INFORMATION SHARING AND MECHANISM IN ONLINE COMMUNITY: A NETNOGRAPHY STUDY

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Abstract

The emergece of C2C (customer to customer) community in e-commerce platform is expected to boost the number of SME moving to online plaform. Since the community could provide information and experience required by new e-commerce players. This study aims to analyse what information is shared by members in C2C community and what is the information sharing mechanism that implemented on it. Netnographic study was conducted by observing 1002 posts from the Bukalapak community for six months. As Bukalapak is one of the largest C2C platfom in Indonesia. The result shows that the information shared could be classified by keyword in to five classes, namely categories of tips and tricks, ideas and problems with third parties, ideas and problems of features, community, and question and answer. The information category that has not been covered by Bukalapak original categories is and problems with third parties which mentioned in many posts by community member. The mechanisms used to share the information are including, standard, policy, status and reward.

Keywords: *information sharing, online communities, culture, netnographic*

Abstrak

Berkembangnya komunitas C2C pada *platform e-commerce* diharapkan dapat meningkatkan jumlah UKM yang bersedia menjalankan bisnisnya secara *online*. Hal ini dikarenakan, komunitas dapat mendukung dengan menyediaan informasi dan juga pengalaman yang dibutuhkan oleh pemain baru dalam bisnis *online*. Penelitian ini ditujukan untuk menganalis informasi apa saja yang dibagikan dalam komunitas *online* dan mekanisme yang digunakan untuk mendukung penyebarannya. Pendekatan Netnographic digunakan untuk mengobservasi 1002 *post* pada komunitas Bukalapak selama enam bulan. Bukalapak dipilih karena merupakan salah satu *platform e-commerce* terbesar di Indonesia. Hasil penelitian menunjukkan bahwa terdapat lima kelas informasi yang dikelompokkan berdasarkan kata kunci yaitu tips dan trik, ide dan masalah dengan pihak ketiga, ide dan masalah fitur, komunitas serta tanya jawab. Ide dan masalah dengan pihak ketiga kategori yang belum digunakan oleh admin Bukalapak. Mekanisme yang digunakan untuk mendukung proses berbagi informasi adalah standar, aturan, status dan penghargaan.

Kata Kunci: *berbagi informasi, komunitas online, budaya, netnographic*

1. Introduction

One of the digital tools that can be used by SMEs is e-commerce. E-commerce or electronic commerce is an activity that includes communication, sales, purchases or exchanges of information, goods or services, where the parties involved interact online [1] . E-commerce can be done on e-marketplace, which is a virtual market that supports parties involved in transactions of goods, services or information online [2]. There are several benefits that e-commerce businesses can use by using e-marketplaces, including reducing transaction costs, expanding market share, increasing opportunities to get new customers, strengthening relationships with partners and customers, to increasing reputation [1]. The many benefits obtained from this e-commerce business have led to the emergence of

several e-commerce businesses in Indonesia, one of which is Bukalapak. Bukalapak was chosen for this study because based on observations, Bukalapak has a community that is active in sharing knowledge, especially in buying and selling activities online at Bukalapak. This is evidenced by the crowded forum of the Bukalapak community, with an average of 60 posts in one week, with 10 posts per day. In addition, currently e-commerce provides the community to share knowledge in the form of new two-way communication Bukalapak. Bukalapak is a C2C e-commerce that was built with the aim of encouraging SMEs towards digital business by utilizing digital platforms.

Some SMEs are starting to enter e-commerce businesses and many of them are experiencing difficulties. According to the Minister of Cooperatives and SMEs, these difficulties are related to the use of e-commerce itself and product marketing activities [3]. Bukalapak as an e-commerce platform does not only strive to increase the number of SMEs who enter digital businesses, but also strive to improve the quality of sellers by forming a community. Therefore, Bukalapak formed a community that provided a forum for SMEs involved in Bukalapak to discuss, exchange ideas, share experiences, and learn about tips and tricks on buying and selling online especially at Bukalapak [4]. In this community, sellers always hold various kinds of educational activities between sellers, namely direct meeting or online sharing through community forums.

