests and motives in certain situations.
5. Assessment of the cultural significance of the mass media should be suspended prior to the study of audiences' orientation.

#### **Internet**

One of the new media in mass communication is the internet. According to Sevrin (2005), Internet is basically:

"A network between computers which are interrelated. This network is available as a continuous electronic messages, including e-mail, two-way file transmission communication between individuals or computer".

The Internet has grown phenomenally, both in terms of the number of the host computer and in terms of number of users over the last few years. The host computer is a computer that stores information that can be accessed over a network. (Sevrin, 2005).

#### **Benefits of The Internet**

Many perceived benefits from the internet which are profitable in all fields (business, academic, government, organizations, and so forth):

1. Information obtained more quickly and efficiently with applications:
  - a. E-mail  
Stands for Electronic Mail, a facility to send letters through internet-based media. Each user will have an account as an email address.
  - b. WWW  
World Wide Web, is a path to access the web page.

2. News Group  
The concept is similar to the e-mail. With News Group news message delivery can be done collectively.
3. File Transfer Protocol, is a path or protocol that permits users to send files.
  - a. Reduce the cost of paper and distribution costs, for example, newspapers, magazines, brochures, and so forth.
  - b. As a media campaign, for example, is a company image and identity, and ordering products.
  - c. Interactive communication, such as E-mail, customer support with www, video conferencing, internet relay chat, and Internet phone.
  - d. As a tool for Research and Development.
  - e. Data exchanging (Suteja, 2010).

#### **Blog**

Blog is an abbreviation of "web logs" which means a form of application / web service that is created to allow a user to publish information in their possession through the writings contained in a post. Blog itself has a very diverse functions such as being a diary, a media publication, or a web portal for companies (Sumber: <http://id.wikipedia.org/wiki/Blog>).

Blog is a website application which consists of writings - commonly known as a posting on a web page. The writings on the blog are often contained in descending order by date. In a simpler note, a blog is as a website that contains a diary. Blogs are usually accessible by all Internet users in accordance with the topics and goals, as well as the interest of the user's blog. Nowadays, blogs have become a necessity for people who are always connected to the internet. (Oya Suryana, Matamaya Studio. 2008. *Membangun Blog Wordpress*. Jakarta: PT Elex Media Komputindo).



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### **Information and Communication Technology**

Technology is the development and application of tools, machines, materials and processes that enables people to solve the problem. While information is the result of processing, manipulating and organizing / structuring of a group of data that has a value of knowledge for its users.

Information and Communication Technology includes two aspects, namely the Information Technology and Communication Technology. Information technology encompasses all matters relating to the process, use as a tool, manipulation and management of information. Communication technology are all matters relating to the use of tools to process and transfer data from one device to another.

From the above explanation it can be concluded that the Information and Communication Technology is an integral equivalent; all activities related to the processing, manipulation, management, and transfer / transfer of information among media.

### **Results and Discussion**

The development of communication and information technology is so rapid that makes it easy for individuals to communicate, not just looking for information or receive information, but also requires people to think ahead and critical. In the era of information and communication technology today, communication is a very vital thing in human life. With the development of information technology, communications media is growing increasingly sophisticated and increasingly diverse, one of the media is Internet. Another perceived advantage through the development of internet media is in the economic field. Now the e-commerce (commerce via the internet) started to play an important role in human life. Man who had been buying items by coming directly to the stores now prefer to buy goods over the internet with ease of trading offered via the Internet. It is also used by lovebird breeders

and fans, they communicate and share tricks through Kicau Mania blog.

As expressed by Mr. Abimanyu, one lovebird breeder in Cibubur, said: "I was greatly helped by the development of this communication medium called internet, being a lovebird breeder and lover I can share information about lovebird and at the same time, through the internet I also our run transaction of buying and selling of our breeding to other lovebird fans without noticing our different location. We have a lot of blogs for the breeders who have managed to share that information with novice breeders so that they have enough knowledge to start their breeding."

As expressed by Mr. Chandra, one lovebird breeder in Wonogiri almost the same as said by Mr. Abimanyu said: "I was greatly helped by the development of this communication medium called internet I can look for information about proper bird care for, treat a sick bird and especially to share with fellow bird lovers. I very rarely get the information from other media such as books, television and other media are offline."

