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Strava: participatory culture and community engagement of rocc members

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Abstract

The Rogue Cycling community is a road bike community that is experiencing the development of online member communication interaction activities. The interaction process generated offline is now getting support through Strava as the new online-based media. Rapid development of communication technology has created a new era where people can interact without the limitations of space and time. The potential use of Strava's new media is considered not only to be a participant, but also to shape the process of creating meaning. New media are also believed to have abilities that resemble interpersonal communication. Strava was formed in order to connect people with the community to increase interaction with each other through the features provided. This study aims to determine the participatory cultural components that make up the Rogue Cycling community in building the involvement of each member through Strava. This research uses case study method with qualitative descriptive research. The results showed that Rogue Cycling involving Strava's new media when analyzed using the concept of participatory culture (affiliations, expression, collaborative problem-solving, and circulation) had reached the four stages of participatory culture based on the formation of virtual Rogue Cycling community in Strava. Such as participated in upload cycling trails with members or carried out the circulation cycling trail process during cycling practice. The essence of participation through the support of the community concept and community involvement also shows that cycling activities cannot be done without a meeting, but virtual community activities and real communities make important contributions to the community.

Keywords: Community Engagement; Digital Communication; Participatory Culture; ROCC Community; Strava.

INTRODUCTION

The process of communication that takes place between several people in a continuous period of time can intentionally form a community (Mulyana,

2010). Interpretation of communication that occurs between individuals, is also able to create a more impactful communication effect within the group. Beebe and Masterson (2006) stated that small group communication is any form of interaction that takes place between 3 and 20 people who are working together to achieve an interdependent goal (Tilton, 2019). Tilton (2019) mentioned that small group communication is more than the formation and maintenance of relationships or the mission of the collective whole. Communication within the community also provides an equal opportunity for each member to create value that impacts each member. Each member in the community also forms a sense of interdependence and need for one another. The participatory culture formed within the community also forms strong support for creating an activity, and sharing experiences with other people. Bernier (2020) mentioned that new media literacy can increase sustainability's presence in teens' media participatory culture. Participatory culture is also associated as a form of culture that is also experiencing rapid development, because there is support from information technology and new media. Another Research from Boxman-Shabtai (2019), shows that The combination of participatory media with a parodic message potentially yields a powerful sphere of cultural resistance.

The use of digital communication platforms and all communication technologies in society has not only expanded the scope of communication, but also increased the range of options used for expression (Light & McNaughton, 2014). Members in the community also believe that their contribution is very important in feeling social connection with one another others with activities such as creating and distributing content and uploading online activities (Jenkins, et.al, 2009 p. 6). The involvement of participatory culture in a community can directly support the formation of the role of members' activities in the community who used to interact offline, but are now getting support for activities in new media. Research by Wardani (2018) "Participatory Culture among vloggers" has the purpose to find out the phenomenon of the emergence of vlogs that replace the form of blog media content as evidence that today's society has turned into prosumers who participate in producing and consuming information from other media content. However, the development of the bicycle community in the community is also a concern, especially for the formation of the bicycle community which is currently being formed. The things that underlie researchers in studying and using Road Bike Rogue Cycling Community (ROCC) is a community that focuses on functional, lifestyle and sports activities to be carried out together. This community is also active in the use of new technology-based media Strava. Research from Rivers (2020) shows that the perceived motivational affordances of the technology are shown to reflect a coherent Strava discourse relating to self-tracking, data, community and dependency.

Participatory culture that ROCC has created for each of its members since its formation, starting from the affiliation stage within the community. Formation of community communication engagements, both offline and online Strava meetings up to the expression stage, namely the implementation of cycling activities agreed by the community for each participating member, as well as online activities through activation of activity uploads on Strava.

ROCC community also ensures that this community is private, where people who use road bikes participate. In addition to meeting the needs of members to the community, it also does not close itself to the new media or new technology. Related to the use of Strava, previous research by Smith. W. (2014) with the title “Mobile Interactive Fitness Technologies and The Recreational Experience of Bicycling: A Phenomenological Exploration of the Strava Community” explores about Strava. The purpose of this study is to provide new insights into the development of Strava technology in mediating people, so that everyone is able to provide a new experience of cycling, but also aims to motivate someone to exercise. This study reveals that Strava is still a relatively new technology, then the effects of social formation and construction are much easier to examine over a longer period of time, along with studying Strava-based technology applications that have the potential to overcome the obesity epidemic facing the United States.

