MEDIA SOSIAL DI MALAYSIA DAN INDONESIA:
PENGGUNAANNYA SEBAGAI ALAT KOMUNIKASI, KOLABORASI DAN
JARINGAN DIGITAL

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Abstract

Social media has become a global phenomenon and Asia is the largest market in terms of consumer participation. The study conducted by Universal McCann indicated that all social media platforms grew significantly and showed an increase in penetration rate from 33% in 2005 to 83% in 2008. In Asia, a total of 456 million users, which is one third of the world's population online, engage with social media activities. For instance, favourite activities for Singaporeans are blogging, social networking, and online forums, while Malaysian seems to prefer blogging and interacting and social networking sites such as Facebook. Internet users in Thailand are inclined to be more attracted to the “citizen-journalism”, blog or any platform of news sharing while in Indonesia, the use of instant messaging via the Blackberry Messenger (BBM) to communicate and interact in the cyberspace is popular. This shows that social media is used to interact, collaborate, and share digital contents as well as build the digital networking that encourages its members to connect with each others. This paper discusses the use of social media in Malaysia and Indonesia and how it can be used and bring benefit the relationship among the people of the two countries.

Keywords: social networking, computer-mediated communication, information and communication technology