Based on observations, currently the e-commerce platform provides a forum for discussion in the form of the new two-way communication Bukalapak. This Bukalapak community allows sellers and buyers to respond to topics submitted by other users. Other C2C e-commerce that has the same business process as Bukalapak currently only provides blogs that do not allow users to respond to each other on topics submitted by other users. The existence of this community provides several tangible benefits for sellers at Bukalapak. With the existence of a Community forum, sellers can directly share or ask by creating new topics that they want to share in the Community forum.

Research on knowledge sharing activities in the community in the marketplace has been discussed by [5]. This research was conducted at Etsy.com, an e-marketplace that sells handicraft products and antique products. This study uses a netnographic study, namely the application of ethnographic techniques specifically designed to study culture and online communities [6] (Bowler, 2010). This research shows that there are several things that an organization can do to be able to encourage information sharing activities in the online community or marketplace. These include providing a platform that allows communication between fellow members of the community, allowing members to form small groups that share common interests, encouraging members to work together to improve and promote their online store, rewarding those who help community members, make a clear reward system for all members of the community, providing examples of how workers in organizations also share knowledge with community members, and make regulations to prevent community abuse. This research is limited to Etsy.com vendor respondents who are generally female, most of whom have similar interests in the field of design and handicraft products, and most are domiciled in North America. Other related studies have been discussed by [7]. This study also shows that the usefulness and ease of use of e-services affect knowledge sharing activities. Innovations and knowledge possessed by community members have a stronger influence than e-service in terms of sharing knowledge. Other related research is research conducted by [8]. In the research, [8] distinguish knowledge from specific and general knowledge. General knowledge including general information such as doctor and hospital information, medical care, and medical experience, does not include personal health information, while specific knowledge concerns the privacy of patients.

In this study, the authors also tried to analyze information or knowledge shared in the community. It is also hoped that Bukalapak can manage and utilize the community to the maximum and can group information that is often shared with the Bukalapak community. Thus, the purposes of this study are to analyse what information is shared by sellers in the e-commerce community and what is the information sharing mechanism that implemented in this online communities.

2.   Literature Study

2.1 Netnographic

Netnographic method is a qualitative research method modified from ethnographic, online ethnographic and virtual ethnographic that is designed to study the online community [9, 6]. Netnographic utilise and analyse the data and information provided by online community to identified and understand the community [9]. If

ethnography investigates all form of human communication such as gesture and intonation, netnography focus on online communication form like textual communication or multimedia communication such as video, audio and image.

The advantage of netnographic method is researcher does not need to interview the participant since the information can be observed in the online community media. Besides, researcher can also find the detail and sensitive information from the research object without asking for it. This method enable the researcher to track the activities form previous years so it possible to unsertand the history and development of this community [9]. Ethnography and netnographic both depend on researcher ability to observe on specific culture or environment [10].However, netnography study is faster, simpler and cheaper compared to traditional ethnographic [10]. There are six steps in this method which are entrée, data collecting, data analysis data and evalution and represenatation [9, 6].

a.   Entrée

In this step, an online community will be identified. Generally, the online community at least has (a) topic, segment, or specific group (b) relevant with research topic (c) active member that contributes to the content (d) diverse member from different culture (e) interaction between members (f) communication flow among members and (g) provides descriptive and detail data (data-rich) [10, 9, 6]. After identifying of the online community, the reasearcher need to study the behavior, interest, language through the forum, group and the participant profile. The research question then defined by (a) forming main the question(s) followed by maximum of seven sub questions, (b) creating a specific main question (c) focusing on a phenomenon, (d) using explorative verbs like find, understand, explain, or report, (e) using open ended question (f) deteming the participant and research location.