The rapid development of communication technology has led to an era where every individual can communicate with each other, without any limitations of space and time that directly involve new media. New media also provide access in the form of faster and wider interactions. Jenkins. (Murwani, 2012, p. 22) suggests that the potential use of new media will involve participation which can also be a means for each individual to not only become a participant, but also be involved in the process of meaning creation. Community plays a role in shaping social identity, because the mechanisms in social identity help explain how members identify themselves in the group, and create a sense of loyalty within the group (Martinez et al., 2016, p. 108). Strava supports in building the engagement among members of ROCC, because Strava seeks to encourage participatory community communication activities that were previously carried out with traditional participatory methods, now are balanced with participatory online. Different from two previous study, this research focuses on the participatory culture that exists in the Rogue Cycling road bike community to see the engagement through Strava. How do Strava support participatory culture among community members? Based on the background that has been described previously, the research question for this study is how is the participatory culture of ROCC community communication in building member engagement through the Strava application?

Participatory culture is a culture with relatively low barriers to artistic expression and civic engagement, strong support for creating and sharing one’s creations, and some type of informal mentorship whereby what is known by the most experienced is passed along to novices. A participatory culture is also one in which members believe their contributions matter, and feel some degree of social connection with one another (at the least they care what other people think about what they have created).” (Jenkins, 2006). The forms of participatory culture, according to Jenkins are classified into four types: affiliation, expression, collaboration to solve problem, and circulation. Affiliation is a form of participatory culture which is marked by the combination of self (formally and informally) of the fans as part of online community and centralized on online social media. Expression is a form of participatory culture through the expression of someone. An individual can create new form of creativity on online media. Collaboration to solve problems

is the type of participatory culture marked with the cooperation of the group, either formally or informally, to develop new knowledge. Last one is Circulation is a form of participatory culture where there is a formation of information flow on media to sharpen and enhance the content (Jenkins, 2006). Jenkins mentioned the difference between interactivity and participation. Interactivity refers to the usage of technology to create responsiveness between inputs, and feedbacks from consumers. Meanwhile participation is more an open form, less controlled by the media producer and more to the control of media consumer.

Carter, S. (Martinez et al, 2016, p. 107) reveals that a community is a group of people who have the same interests or preferences which in the capacity of their members consist of three to thousands of people. People who basically join into a community because it is based on a goal in the same direction. Therefore, in groups other than having the same or the same interests, they also participate in each other and have a shared sense of responsibility to maintain the community they have. Being part of a community is a characteristic common to both humans and species. Community also plays a role in shaping social identity, because the mechanisms in social identity help explain how members identify themselves in the group, and create a sense of loyalty within the group (Martinez et al., 2016, p. 108). The interesting thing about the community is that initially the community itself is referred to as a small and homogeneous group, characterized by family or emotional relationships. However, these characteristics develop so rapidly that the community grows as a heterogeneous individual union that has certain goals and even characteristics. People who identify them as part of that community need to be interpreted as a “sense of community.”

Community Engagement is a collaborative work process among people in groups based on geographical proximity, special interests, or the like (McCloskey, et al. 2011, p. 7). People involved in community engagement can usually include organized groups, institutions or individuals. The process of group involvement in the community identifies the positive representation of values generated. According to McCloskey, et al. (2011, p. 8) there are 9 related areas and strategies such as agenda, design and delivery, implementation and change, ethics, the public involved in the project, academic partner, individual research participants, community organization, and the general public.

