

**A Smart Netizen Development for Students as a
Leader Inside Indonesias' Universities Using
Honeycomb Framework- Joe Edwards and Daniel
Goleman Concepts to Create “Empathy Netizen
Methodology” to Give a Positive Impact in Facing
ASEAN Economic Community (AEC)**

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Abstract

Social media is growing very fast in this globalization era, most of industry and society use this thing to get advantages, but there also negative impacts from using this social media. The open trade condition name ASEAN Economic Community already forces all parts of countries including organizations to concern about their capabilities as a bargaining power, to conquer the competition as a leader. Leaders should have capabilities to lead their selves and others as a team in an organization, because nowadays, the success story can not be achieved only by one person, but by team works. Universities are one of the factors that drive the wheel system that will develop competence people for this condition. Again, the information development will impact to the mindset, concept and the social interaction way. In this paper, Honeycomb-Joe Edwards-Daniel Goleman Concepts is used to develop a framework that can be used as guidance to make cyber society with high empathy. The Empathy Netizen Methodology can be used to combine knowledge, mindset, and heart by analyze information.

Keywords: Social Media, Honey Comb Methodology, Daniel Golemant-Emotional Intelligence Concepts, Empathy Netizen Methodology

1. Introduction

Social media makes possibility for anyone to interact with millions of people online with internet access. This is the internet-based software and interfaces that allow individuals to interact with one another, exchanging details about their lives such as biographical data, professional information, personal photos and up-to-the-minute thoughts. Besides, it originated as strictly a personal tool that people used to interact with friends and family but adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers, for example, by informing them of sales and offering them special coupons. Social media is growing very fast in this globalization era, most of industry and society use this thing to get advantages, but there also negative impacts from using this social media.

In the other hand, nowadays, one trade condition name ASEAN Economic Community already forces all parts of countries including organizations to concern about their capabilities as a bargaining power, to conquer the competition as a leader. A leader is the person in charge; the person who convinces other people to follow that can inspires confidence in other people and moves them to action. That means: leaders should have proper competencies and ready for leading their team in every kind of changing environment.

There are some processes to be a leader, it depend on every person and their progress along their ways. But every person will be helped by their academic process that support their way of thinking and competencies. Universities are one

of the factors that drive the wheel system that will develop competence people in a dynamic situation.

Honeycomb is one method that can be used to solve the very fast social media growth and can be applied in an academic process to develop competencies leader at the universities. Other important factor is not only a technology method but also the emotional intelligence delivered by Daniel Goleman that will be support the processes. So, there will be an “Empathy Netizen Methodology” framework created that will help society to be a smart wise netizen. The focus is for the young person that using social media as their communication tool in this globalization era.

The Honeycomb Framework below is taken from Oracle’s Social CRM example that can be used as a based to develop empathy netizen framework:



Picture 1.1 Honeycomb Framework [2]

The concept will be mixed with the emotional intelligence concept from Daniel Goleman, then the guide to process, tools and examples for social media listening concept from Joe Edward. Joe Edward deliver one concept that will help us to create the way we listening effectively and efficiently.



Picture 1.2. Joe Edwards Concepts

Based on the information above, the Empathy Netizen Methodology created to give solution for social media user so that there will be a solution by using social media that can improve our country value, Indonesia.

2. Framework

Empathy Netizen Methodology based on the idea for the smart user of social media as one of leader competencies for facing ASEAN Economic Community. There are two concepts considered: Honeycomb-Joe Edwards and Emotional Intelligence-Daniel Goleman.

2.1. Honeycomb Concept-Joe Edwards

At the picture 1 above, there are some important factors formed: Credible; Accessible; Desirable; Useful; Usable; Findable. These important factors create a pattern about the information. Information, especially in social media should has high credibility that also accountable. Then someone that being a way-in for the information –see and read- will form a positive desire, being useful to build mindset and gaining useful information that can be used as a base of the understanding. Moreover, it easy to gain by listing where is its sources. This system should be designed systematically and consciously so that when social media user uses the information for their decisions, they will gain benefit as much as possible.