b.   Data Collecting

The data collected from member's communication process. The form of this communication can be in the form of involvement, interaction, contact or collaboration. Eventhough this approach uses the available data and information, researcher still need to understand the community member. In order to do so, researcher need to participate in the community yet it is not necessary to involve in every activities held in the community. Researcher can be involved by systematicly reading the real time message in the community, monitoring

rating, writing short comment, joining and contributing or becoming the organizer and expert that will be listened by the member. Data collection can be conducted by:

- Archival data. Collected from the community online media. This method can be choosen if the researcher does not involve directly in the community activities. The archival data is a lot and easily found in the online community. Thus, filtering the data is important to get the revelant data.
- Elicited data. This data is gathered from the personal interaction between researcher and members such as from email, chat, or brief interview. This data is collectin when the data from online sources can not be complete or elaborate the research requirement.
- Fieldnotes. The notes used by researchers to record the observations on the community, regerading the members, interaction, and the meaning of the interaction.

Researchers have two choices in collecting data. If the researcher will analyze manually, using pen-and-pen techniques or using software such as Microsoft Excel or Microsoft Word, then data collection should be limited to a relatively small amount of data, about 1,000 data. This limitation also makes researchers more focused on analyzing a particular message or post on the community. However, if researchers will use computer programs to analyze the data, then the data collection can be more, more than 5,000 data.

c.   Data Analysis

Analysis on netnographic involves an inductive approach. The netnographic analysis is done by examining the meaning of a sentence by breaking the sentence into sections and comparing it. In general, data analysis is done by collecting all the results of data collection into a single document, both paper and software, then look for meaning on the data. There are several common qualitative data analysis processes [9]. The process is named and adapted to the needs of the netnographer. The process is as follows:

- Coding. Researchers categorize data obtained during data collection by classifying, naming, or labeling any data obtained.
- Noting or Memoing. Create a marker on the data and give meaning to the sentence.
- Abstracting and Comparing. Researchers sort the data obtained to find similar phrases, the relationship between phrases and the differences. In this process also researchers categorize the label becomes more common.

- Checking and Refinement. The researcher examines and improves the meaning and pattern of a sentence.
- Generalizing. The researcher makes a label that is a generalization of some of the data, which will generalize the consistency of the data.
- Theorizing. Researchers create a new theory based on research. Theories are based on relevant prior knowledge.

d.   Representation and Evaluation.

The last stage is to perform representations, ie present or publish the results of data analysis and evaluate. In presenting the results of data analysis, the researcher must pay attention to several things, among others: the researcher must be free from internal contradictions, the researcher must ensure the confidentiality and anonymity of informants, supported by data, have sufficient and relevant evidence to support representation, and able to map between online and the real world [9]. In addition, netnographic representation acknowledges the role of the researcher and is open to alternative interpretations.

2.2 Knowledge Sharing Mechanism

Knowledge sharing is an important activities in knowledge management practice where the tacit and explicit knowledge ia being transferred to the location where it is needed [11]. In knowledge sharing, it is vital that organization members are willing to contribute in the process and culture may influence and motivate them to do so [11]. Thus, organization has make some effort to encourage the sharing process. One of them is to provide a mechanism that could be used to effectively share the knowledge.

Mechanism is defined as organizational or structural means used to promote knowledge management [12], in this study we specifically refer to knowledge sharing. There are short term and long term mechanism for knowledge management. For the short, the mechanism can be in form of leaning by doing, learning by observation and face-to-face meeting [12]. For the long term, the mechanism for knowledge sharing such as policies, standard, hierarcical relationships, cooperative procject across department, job rotation and others [12]. However, the case in this study is not in a context of formal organisation, but online communities. Thus, we would like to analyse the mechanism that relevant for the case such as face-to-face meeting, policies or rules, standards and hierarcial relattionship if any.