The statement above shows that lovebird breeders and lovers are usually connected via internet to share the information. Kicau Mania blog is indispensable for novice breeders in order to start their breeding with the considerable knowledge through conversation on the blog. Based on observations by the author, the novice breeder usually more active in asking for information to the breeder who has been successful. In addition as a medium for sharing information, the breeders also utilize Internet to buy and sell birds. From observation and interviews conducted by the author with the lovebird breeder located in Yogyakarta, Mr Kempot said that: "I started my breeding farm in 2011, but for the White-rumped shama has been started since 2007. What encouraged me to breed lovebird was an advice from Kicau Mania fellows whom I did not know directly but I had known quite well in the blog, he was in London invited me to raise lovebird. Remote town was not a barrier for me to continue to

ask my friends. He told a clear and complete information to me and also to the other Kicau Mania friends . Based on that information that I got from a Kicau Mania friend eventually I decided to breed lovebird. I do the same thing for Kicau Mania fellows today. If someone needs information about how to raise a lovebird, I would be happy to provide the information. In addition to providing information about the breeding I also <sup>1</sup> sell birds through existing blog".

From the above it is seen that the internet is a helpful means for lovebird breeders in sharing information about their birds and a medium for trading transaction at the same time. There is no limit of time and distance to continue to communicate with the other bird lovers. From observations by the author to the lovebird breeder in Jakarta, Bogor, Solo and Yogyakarta that classification is divided by type of lovebird's eye, there is lovebird that has a glass eye (valve) and non-glass eye (non valve). The former one is the more likely to be bred, because this type of lovebird – which also often competes – is highly valuable for sale. This valve type of lovebird is classified into two; red-eyed and black-eyed. The red-eyed is quite rare as it is a bit difficult to breed. Lovebird has a beautiful colorful coat. Valve and non valve lovebirds experiencing different spawning period. Every breeder should know the type of lovebird.

As expressed by Mr. Abimanyu, a breeder from Cibubur that: "Non valve lovebird will usually enter a period of spawning at the age of six to seven months, it is sooner than the valve lovebird where it will lay eggs after the age of eight months. Valve lovebird usually bred for a higher price and can compete in a contest. I have 12 pairs of lovebirds which were bred from the a champion female parent. This is actually my choice in order to get a good generation and has a winning mentality."

It is also submitted by Mr. Sri derived from Solo as he said: "I have 30 pairs of lovebirds and all is the valve type. I chose to breed lovebirds because raising them is not so difficult and lovebird is pretty much

always highly in demand by bird lovers. Besides being contested, lovebird can also be used as a variation of songbirds such as shama, magpie, walnut, and greater green leafbird. All lovebirds that I breed is black-eyed valve lovebird, of which colors including: dark blue, dark green, pastel green, pastel yellow, olive and blue. I sell the chicks from these lovebirds at a price that varies depending on coat color and it's voice; all done through Kicau Mania blog. Buyers of my lovebirds spread throughout the island of Java and usually if there is buyer from outside the city of Yogyakarta the bird will be sent via train or bus."

From the various opinions above shows that the often bred lovebird is the valve because the price is higher and more in demand by the bird lovers compared with the non valve. Valve lovebird experience spawning period at eight month. According to Mr. Abimanyu that: "lovebird breeding requires patience but it is not too difficult. Preparation for breeding birds and breeding equipment already available, the most important is to check whether it is time for lovebird to lay eggs or not. Parent will spend most of the day perched side by side with her partner, lovebird already feed each other. Male will take up a position behind the female parent means that the birds will mate and ready to breed. The sign of lovebird marriage is when the female lovebird opened wings with the male on the back."

From the observation that the author did to all the informants in this study that the lovebird is easier to bred compared to other songbirds. Lovebird only eat grains and vegetables without the need for additional hongkong caterpillars, crickets and bananas like what we should prepare for other birds such as magpie, greater green leafbird, and stone magpie. When laying eggs, lovebird usually once laying around 3 to 7 eggs. But too many eggs are tend to reduce the quality of the eggs. Usually at the time of mating to laying the breeder provide additional food such as spinach and corn to provide better quality eggs which will be lovebird chicks. Lovebird hatching period varies usually

**1** about 21 to 25 days and usually it doesn't lay all eggs at once because the eggs come out at different days.

Eggs of a first-time-laying lovebird usually do not hatch. This is due to the bird does not yet have the experience to incubate, the term commonly used by breeders is a "waste of eggs". Since the first egg hatching was not successful, after wasting lovebird eggs usually will mate again and within 10-14 days will spawn again. For the second and subsequent eggs will usually hatch if there is no thing that makes females become stressed during the brood. For the hatching phase, breeders were forbidden to check out too often, this results in females becomes angry and stressed out, it can take as a result of the bird or the eggs that did not hatch.

