

ABSTRACT

EFFECTIVENESS OF THE USE OF ONLINE MEDIA BY MOTOR CYCLE COMMUNITY AS MEDIA FOR BUYING AND SELLING USED GOODS

(Study in Honda Tiger Miling List Lampung Motor Community)

In our day to day life, many individuals and groups who use online media as a medium for the delivery or exchanging messages each other. This was probably due to the technological development of the online medium itself has been very rapid. In addition, the levels of use is not too difficult even in some parts of online media tends to be easier to use than having to come face to face directly. One of the reasons why some individuals or groups using online media is that online media knows no distance, so all activities conducted in online media can be done anywhere wherever an internet connection is available.

One of the community who is using online media as one of the tools or media to do the sale and purchase transaction is the "Honda Tiger Miling List" (HTML) Lampung motor community. HTML stands for Honda Tiger Mailing List, is the community of enthusiasts and owners of Honda Tiger motorcycles in Indonesia that interact via the Internet using the mailing list. HTML mailing address at honda-tiger@yahoogroups.com and was first established on 18 October 2000 at Yahoogroups server. HTML mailing list becomes a network of communication and interaction among fellow Honda Tiger users. Familiarity and communality is happening in the communication and interaction that makes HTML evolved into a community / user community with Honda Tiger Mailing List based on the so-called then HTML.

This motor cycle community using online media beside to communicate each other with all the members who are not domiciled in their area, they also use it to process the sale and purchase of goods among fellow members. When compared with other existing motorcycle community in the area of Lampung, HTML Lampung is the only community in Lampung that has an official website and use the website for buying and selling used goods in it. It can be seen when we access the web page of the HTML communities at www.honda-tiger.or.id address, on buying and selling second-hand thread, we can find members of the HTML Lampung motorcycle community, which use this facility online media as the medium used for the process of buying and selling used goods. With the online media, allowing members of the community of HTML Lampung to be able to sell or buy used from other members who are outside the area.

Formulation of the problem in this study is whether the use of online media by the HTML Lampung motor cycle community is effective as media for buying and selling used goods? The purpose of this study was to determine the effectiveness

of online media usage by the HTML Lampung motor cycle community as media for buying and selling used goods online. This type of research used in this study is the type of descriptive research. Research informants are members of the Honda Tiger Miling List Lampung who serves as the board by the number of 3 people and members of the Honda Tiger Miling List Lampung who have had members of the national registration number as many as 2 people. Source of research data is based on primary data source in the form of interviews and secondary data sources that are the result of observation from the writer on the media and study of relevant documentation. Data collection techniques in this study using in-depth interviews, observation and literature study. Techniques of data analysis in this study using data reduction techniques and a display or presentation of data and verification data or inferences.

After a series of stages in the research, it can be concluded that the use of online media by motorcycle community as a media buying and selling used goods is effective. Judging from the high interest in using online media as the media buying and selling used goods by members of the motorcycle community, has been able to pin down messages delivered through the online media among fellow members in the process of buying and selling used goods, as well as the existence of a clear interaction between the members in it.