2.2. Emotional Intelligence Concept-Daniel Goleman

From the 5 important factors of emotional intelligence concept, it will be deliver factors: empathy and social skills (manage other's emotions to lead people in the desired direction) in this paper, regarding to the interrelation with the methodology came up. Usually people don't use these factors because unconsciously they just use their mind and background information for their knowledge learning process.

Empathy (feeling, need, and others interest) is about understanding others, recognize, understand, and consider others' feeling, especially when making decisions. The first thing is how you analyze others' feeling and perspective, then show your active willingness based on others' interest. Second, serving orientation that is anticipation, know and try to answer others' need. The third one is developing others, feel the development of others need, especially their potential. Fourth is overcoming the diversity, build opportunity by open relationship. Last is the fifth one, political awareness that make someone can see group emotion flow and connect with authorization.

Social skills (skills to motivate someone to give the desired feedback) are refer to managing relationship and building networks then lead the changes, persuasiveness and expertise building the team. Persuade others is the first one, someone has a skill to gain persuasiveness. The second is communication, refer to give the clear and convince message. Next is leadership as the third, it refers to someone that awakes the inspiration and leading, not only team but also others.

The fourth is change catalyst that assess and manage the change appeared. Next is management conflict, negotiate and find a solution for opinion debate. Then network binder as a tool that build and support changing environment. Next is the collaboration and cooperation that refer to teamwork and relationship each other to gain the goal. The last one is team competences that will create group synergy to gain the goal.

3. Methodology

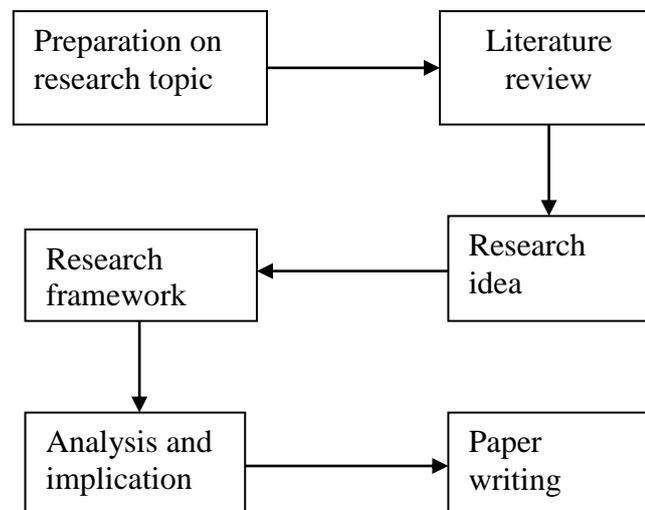


Figure 3.1
Research Framework

From the picture above, the first stage is a preparation on research topic. To find out the topic we are doing the literature review for some information related to changing environment and issues. After the research idea for the topic come out, research framework structured based on the information. Then we analyze and decide the implication to the real world that feasible to be applied. After all the phases, we are writing the paper with title: A Smart Netizen Development for Students as a leader inside Indonesias' Universities Using Honeycomb Framework- Joe Edwards & Daniel Goleman Concepts to Create "Empathy Netizen Methodology" To Give a Positive Impact in Facing ASEAN Economic Community (AEC).

4. Empathy Netizen Methodology – Analysis to universities

We already know about the Honeycomb-Joe Edwards & Daniel Goleman Concepts. Regarding to Joe Edwards concept, there are six things that make a pattern: Credible; Accessible; Desirable; Useful; Usable; Findable. Universities consist of sharing knowledge each other, the students together with lecturer. Based on the Honeycomb concept, we can see the knowledge – credible; the kno-

wledge is easy to understand as a door for the concept and mindset development, so that motivate students to get into learn the details.

Knowledge can be used and really useful for their future. Then the knowledge should be easy to find, especially its sources. Knowledge should be got and have reliable and right sources. When there is no control in knowledge then there will be hoax, why? Every people have their own background information and mindset. Not everyone has the basic knowledge of information in other hand media just give the general information, not the detail one. It is really hard to be changed when mindset of someone already formed. Then, the second consideration is instant culture where everyone just read the general for the fast without learn deeply so the result is misunderstanding mindset that can be punished based on government law.