METHODOLOGY

This research is based on post-positivistic paradigm, because it is used by researchers as a basis in examining the condition of natural objects, where researchers are the key instrument, and qualitative research results emphasize meaning rather than generalization. Since this research is about building member engagement through the Strava application, so it focuses mainly on describing the characteristics of individuals, situations, and groups and focuses on one variable (Ruslan, 2013, p.12). In qualitative research, the process of inquiry integrates the processes of data gathering, analysis, and interpretation organically into a whole (Baxter, Leslie A. & Babbie, 2018). Qualitative research generally studies the details of meaning making in

particular situations or groups. Data gathering using semi structured interviews as primary data. Semi structured interview is when the interviewer has prepared some list of questions, focuses on gaining information and still has control over the response of the informants. Researchers in this study used case studies as the method. According to Yin (2018, p. 21) case studies are research methods that can be used, when the main research question contains "how" or "why", then the researcher has little or no control over the event, and then the focus of the study is contemporary, not entirely historical.

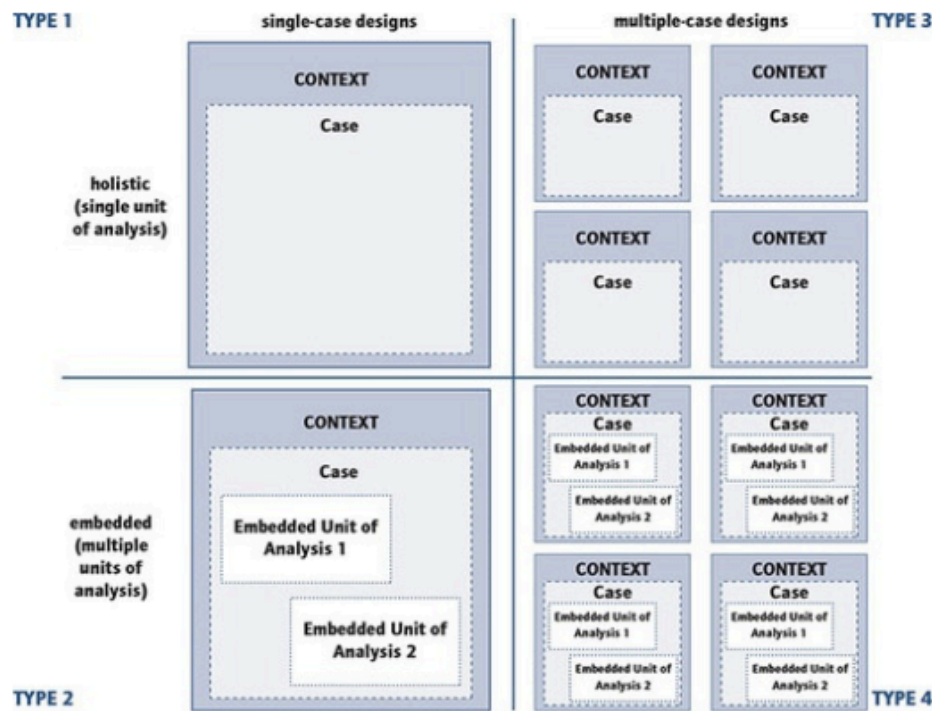


Figure 1. Basic Type of Design for Case Studies
 Source: Yin (2018)

The type of case study used by the researcher is based on a single case study design using a single unit of analysis. This research is expected to be able to provide knowledge about the participatory culture involved in building community engagement Road Bike Rogue Cycling through Strava. The single unit of analysis in this study is also able to make a significant contribution to knowledge and theory and concept development by expanding knowledge of theories or concepts from participatory culture, thereby helping to focus research investigations.

There are three informants in this research, they are:

1. Arbi as the key informant is the club founder of the Rogue Cycling road bike community.
2. Ramadan as representatives of club members from the Rogue Cycling road bike community.
3. Mulyadi as coach of club members from the Rogue Cycling road bike community.