From interviews conducted by the author to Mr. Abimanyu said that : "female lovebird which does not have a partner (male) could spawn, this is because the female bird has reached the spawning period , in which the reproductive organs are able to function normally and will produce eggs (ova) and then processed in such a way in the reproductive tract, including packaging materials ovum by shell / shell in the oviduct, and excreted through the cloaca in the form of an egg. If it get mated by the male birds, before wrapping the shell material the male sperm will fertilize first produced egg seen from the green dot called germinalis disc (embryo candidates). But if it is not mated with the male, the eggs will be laid without a prospect containing embryos that will not hatch even though the parent incubated or hatched using an incubator. Eggs that do not have these embryos candidates called infertile eggs.

The question that often arises from the initial breeders in blogs and other social networks is the failure of the females in producing eggs and incubating their eggs, caused by many factors.

Mr Abhimanyu said many causes to this case, including breeders not knowing the exact age of lovebird especially for females, this is because if the bird is not old enough to enter the spawning period, the birds will not

lay eggs. Or something else because breeders can not distinguish with certainty where males and females, this is because the lovebird is a sexually monomorphic bird, in which the male and female birds look almost the same, so even though it looks like paired, it will not lay eggs.

It also has been added by Mr. Sri, another thing that can cause female birds do not lay eggs is because the female bird is a hybrid between the valve and non valve lovebird. Descendants / first filial (F1) from the results of this cross called regular or semi valve are mostly infertile. In some cases, the semi valve female also failed to produce eggs. In order to spawn the type should be matched to it's type - valve mated with and a non valve with non valve. Another factor is the perceived inconvenience of birds such as the need for low light, the exact placement of nest boxes and the corresponding size of the lovebird, and hormonal disorders. There is a special light settings full spectrum light for birds breeding.

According to Mr. Ayi additional food is needed to stimulate the female to lay eggs faster. These foods include kale, sprouts, watermelon seeds and cuttlefish. But for birds bred for contest, it is forbidden to provide additional meal like this, because it accelerate the spawning phase and the bird become rarely voicing. It is also necessary to give vitamins to increase fertility for the birds. From the information I get from other breeders also provide Bird Mature, where this vitamin is a multivitamin and contains high doses of hormones to stimulate bird's fertility.

According to Mr. Kempot, breeder of Yogyakarta said that: "a newly hatched lovebird is not supposed to be directly nursed by it's parent because the parent will provide food to the hatchling. Usually I move the hatchling to a specific place assisted with 5 watt light bulbs after a week old, this is because the hatchling has very fragile bones and is still very sensitive. After a week I put the hatchling in separated place I feed it four times a day with porridge for baby. At the beginning of this breeding I let the lovebird



feed it's baby, but since i get knowledge from sharing with breeders through my blog, I knew that two-weeks old bird is ready to be separated from its parent so that the parent can <sup>1</sup> recovered back to spawning again."

It is different with Mr. Aidi Wijaya, he said that: "the system of taking care of my own breeding is nothing new to me, I have done it a few years ago, but lately I do plasma system. Plasma system is a system where I give a male or female parent belongs to me to be lent to other breeders that I know well to be mated to its parent. My friend will take care of her until hatching. For the results, I usually pick the best of the hatchling. I think this system is very effective and efficient due to my limited time, plus it will save the cost of care. It also provides an opportunity for other breeders to be able to have more birds.

This is done by Aidi Mr. Wijaya due to lack of time to take care of his birds, and also to serve the purchase of birds and bird products via internet, so according to him, the plasma system is very effective and efficient in breeding lovebird. It also provides an opportunity for the bird enthusiasts for raising the quality brood stock. Plasma system is beneficial to both parties. I did a plasma system with eight other breeders not only in Jakarta, but several other cities as well.