3.   Methodology

3.1   Methods

Observation is done by using netnographic method that is method of online observation in community. The first stage is the selection of time to be sampled in this study. The selected time is the month in which Bukalapak online community is not crowded with the contest held by Bukalapak. At this stage, it is obtained April 2016, May 2016, June 2016, July 2016, January 2017, and March 2017 that will be sampled in the study. After that, the next step is data collection. Data collection is done by web scraping technique and stored in Microsoft Excel software.

3.2   Case Study

Bukalapak Community is a forum for community members especially sellers, to discuss and share experiences on online buying and selling activities in Bukalapak. The purpose of this community was to improve the seller's quality and increase education activities among sellers. Bukalapak community has a vision to build a safe and comfortable online trading culture. To achieve this vision, the Bukalapak community has a mission to: invite the whole community of Bukalapak sellers to share the spirit of sharing; creating a healthy culture of transacting on the internet; calling on the whole community to feel the ease of shopping on the internet; provide more benefits to internet users in conducting online transactions [4].   The Bukalapak community consists of online and offline communities.

3.3   Data and sampling

The observation is conducted by observing at the information on the topic category that has been provided in Bukalapak Community. The relevant categories are selected that correspond to the buying and selling activities in Bukalapak. Categories such as Relax, Announcements and Contests are not included, as these are not particularly relevant to buying and selling activities. The sample of data in this study is 1,002 post that is in April 2016 with 25 posts, May 2016 with 166 posts, June 2016 with 229 posts, July 2016 with 150 posts, January 2017 with 226 posts, and March 2017 with 206 posts. The distribution is shon in Figure 1.
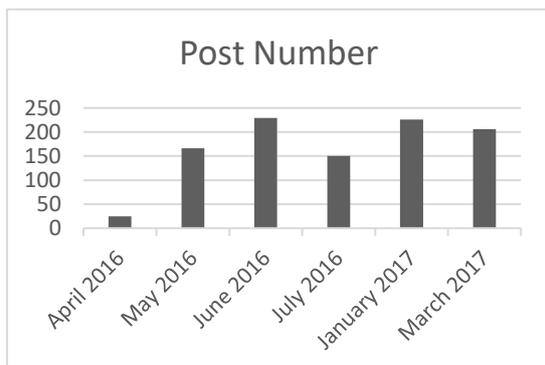
FIGURE 1 NUMBER OF POSTS IN APRIL 2016 UNTIL MARCH 2017

4. Result and Analysis

The online community of Bukalapak can be accessed at https://komunitas.bukalapak.com/. Activities in this community include discussing, sharing knowledge and experiences, and sharing interesting articles. All these online activities are conducted on open forum. To make this community forum more organized and make it easier for community members to search for the topic sought, Bukalapak created several categories used to position new posts created by community members. Categories and descriptions of these categories can be seen in Table 1.

TABLE 1 INFORMATION CATEGORY IN THE COMMUNITY

No.	Category	Description
1.	Video	Post with video content
2.	Announcement	Post about official announcement form administrator
3.	Sales Tips & Tricks	Post about tips and trick in online sales
4.	Entrepreneurial Inspiration	Post about experience, stories or motivating and inspiring article
5.	Question and answer	Post about questions and answer excluding transactions activities questions
6.	Bycyle	Post about bicycle excluding transactions activities questions
7.	Gadget	Post about gadget excluding transactions activities questions
8.	Camera	Post about camera excluding transactions activities questions
9.	Computer	Post about computer excluding transactions activities questions
10.	Event	Post about incoming, ongoing or past events aor activities
11.	Idea & Feature Problem	Post about function error or bug and development suggestion for Bukalapak application
12.	Relax	Post of entertaining information