Table 1. Informants

Informants	Background	Role
Arbi Satya Putro	Founder of ROCC	Key Informants 1
Ramadhan	Representative of ROCC	Key Informants 2
Mulyadi Sadimin	Coach of ROCC	Key Informants s

Source: Primary Data, 2021

After information gathered from the informants, the next step is data validity. Checking the data as the validity of the research data using the four design test technique from Yin (2018). According to Yin (2018, p. 81) the four design tests consist of: construct validity, internal validity, external validity, and reliability. Construct validity aims to identify the stages of operational use related to the concepts used. Based on the research carried out, this study uses two tactics, namely first using several sources of scientific evidence to strengthen the statement by connecting the specific concept with the initial purpose of the study and then including the sources of data generated from interviews. The second step is to connect and ensure data (have key informants review draft case study report) to three community informants consisting of founders, representatives, and coaches who do have credibility, as well as interests in the Rogue Cycling Club (ROCC). Internal validity using pattern matching, the external validity this research proposed uses type 1 single case study design to carry out external validity in maintaining validity by using the identification of theories, and concepts to be linked to case study questions.

RESULTS AND DISCUSSION

Participatory Culture Rogue Cycling

Participatory Culture which was developed directly by Henry Jenkins is able to strengthen the scope of culture in the community towards the use of new media technology, because the function of participatory culture is to aim to circulate content more strongly through the participation of members in producing, providing innovation, and interpret a culture (Jenkins et al, 2009, p. 6). Participatory culture emerges when the culture of both individuals and groups faces a response from the use of new media activities that continue to develop, therefore participatory culture is also carried out by the Rogue Cycling Club road bike community based on community activities both offline and online through the Strava application. Based on the use of the Strava application within the ROCC community for each of its members, there are four categorizations of participatory culture that are highlighted by ROCC members through affiliations, expressions, collaborative problem-solving, and circulations.

Affiliations

The main categorization in participatory culture refers to affiliations, namely incorporation into groups, both formally and informally (Jenkins, et all, p.8). Evidence that refers to its own affiliation is that ROCC has consciously formed an online community on Strava called ROCC (Rogue

Cycling Club). The community also uses the type of racing bicycle as the main role to join in the South Tangerang area, Banten and uses the Strava application as a supporter of cycling activities and the implementation of community communication activities. The formation of communication activities carried out by Rogue Cycling through the Strava application makes Strava an important axis for generating data needed by cyclists.

“So what we really need from Strava itself is the statistical data, so we know our abilities and also the cycling community, but when we gather, we do it regularly. We need Strava because we know it's useful.” (Arbi Satya Putro, 9 March 2021)

Arbi sees the potential generated by Strava as a supporter of cycling activities based on Strava's 'statistical data' which is able to produce actual time, distance, speed, altitude (elevation), heart rate, plotting, and recording trips on the map. In addition, the communication activity in Strava is also to conduct face-to-face meetings via offline. On an ongoing basis, the main role of the Rogue Cycling Club activity with its members is cycling ranging from exercise to physical exercise using a road bike, for example in cycling activities carried out on Tuesday, Thursday and Saturday, Strava is indeed used as a supporting medium that can be directly connected by cyclometer cyclists. The second informants also gave a view that supports the statement about the importance of 'self-training record' in Strava.

“Actually, Strava is more of a self-training record. So every Tuesday we have training, for example, Tuesday is 50 km, that's the average, so in Strava, every training we do is recorded. Starting from the speed, distance, calories and heart rate we are also visible. Then you will see the statistics.” (Ramadan, 11 March 2021)

The self-training record produced by Strava was disclosed by Ramadhan where he also gave an insight into the importance of establishing Strava's online community communication activities in terms of the important features that Strava presents, so that when the ROCC community cycles a distance of 50 km, and each member also activates Strava to generate data, Strava is able to interpret the data through numerical results. The data that Strava produces then becomes the fulcrum for each member to see their abilities, and the data has an impact on improving the quality of each member's self, as well as being an important reference for each member in measuring their cycling ability. In addition to merging themselves through the online community at Strava, as stated by the three sources above, informally the Rogue Cycling community also merges itself into a real community or in-person meetings that aim to gather every member who uses a road bike. Participatory culture in affiliation categorization also involves incorporation into groups informally facilitated by technological developments.