Lovebird is a type of bird that is faithful to the partner, it is seen in the breeding where lovebird can do together in the same enclosure as long as females and males have the same number, this is because the male only mate a single female, despite having other females in the cage. Lovebird which comprises over one pair in a cage called a colony and this is the uniqueness of the lovebird. But according to Mr Priyono: "I breed lovebird with non-colony system, in which there is only a pair of birds alone in a cage, I did it so that I can control the development of each pair of my birds, if it lays eggs and hatch them later I can easily recognized these hatchlings come from which parent. I also ordered rings via internet (Kicau Mania) from other specialists to make

the ring for a variety of birds. I often share information to Kicau Mania friends through the internet and sell my lovebird chicks through a Kicau Mania blog. Some of them come to my house and there is also a request to be sent by train if you are outside of Jakarta. I do not serve purchases outside Java because it is difficult to send. My lovebird and the chicks are given special food for puppies birds originating from Belgium, name Nutribird food , this food is given three times a day with the help of injections to chicks from the age of one week to two months."

From interviews conducted by the author, according to Mr. Ayi said that: In addition to breed my lovebird, I am is also an lovebird importer of the Philippines, the Netherlands and Taiwan. My specialization is valve lovebird with colony. The advantage of this system is it does not require a colony cages to clean up and not too time-consuming. Usually my buyers get the info through Kicau Mania blog and Blackberry Messenger pin that I post on the blog. My buyers mostly know me from the blog, making it easier for them to ask questions and make purchases directly through the blog than come directly to my place and the monitor directly, while those from out of town are usually making purchase through the blog with a trust-based system.

The same thing was said by Mr. Chandra that the breeding system is done in two ways. the first by per couple and by means of colonies. Usually the one pair for better quality of birds for the colony while the quality standard. Usually to use the ring I distinguish color. For good quality black while the green standard".

Based on observations by the author at the farm owned by Mr. Abimanyu, lovebird has a ring (ring) worn to lovebird's foot. This is done so that it would be easy to be recognized which chicks born from which parent. Ring can only be worn when the lovebird still hatchling and can not be released once it is inserted. This ring was made with the name of a specific code in accordance with the chicklings

characteristic." <sup>1</sup> But for other breeders like Mr. Sri of Solo and Mr Didit of Yogyakarta said: "I do not wear rings to my birds because of i did not initially provide it for the breeding, somehow usually at the time of the transaction through the blog the buyer ask about the ring, but I don't think about the rings for lovebird as a priority for now."

Internet is required so the farmers and the bird lovers can share information. Usually the breeder and bird fans who already have more experience will share their knowledge with the novice breeders who are still in desperate need of information. In addition to information, the photos of birds, cages, bird ring and all related thing are shared to the Kicau Mania community. During this time the breeders and Kicau Mania fellows always be honest and professional in sharing information and conducting transactions. Because if you lie to other, Kicau Mania fellows will submit a warning. From all the buying & selling activity and information sharing through the blog, there has never been a loss. As expressed by Mr. Sri Solo, that: "usually the seller who will proceed a transaction will provide a detailed specifications of the bird, photos and even videos so that buyers would not feel deceived. Bargaining is usual to do to find the deal for the sale of birds".

Internet as a medium of communication and information has a dynamic interactive offers to the bird fans. Internet can be the center of media and information resources that are not limited to the well-informed users to breed or trading. In addition, a broad range of internet certainly pass between continents, between countries , and between cultures . And can be accessed anytime and anywhere. The function of the Internet as a medium, offers services for the development of information and also for businesses as part of a modern lifestyle for the bird fans . The Internet provides a space for the bird enthusiasts to express an idea, either through writing video, image, sounds, or a combination of the four. However, not all the content on the Internet has a value of interest to be known by the audience. Many other

facilities of the internet are far from understanding the mass media itself , such as the currently trending social networking sites. Although there is little information, but the main objective is not the application of mass communication but to interact directly with lovebird enthusiasts.

As expressed oleh Aidy Mr. Wijaya that : " I have a personal blog in addition I also have a facebook to display a variety of photos and information about the lovebird. I have three lovebird farm , and all kinds of my lovebird breeding is aided by several assistants who diligently to take care of the birds. The birds from my farm has spread throughout Indonesia and mostly of Borneo. They know me from social networks and personal blogs. Besides farming I also produce vitamins and foods for lovebird chicks and it is definitely my lovebird chicks using their own products. I feed them 2 times a day, with a portion of which varies depending on the age of chicks." The same thing expressed by Mr. Abhimanyu: "I have a twitter account, facebook and Blackberry Messenger for a group to be able to communicate more intensely with other bird enthusiasts, which initially just friends through the blog until finally make friends through social networks and Blackberry." while Mr. Sri said that he relied only to the blog alone, but he does not yet have a twitter account and facebook, even though many Kicau Mania friends that wanted to helped him to open the account. "It is still not my response because I feel sharing through the blog alone is quite effective because it can exchange information clearly."