Not only discussing activities, sharing knowledge and experiences, there are also webinar activities, namely online seminars are held regularly every week, with different topics every week, but still around tips and tricks on buying and selling online in Bukalapak. This webinar is filled with speakers, either from Bukalapak, the seller in Bukalapak itself, or inviting an outside party. This webinar is implemented by using Webinarjam application. Info about Webinar can be viewed on Bukalapak online community forum on weekly basis [4]. The sellers of Bukalapak who are the members of the community in their respective regions can also create their own activities. Bukalapak admin also have a way to invite sellers in Bukalapak to conduct discussions and make new posts in community forums. Bukalapak also holding a contest every month in a certain period with a theme or title. Several winners will be selected and awarded. In this community forum there is also Karma Level. Karma is the level of activity of the user in doing activities in Bukalapak online community. The user will get level 1 if it gets 0-200 points, level 2 if it has earned up to 1,000 points, level 3 if it has earned up to 5,000 points, level 4 if it has earned up to 10,000 points, and level 5 if it gets up to 20,000 points. Karma can be collected from activities in the Bukalapak online community as follows:
• Giving 1 comment on forum will get 1 point
• Creating 1 post/new topic will earn 100 points
• Getting 1 vote will earn 1 point
• Getting 1 follower will earn 1 point
• Creating 1 multimedia post will get 3 points

The method used to perform the qualitative data analysis in this research is netnographic method. Data analysis is done by using software that is Microsoft Excel.

a. Entrée

At this stage, researchers identify the online community to be studied. The community of Bukalapak is chosen by following the terms of [10, 9] namely:
• Has a specific topic, which is related to online buying activities especially in Bukalapak
• Have a specific group, ie sellers at Bukalapak

• Relevant to the topic to be studied, that is related to knowledge sharing activities on C2C online e-commerce community,
• Have active members in online communities and contribute to community content, with an average of 10 posts per day,
• Have members who come from different cultures, which consists of Bukalapak sellers who come from different regions in Indonesia,
• Have interactions among community members, with interactions in the form of commenting or vote on post, and
• Provide a lot of data that is detailed and descriptive (data-rich)

At this stage the we also formulate research question consisting of one main question, followed by two sub questions. The main statements made is "What information is commonly shared in Bukalapak", with sub questions "What are the categories of the information discussed in the community" And "Does the category provided by Bukalapak be able to represent all information? "

b.   Data Collecting

Data collection is done by taking archival data, ie data contained in the online community. Data retrieval is done using web scraping techniques and stored in Microsoft Excel software. Because the analysis is done manually using pen-to-pen technique, the amount of data collected is limited to about 1,000 data. For this stage we tried to find post on the community in a month that is not too crowded filled by the Contest. This is because the month contains a large post about the contest. In addition, this selection is also undertaken to avoid bias in the data collected. Months obtained are April 2016, May 2016, June 2016, July 2016, January 2016 and March 2017. After that, data elimination is performed. The data elimination include post in the form of spam, post which contains announcements from Bukalapak admin, contest, and other post that is not related to buying and selling activities. From this elimination, 1.002 data is obtained, with distribution of; 25 posts on April 2016, 166 posts on May 2016, 229 posts on June 2016, 150 post on July 2016, 226 posts on January 2017, and 206 posts on March 2017.

c.   Data Analysis

Data analysis is done by understanding the meaning of the data sample, then analyzing with the coding process that is categorizing the data by naming each data obtained. The naming is a keyword of each sample of the data. After that done the determination of class and sub class. The determination of class and sub classes is done by calculating the mode to declare the occurrence of keywords that have the most frequent frequency.

1)   Understanding the meaning

The first step in this qualitative data analysis is to read each post on the sample data. After that is done a search for meaning written by members of the community. The author takes one of the samples that will be an example. The sample taken is one of the posts in April 2016. The meaning of the post was defined as: Community members who make the post invite all members of Bukalapak Palembang community to gather and discuss about the topic "Yuk jualan online di Bukalapak" (Let's have online business on Bukalapak).