Expressions

The second category in participatory culture refers to expressions, which are related to the activity of creating or producing content in new media or online (Jenkins, et all, p.8). The participatory culture of the Rogue Cycling

road bike community, based on statements made by three speakers, members who join the ROCC also use Strava as a support activity for community cycling activities. The view on participatory culture of expression by involving the second resource person, Ramadhan also looks at the lifestyle point of view in each member of the Strava ROCC community, if members are accustomed to using Strava and are able to analyze the data themselves generated through practice, then automatically other members in the Strava ROCC community also intend to try independently. Each member who uses the Strava application can easily set goals or goals for the required portion of the exercise. Evidence within the ROCC community also participates in the formation of expressions that involve some content formation in it, such as using the Track and Analyze, Share and Connect features, as well as Explore and Complete. Through the Strava application in the expression category, it can be seen from the role of communication carried out by ROCC members in utilizing the features that have been provided by Strava, as well as activities when posting. Regarding expression activities based on participatory categories, this is fully supported by Arbi who stated that the motivation of members who use Strava in each of their cycling activities is encouraged or motivated because each member can see within the limits of the top ten in Strava ROCC clubs. For example, if there are community members who feel left behind from other members, they can catch up.

Collaborative Problem-Solving

The third category in participatory culture refers to collaborative problem-solving, which is directly related to problem solving done to members by trying to collaborate in informal communication within a group with the aim of completing tasks and developing new knowledge. (Jenkins, et al, p.8). The evidence related to problem solving collaboration in ROCC is wanting to see the routine activities section of post activities on the Strava application, where members who are members write comments, and provide persuasive sentences.

“Initially we did invite, first of all, there are people who still ride their own bicycles, we invite them to share so that they can be motivated, why do they have to be alone? So let's practice together. If there is a sharing community, it will be better when you get knowledge too.” (Arbi)

“Actually, the (main) purpose of using Strava is for sports. The important thing is to know what the habits or manners in the platoon are like. The health campaign is actually like that.” (Ramadan)

Seeing the ROCC road bike community experiencing rapid development, there is a need for education and motivational support both directly and online, because of this Arbi said that there are guides and method to members who are especially new to ROCC, where he asks each individual What is the purpose of members to join ROCC, if he wants to ride a road bike by increasing his cycling speed and educating knowledge about road bikes, then we will help together and share with competent people. Mulyadi informed about the rules imposed by the ROCC in road bike cycling, at the same time

he directly stated the conditions in the field regarding members who cycling in a platoon. In particular, the platoon is divided into two parts, namely platoon one and platoon two. The first platoon, then the second platoon started simultaneously, but differed only in terms of speed. For example, the first platoon is 40 km per hour, then the second platoon is 35 km per hour. There are other rules that must be understood by road bike cyclists, especially in ROCC, there is an RD (Road Captain) which functions as a guide and regulates the speed during loop one, loop two, and until the end of the loop. When members will start cycling road bikes simultaneously, Mulyadi will discuss directly per part of the group with the aim of whether that person is able to be included in platoon one or two. Each new member will be directly supervised to see how the progress of today's training is, as well as given motivation to be able to achieve maximum training.

"Usually the first time they join; we ask "how was the training?" "We haven't been able to achieve that much, and so on." Now that's usually in groups, not private, actually. So they can talk to me so they can join platoon one or platoon two so we can make progress. The most important thing in the platoon is the rules, especially because we are just not behind the RC. Sometimes I like to accompany them behind to motivate them. It's like "let's level it up again" but if it doesn't work, we'll leave the platoon and then we can play normally. I usually do. And that is also done until there is an improvement in the training. Actually, it's also not training, but because we are busy, whether we want them to join the ROCC or not, we also respect them as members of the ROCC, which we don't differentiate between the old and the new. If they can be happy with us, that's good, if not, we don't have any ties as well as family ties." (Mulyadi)

Circulation

The last category in participatory culture refers to circulations, namely forms of participatory culture that intentionally shape the flow of information in new media with the aim of strengthening the structure of information in the media (Jenkins, et all, p.8). Strava has a schedule event or upcoming event feature that aims to notify members to join the cycling routine by pressing the join button, so that admins can get comprehensive data.