Many perceived benefits from the presence of the internet for the breeders and the bird enthusiasts in posting and obtaining information or even conduct transactions. With the help of internet, the breeders are now able to breed and the results are tangible. Lovebird chicks owned by Mr. Wijaya Aidy derived from Albino lutino bird species, usually highly anticipated by other Kicau Mania friends as it is descendant of a champion bird, the highlight types of Lutino are: Azuri, Alexis 1, 2 and 3. While Type

<sup>1</sup> Albino is a mainstay me is : Snow White and The Cloak. This bird has a good breed of body and voice. If this breed of bird nesting and hatching, the Kicau Mania friends are reserving, they even had to queue up to get a breed of the bird. They communicate through facebook , Blackberry Messenger and blogs to ask the development of the bird.

Similarly expressed by Mr. Abhimanyu that: "I have one pair that I cross-breed between Pastel Green and lutino, when the lovebird chicks are hatched there is no doubt that the bird fans will get in line to buy it, because up to now the chick from such breed always the achieve good breeding and number of successfully hatched eggs are never less than three".

This shows that honesty in providing information and conducting transactions is very crucial so that the confidence will be maintained, so that bird-related trading through blogs, facebook, twitter and Blackberry remains stable and conducive for the bird fans.

There are other benefits of the internet for the breeders than to communicate, or to buy and sell; it can also be an object of research. Another important function of the Internet is to do research and comparison. Breeders use the Internet for research in order to find out how far the benefits of its products compared to other similar products that already exist. Research function here can also be used to search for a new formula to strengthen the quality of birds. Research is also useful to know what is being done by other competitors lovebird breeder. The main weapon of doing research is to use search engines well. Using search engines is not easy. The use of the right keywords will accelerate research efforts on the internet and you will eventually be able to compete with other breeders who do not use the Internet to do research. But still very little research method that uses this is because it is not as easy as using a blog or other social network.

However, as expressed by Mr. Abhimanyu, usually the research through internet is just to compare strategies I use with the strategies used by other breeders,

which one has good result; which is usually a good strategy and the profitable one. The proper strategies will be shared to other breeders. "In addition, other positive effect of the internet is the advent of citizen journalism is rising up as a means to channel the instinct to inform; which is one of the human nature. This citizen journalism appears in the form of a personal blog which now can easily be made in a matter of minutes. And this is what the bird fans already do by sharing with others to create a personal blog". As expressed by Aidi Wijaya - one lovebird breeder who has been successful with red-eyed lutino lovebird: "My personal blog have many visitors because I open up the space to interact with other Kicau Mania friends. Learning that I share to the lovebird breeders is not a face-to-face interaction, but using the new media have made it easier for us to interact; as if we're making face-to-face contact with other users."

Mr. Abimanyu said that for Kicau Mania blogs consist of varied information about the various types of birds, but to make it more specific and integrated we have blog and Facebook account for lovebird fans namely *Komunitas Lovebird Indonesia (KLI)* (Indonesia Lovebird Community). It's a dedicated place to share information about lovebird. We can monitor the current trending through this particular blog and Facebook account.

Added by Mr. Didit, said that "I usually upload a video<sup>1</sup> to Youtube about the achiever birds that I'm going to sell, I did it so that the lovebird fans can pay attention to the style and appearance of these birds during the reaction. It shows that the medium like Youtube really helped me to present my lovebird appearance so that nobody feels deceived. Because if the buyer feel deceived then there will be no one else to buy my bred birds".

Meanwhile, according to Mr. Ayi: "Internet medium helps to research, sometimes I only see the excellence of other breeders' birds, and also to share the experience and the most important thing is to



**1** expand business contacts, because I'm sure someday I definitely need more bird lovers". Unlike Mr Aidi Wijaya who said that "through the internet I can share the knowledge to many people regarding breeding lovebird, how to take care of lovebird, also introducing products that I make and sell it to all my Kicau Mania friends all over Indonesia."

Mr. Sri added that most of the bird fans obtain information through the internet, the rest get information through Kicau Mania newsletters and newspapers. Meanwhile print media such as magazines and newspapers have no interactive aspect so it is unlikely to have a discussion among the bird fans through these print media.