2)   Define the keyword

The next stage done on this qualitative data analysis is to search for keywords from each sample data obtained. These keywords will be the basis for defining classes and subclasses. Keyword determination is also based on tags created by the post author. In the example post in previous part, the creator of the post creates an "event" tag, which means the creator post is informed about an activity, but this tag is not retained because most tags of this event speak about the community itself, with the option of reporting activities or invite to an event. Therefore, for event tags like this are more selected community keywords that can describe the post as a whole. However, other tags such as sales tips & tricks, feature ideas & issues, frequently asked questions and maintained into words keys, such as online selling tips, feature suggestions, feature issues, and queries. Therefore, in the sample in previous part, we define the keywords are offline meeting (kopdar), community, and invite. In this section, the keywords obtained, and the number of occurrences is shown in Table 2.

TABLE 2 KEYWORDS

Keyword	Num-ber	Keyword	Num-ber
Bukalapak agent	10	Customer	8
Account	1	Seller	7
Shipping Insurance	1	Transaction Cancellation	8
Damaged product	4	Payment	36
Payment receipt	4	Capital lending	1
Installment	17	Product packaging	8

Product description	8	Product return	16	Offline meeting	174	Online selling tips	182
Dropship	14	Refund	21	Feature issue	143	Transaction	47
Product photo	8	Shipment	45	Gathering	1	Invitation	71
Price	3	Crowded visitor	4	Receipt number	21	Webinar	5
Bukalapak Anniversary	3	Fraud	12	Shipment fee	21		
Shipment service	44	Product promotion	20				
Karma	1	Fund remittance	10				
Credit card	3	Reportase	118				
Learning class	3	Reseller	4				
Postal code	1	Otomatic receipt	1				
Unique code	6	Feature suggestion	40				
Voucher code	3	Cash	2				
Complaint	41	Transaction status	28				
Community	243	Question	323				
Payment confirmation	5	Telegram	3				
Order confirmation	3	Online shopping tips	21				

3) Define the class and subclass

Analysis of classes and sub classes is done by calculating the mode. The mode is used to express the choice or value that has the most frequent frequency. The most mentioned keywords will serve as the basis for defining classes and subclasses. In defining classes and subclasses, the author uses a top-down approach, by defining a general class or concept followed by a more specific class or concept. The author uses the Bukalapak category as the basis for defining classes and subclasses. From the list of keywords in previous part, we defined five classes which tips and tricks are, ideas and problems with third parties, ideas and feature issues, community, and frequently asked questions. The class and subclasses are shown in Table 3.

TABLE 3 INITIAL CLASS/SUBCLASS AND KEYWORDS

No.	Class/Sub Class	Description	Keywords
1.	Tips and trick		
1.1.	Tips and trick for online selling	This category contains information about tips and tricks related to online selling activities, especially on Bukalapak	dropship, product photo, customer, product packing, crowded visitor, reseller, online selling tips
1.2.	Tips and trick for online purchasing	This category contains information about tips and tricks related to online purchasing activities, especially on Bukalapak	Seller (pelapak), online selling tips
2.	Idea or Problem with the third party	This category contains information about problems or suggestions for third parties, such as shipping or payment services	Delivery insurance, payment proof, installment, delivery service, credit card, receipt number, delivery fee, payment, capital loan, delivery, automatic receipt
3.	Idea and feature problem	This category contains information on bugs / errors, problems or suggestions for developing features on the platform	Account, product description, postal code, unique code, voucher code, payment confirmation, booking confirmation, feature problem, transaction cancelation, product return, refund, remit fund, feature suggestion, cash deposit,