"Well, we also can't rule out that there are people who can also see our Strava right. Even though you haven't joined the group yet and that's also to attract people too. People can also see on IG, even though they haven't followed. Whatsapp is more private unless he's already in the group. Actually, it's the same as IG, only sometimes people prefer to see Strava because he can see the records of the people who are in its members." (Mulyadi)

The presence of Strava with the Upcoming Event feature for each member who joins makes ROCC members who view and click on the predetermined schedule add to the attendance list, and usability makes it easier for admins to set up the cycling formation structure. Mulyadi said that with upcoming events, it is not only limited to cycling information on Tuesdays, Thursdays and Saturdays, but also includes upcoming events in long ride events such as Anyer which was previously announced a week or two weeks before.

Community Engagement Rogue Cycling

The Rogue Cycling Clubs, which was formed on January 11, 2020, have united themselves with 150 road bike users. In this activity, ROCC manifests its identity and forms itself as part of the community. Based on the first rule in the community that is formed due to the same behavior and interests (Martinez et al, 2016, p. 108). Referring to the first evidence related to the same behavior and interests formed from members who use road bicycles bike in the South Tangerang Bintaro area, Arbi as the founder of ROCC said that the Rogue Cycling road bike community who cycled directly in the community, and indeed if people who want to join but don't own a road bike, it can't be done, although physically the specifications of a road bike with a folding bike, or even a mountain bike, the speed is very different. ROCC as a community that uses road bikes also has its own challenges in its use, as stated by Mulyadi as the supervisor of ROCC who gave his view that it was not only mountain bikes and folding bicycles that became a challenge for the community that moves with this particular bicycle, but apparently not everyone has the same experience to move using a road bike. It is possible for someone who uses a road bike to get injured, so if there are members who want to use a different bike, the tips given by Mulyadi are to try it first, can they compensate or not. The Rogue Cycling clubs which Arbi, Mulyadi, and Ramadhan participated in also encouraged each member to be able to maximize their cycling skills with their members. For example, Arbi said that we not only invite regular exercise with our members using road bikes, but we also remind them that cycling is more effective in regulating proper eating and resting patterns if you want to cycle optimally. Arbi's way of doing reminders is also often done during face-to-face meetings, as well as through Strava and WhatsApp groups.

Arbi as the first resource person explained how to persuade members of ROCC to become opinion leaders regarding road bike information in the community, so he said that for two-way interactions, not all of them were active, because 150 members could not be forced. The process of two-way interactive interaction activities, each person has a different behavior. In addition to interacting directly with Rogue Cycling Clubs in the community, ROCC also seeks to use new media, namely Strava, as a support for ongoing sports communication activities in the community. The third evidence relates directly to the use of the Strava application, where there is a comment field that allows interaction, and the giving of "kudos" or the thumbs up symbol. Arbi said that the members who actively participate in providing comments both live and online Strava, namely through the activities of people who post in the ROCC Strava clubs and have above average abilities, then they will definitely provide support and inquire further about their progress. The kind of engagement or attachment caused by groups including organized ROCC community activities, as well as individual Rogue Cycling communities (McCloskey, et al. 2011, p. 8-9), can be analyzed from 9 areas and strategies that include Schedule, Design and delivery, Implementation and Change, Ethics, The Public Involved in the Project, Academic Partners, Individual Research Participants, Community Organizations, and The General Public. From the interview, the result is the Rogue Cycling Community is actively

engaged through direct interaction through verbal and nonverbal communication, coupled with participatory cultural support by using the new media Strava. Murwani (2012, p. 22) stated that the potential use of new media will involve participation which can also be a means for each individual to not only become a participant, but also be involved in the process of meaning creation.