Typically the breeders utilize internet as a medium for communication, business and also to support a research. As for the research-supporting function, is usually used by the novice breeders while the more experienced & settled breeders use the internet for sharing information and business. Varied opinions also given by the informants in this study, the purpose of why they are breeding lovebird.

According to Mr. Abimanyu, "the purpose of breeding lovebird is to preserve bird habitat. Due to the current rare forests where the birds live and breed through breeding to preserve the habitats of birds, especially lovebird. Besides, I also love the bird, when I come home from work and really tired, to see the birds and listen to the sound makes me more relaxed. And most importantly, having many friends who are members of the Kicau Mania all over Indonesia whom i don't know directly but I know well enough through internet such as blogs, Facebook, and Blackberry Messenger.

According to Mr. Aidy Wijaya from Jakarta, he said that "the purpose of conducting breeding of lovebird is to preserve them, to do my hobby as a bird lover and most importantly to run my business. Because these birds are very promising business, especially for me who not only buying and selling birds but also create vitamin and food products for birds,

and a large part of my buyers are the Kicau Mania connected via the Internet".

According to Mr. Ayi of Bogor, he said that the purpose of conducting breeding lovebird is to preserve it, because i am a judge of Kicau Mania contest in Jakarta and Bogor, as well as a lovebird seller besides an importer of lovebird from Taiwan, Philippines and Netherlands. It can increase my income and satisfy my hobby as bird aficionados at the same time. Internet is very helpful in giving me information and I also take advantage of the Internet as a medium to communicate with the Kicau Mania all over Indonesia. In addition to being business associates, breeding lovebird also help me making new friends who have the same hobby".

According to Mr. Chandra from Wonogiri that the purpose of breeding lovebird is: "I do the breeding goal is to conserve birds and become a business tool as well for me. besides that I also have many friends who only know through the internet. I rarely familiar with the buyer in person, we usually conduct transactions via the Internet and trust one another".

According to Mr. Sri from Solo he said that the purpose of breeding lovebird is "to do business because I am a breeder; in addition to lovebirds, there are shama, magpie, walnut, and greater green leafbird. This is because the business has been established since my last few years and it is expected to increase my income for my family. Through the medium of the internet I can exchange information with the other bird fans in buying and selling birds, and also through internet I also get the schedule and location to compete in bird contests, usually I come to sell my ranch birds directly to prospective buyers".

According to Mr. Didit of Yogyakarta said that the purpose for doing this lovebird breeding is "the most important for me is to maintain the sustainability of birds, it is also my hobby but it can generate revenue and add friends who are scattered throughout Indonesia, who have the same hobby with me".



1

The obtained results based on interviews and observations by the author to all informants in the study is that their goals in breeding lovebird is very diverse, but the main one according to them is to preserve endangered bird habitat along with the reduction in forest land where the birds live and breed, with many breeders from Kicau Mania community it is expected to maintain the preservation of bird habitat. In addition to the hobby can also add to the knowledge and income for the breeders through the internet. Usually breeders do breeding in and outside the owner's home, therefore it is required for the breeders to maintain the cleanliness and health of the birds, and to avoid the various diseases in breeding as well as to the owner. The cage must be cleaned regularly to keep them clean and prevent disease. In addition, breeders usually use vitamins for their birds to stay fit and healthy.

According to Wijaya Aidy that: "supplements are very necessary for the birds to stay fit and healthy, but it is also for those who want to make a bird more competent in contest. I produce a wide range products with many benefits and I sell them via the Internet so that the bird lovers spread throughout Indonesia who wants to buy a product can order it online".

Internet makes communication possible to do without the limit of distance and time to exchange information completely and clearly.

### **Closing Conclusion**

From the discussion above, the author can conclude that the internet is a very influential medium for breeders to exchange information with lovebird lovers community. In addition, internet is also utilized as a business medium to support buying and selling birds and bird products such as bird feed and vitamins for birds. The breeders do lovebird breeding with the aim of preserving the lovebird habitat of which existence is endangered by the constantly reducing forest land.

### **Suggestion**

From breeding done by breeders located in four different cities it can be seen that the benefit of internet for the breeders is still exclusive to the Kicau Mania community, but the benefits to society in general are not yet perceived. Through new media it is not only limited information on the breeding, sale and purchase of birds, but also through the use of new media it is expected to provide benefits to the general public through social activities of Kicau Mania community to communities in need, such as victims of floods or other society in need. Hence the blogs commonly used by Kicau Mania community for exchanging information about the lovebird can also be used for other purposes such as in terms of social activities.

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