			Bukalapak agent
4.	Community	This category contains information about activities in the e-commerce community, both online and offline communities, such as activities to be carried out, or reports on activities that have been carried out. The categories of the event and the Grand Offline meeting found in the initial categories of the Bukalapak community	Bukalapak anniversary, Karma, learning class, community, offline meeting, nobar, telegram, webinar
4.1.	Invitation	This category contains information on activities to be carried out by the community	Invitation
4.2.	Reportage	This category contains information on community activity reports that have been carried out and summaries of community activities	Reportage
5.	Question and answer	This category contains questions raised by community members about the buying and selling activities in the relevant e-commerce	Price, complaint, fraud, transaction status, question, transaction

d. Data Representation

Based on the results of data analysis, the class consists of five categories of information, namely tips and tricks, ideas and problems with third parties, ideas and problems of features, community, and question and answer. Apart from the results of data analysis, we also maintain the categories that have been made by the Bukalapak community before, namely entrepreneurial inspiration, announcements, contests, and relaxation. The explanation of the class and sub-class for our initial analysis is shown in Table 3 and addition class are shown in Table 4.

TABLE 4. ADDITIONAL CLASS

No.	Class/Sub Class	Description
1.	Entrepreneurial inspiration	This category contains stories, experiences, or motivating articles that can inspire sellers on the platform
2.	Announcements	This category contains notifications and official announcements from the administrator
3.	Contests	This category contains information about the contests carried out by the platform. This category also contains community members' participation in the contest.
4.	Relaxation	This category contains stories and things outside of online transaction

e. Sharing Mechanism in Bulalapak Community

1) Standard

In the qualitative analysis, we also found that, the Bukalapak community has a special designation for addressing its members, namely "Om" for men, and "Tante" for women. This can be seen in every post in the Bukalapak community. At the beginning of community development, some community members did not make the Om/Tante designation as they should. During this development period, community members and admin of Bukalapak took the initiative to educate their members, namely by editing the post (Figure 2) or by notifying it in the comment's column. This can be categories as the standard that are used for all the member when they want to address others in the forum.
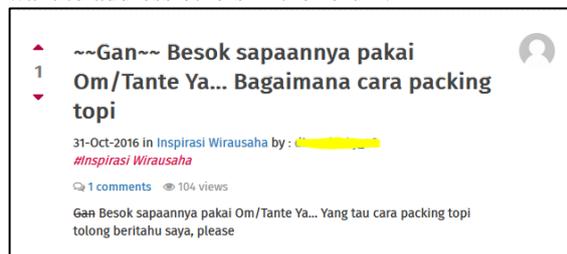
FIGURE 2. EDITED POST BY ADMIN TO REPLACE THE SPECIAL DESIGNATION IN THE POST

2) Policy

The Bukalapak Community has rules and procedures so that every buyer who has a complaint regarding a sale-purchase transaction is expected to contact BukaBantuan to resolve the complaint and is not recommended to ask the community. However, in reality in the community there were still many complaints and complaints related to buying and selling transactions at Bukalapak. For posts that contain these complaints, the Bukalapak admin will

give a comment so that the post creator immediately contacts BukaBantuan. Comments from the Bukalapak admin can be seen in Figure 2. Form this case, it can be seen that the community already has some policies regarding the operation in the community forum. When the policy was violated, then the admin would remind the member and give suggestion.
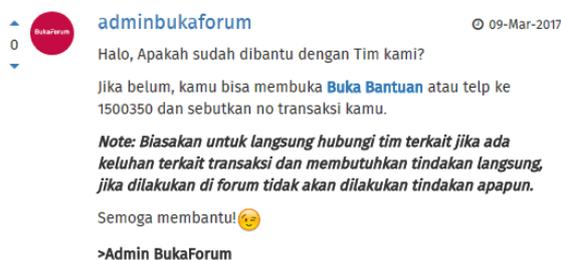
FIGURE 3 COMMENT FROM ADMIN TO SUGGEST USER FOR CONTACTING BUKA BANTUAN

Community members with high levels of karma and a number of posts that are much better known and have more post visitors than other members. This is evidenced by the considerable number of comments on each post they make. In addition, it was also discovered the fact that members of this community were chosen to be inspirational pioneers by another seller. This proves that he is quite well known by other members and has a pretty good reputation in the Bukalapak community. Some community members who share knowledge have evidence or experience, such as having a high level of karma, having positive feedback on the Bukalapak account, having tried features in Bukalapak, having experienced problems that were asked, or have been selling for a long time at Bukalapak. Community members who ask this online community are getting help by the presence of other members who share knowledge by commenting on their post. This is with the comments and statement "Thanks to the knowledge, it is very useful", "It is very helpful", "Very useful information", "very useful information", "Very helpful", " You are very helpful ","Although answer is short, it is very useful for me ". These comments can be found on posts that share tips and tricks or personal experiences, for example tips on using features on Bukalapak, tips on getting first feedback, and experience and how to resolve receipt number errors.