Discussion

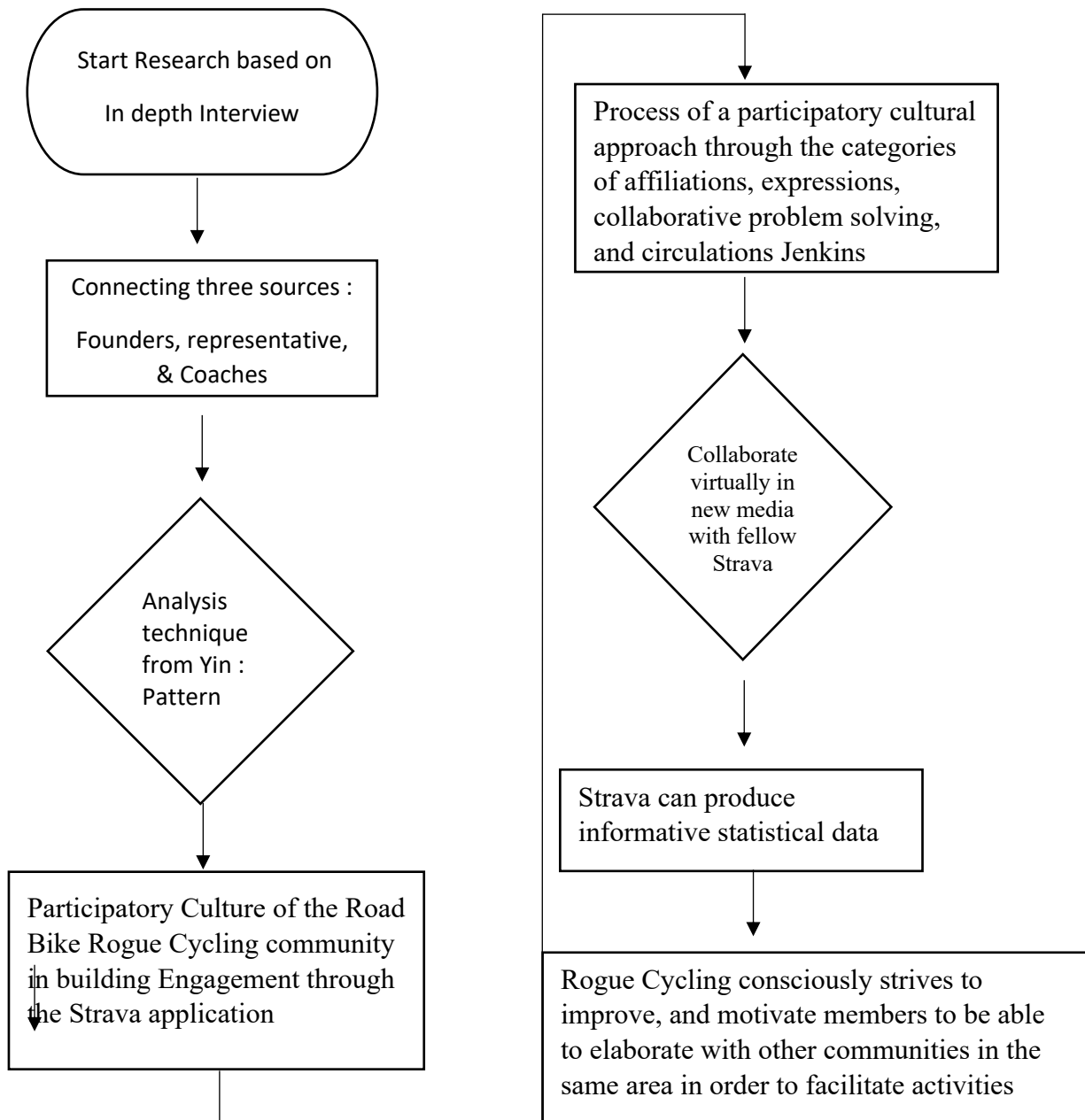


Figure 2. Findings
 Source: Primary Data, 2021

Based on the findings in the field through the in-depth interview method that has been described in the research results by connecting the three sources as founders, representatives and coaches, the researchers will apply the pattern matching analysis technique from Yin (2014) which aims to strengthen empirical evidence in predicting an event to strengthen the validity of research on the Participatory Culture of the Road Bike Rogue Cycling community in building Engagement through the Strava application. When the Rogue Cycling Club Community conscientiously engaged through Strava, the members close to practice participatory culture. The presence of Strava is seen as support, especially for communities engaged in sports, because with the support of new media such as Strava, it adds a form of interaction that was originally only done with direct participation and then can collaborate virtually in new media with fellow Strava application users. The function of Strava can facilitate activities of the cycling community, because Strava can produce informative statistical data. These efforts encourage the community to further increase engagement and motivation in building a more structured and up-to-date community. For the research foundation, the first one is to build a research focus, through research objects with elements, evidence, and derivative questions to build valid data. By carrying out the execution of the Rogue Cycling community with a participatory cultural approach, it can be seen that the significant effects and interactions caused on the four categories are seen. Researchers also understand the ongoing developments in the use of Strava's new media for the cycling community. The results of previous research proposed by Smith. W. (2014) stated that Strava is a relatively new technology, then the effects of social formation and construction are much easier to examine over a longer period of time, so Strava can provide new experiences for both individuals and communities, and seek to motivate people to exercise.

In terms of the community engagement, the process carried out by the Rogue Cycling community can be seen clearly through the community concept approach. The Rogue Cycling community also needs to understand the community's dependence on members, whether exposed to direct interaction, or building interactions through Strava. The effect of involving the Rogue Cycling community in the use of Strava is that it has a wider elaboration, without any face-to-face meetings. An approach that refers to the concept of community, especially the Rogue Cycling community, which has the same interest and behavior towards the use of road bikes for exercise, allows Rogue Cycling to be able to maintain its community responsibly, either through direct interaction, or through Strava. With a participatory cultural approach, it can be seen that the significant influence and interaction caused by the four categories will be seen. Researchers understand the ongoing developments towards the use of Strava's new media to the ROCC community. Referring to the process of a participatory cultural approach through the categories of affiliations, expressions, collaborative problem solving, and circulations Jenkins, et al. (2009, p. 8), it will be clearly seen starting from the stage of incorporation in the group, to understanding the information contained.

Following the results of the study, it was found that in order to present an influence that the community would later see, adaptation efforts with other

communities had to be made. Rogue Cycling consciously strives to improve, and motivate members to be able to elaborate with other communities in the same area in order to facilitate activities. Founder Rogue Cycling argued that with elaboration, it will directly improve the image of the Rogue Cycling community. Coupled with Rogue Cycling, the community and the public will be increasingly known and be able to conduct knowledge exchanges on a regular basis. The Rogue Cycling community also continues to campaign for members to be motivated in carrying out the training patterns that have been established through the schedule of Tuesday, Thursday, and Saturday so that the public will know more about the Rogue Cycling community, both in the Tangerang Selatan Bintaro area, and Jakarta in the city. The final conclusion regarding the concept is that Rogue Cycling has the advantage of opening space for other communities to collaborate together, then through its internal activities, Rogue Cycling maintains a schedule of cycling activities, with the hope that people will easily recognize the characteristics of the community, and the encouragement to join the Rogue Cycling Community as well.

CONCLUSION

Based on the results of the analysis that has been carried out, it can be concluded that the Rogue Cycling Community has interactions through new media developed through participatory culture, as well as the two concepts of direct interaction between members based on community, and Community Engagement. The Rogue Cycling community through a participatory culture of new media in the first category based on affiliations, namely the dependence of members on Strava in generating statistical data based on time, distance, speed, altitude (elevation), heart rate, as well as plotting and recording trips on the map actual, for the needs of members in the community. Based on participatory culture, the Rogue Cycling community carries out activities such as uploading cycling activities through Strava by producing a rank of 1-10, then uploading cycling activity posts with members, motivating members to encourage new members through comments, as well as running circulation through schedule activation before cycling activities.

Through direct interaction formed within the community, three indicators are produced, namely Rogue Cycling standing with the same interests and behavior through road bikes, the presence of opinion leaders who also become the main axis of member dependence, and its relation to providing input through Strava and face to face. Related to the concept of community engagement, which suggests that the potential use of new media in Strava that leads to new media, participatory culture has several advantages to continue strengthening interactions without meeting, but because the bicycle community contributes a lot through real community activities.

Rogue Cycling Road Bike Community (ROCC) must consistently implement communication activities through Strava, so that there is a balance point with other new media. Therefore, it is hoped that this research will be able to contribute to community participation through the new media Strava, and its relation to direct interaction when doing cycling activities. Regarding the study presented by the researcher, communication activities

through new media in technological developments in supporting sports activities must be carried out, so that the data produced by the community for members gets relevant data quality, and the community increasingly maintains performance with its members.

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