From this case, even though there were no hierarchical relationship, we can find that status is defined in this community. Members with higher level of Karma (rating in the community) are perceived to be more experienced and knowledgeable. Thus, when other members want to ask question or has issues, they could search for

other member with higher Karma to share information and give them solution.

3) Reward

In August 2016 there were 955 posts in the online community (Table 4.2). One of the triggers of the hectic post for the month was the writing tips and tricks on selling tips organized by Bukalapak. In addition, Bukalapak gave prizes in the form of vouchers to winners every week. Compared to that month, other months that did not have a contest were quiet, for example in April 2016, with a total of 242 posts. Therefore, it can be concluded that one of the things that makes community members want to share information is reward. Reward has been proven to be a motivation when sharing information or knowledge [12] however, this has to be supported by sharing culture [11].

5.   Discusion and Implication

In this study it was found that information that was widely shared in the Bukalapak community included online selling tips, communities, feature suggestions and problems, and suggestions and problems with third parties, such as shipping or payment services. In addition, it was also found that in this community there were many question and answer activities. Question and answer activities in this community are between buyers or between sellers and buyers. Information obtained is grouped in taxonomic form, and there are five classes, namely tips and tricks, ideas and problems with third parties, ideas and problems of features, community, and question and answer. The tips and tricks category class have two sub categories, namely online selling tips and tricks and online shopping tips and tricks. Community category classes have two sub categories, namely invitation and reportage. In this grouping there is also a class of categories that already exist in the Bukalapak community, such as entrepreneurial inspiration, announcements, contests, and relaxation.

It was also found that the categories found in the Bukalapak community were still unable to describe the overall information that was often shared with the community. It is proven that in the Bukalapak online community there is no category regarding third parties, such as shipping services. Whereas in this study it was found that quite a lot of information was exchanged about third parties, both problems, complaints, or suggestions from community members. In the category in the Bukalapak community there are also overlapping categories, such as the Community and Event categories, so that posts regarding community cooperative activities can be found in the Event and Community categories. In this study, the

category was only made in the Community category, because in general, the event that is often exchanged for the online community of Bukalapak is an event around the community.

Based on the result, the mechanism used in sharing information on the Bukalapak community platform are standard, policy, status and reward. Individuals who are examples or role models in sharing knowledge is one of the motivations of online community members to share knowledge. This individual usually has higher level of Karma.

This research also contributes to the information found in the C2C e-commerce online community, which is knowledge about online selling tips and tricks, ideas and problems with third parties, ideas and feature issues, and communities. It can be used as the reference in classifying knowledge on e-commerce, so that it will help e-commerce to build a knowledge base.

6. Conclusion

This study aims to analyze information shared in the Bukalapak community and analyze the mechanism used in the sharing process. Qualitative approach using netnographic method were conducted to answer the objectives of the study. It was found that information that is often shared in the Bukalapak community are online selling tips, communities, feature suggestions and problems, and suggestions and problems with third parties. In addition, it was also found that in this community there were many question and answer activities. This information is grouped in taxonomic form and there are 5 classes, namely categories of tips and tricks, ideas and problems with third parties, ideas and problems of features, community, and question and answer. The information category that has not been covered by Bukalapak original categories is and problems with third parties which mentioned in many posts by community member. The mechanisms used to share the information are including, standard, policy, status and reward.

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