Considering the AEC condition that forces every country, especially those in ASEAN, to think and reevaluate their support system in hope of increasing their bargaining power, especially in term of competencies including all of leaders in one organization. The competition brings ideas to improve the competitiveness of each country, including one of the factors that drive the wheel system, the individual human character. Education becomes the main thing to develop individual's characters as one of the essential competencies. As stated by Iana Justine Veal C. Cale, et.al. (2017.) in their paper: *The Lucas Paradox and the Human Capital Resource Curse in Philippines, Indonesia, Malaysia, Thailand and Singapore*, "The quality of education a worker has attained is the most marketable in the eyes of the investors. The more skilled you are, the more likely an employer would hire you (Hanson II, 1996)".

Nowadays, people including leaders need characters, not only the intellectual but also emotional intelligence as their competencies. We use the concept from Daniel Goleman in this paper to show about the emotional intelligence that usually not given in the academic learning process as a subject. As it said before, universities consist of sharing knowledge each other, the students together with lecturer. The learning process condition in Indonesia is only based on the knowledge. When lecturer get into the class and only share in one way to students, there is nothing happened after the class.

This condition cannot build students' character so they can be a competence leader, as characters will be come up by practicing in some period of time and base on experience. It has connection with The concept that can be applied is Empathy-communication, means that lecturers support their student by motivating and giving the solution examples to overcome problems, besides, lecturers should be practitioners. It will be helping students to develop their selves, so they have enough communication abilities so that can create synergy inside, that are internal and external abilities to develop their selves especially communication. Besides, students will have experience by communicating in the class so that they can improve their selves to practice that experience and will be a character.

Then how two concepts collaborate to create the empathy netizen methodology will be present below:

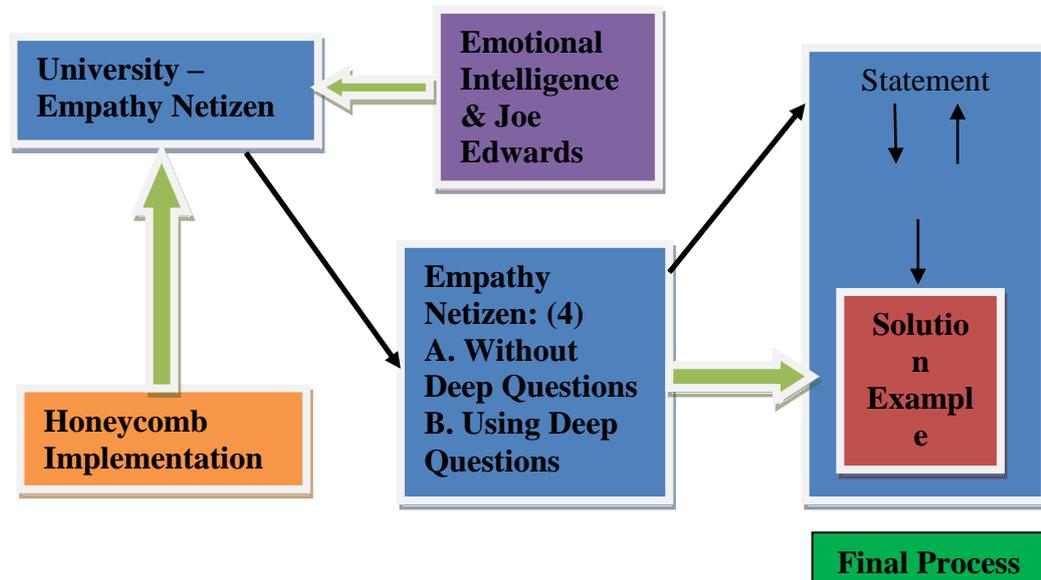


Figure 4.1
Model of Empathy Netizen Methodology

Based on figure 4.1, there are some important steps that should be built as beginning process. There are:

- Step 1: Honeycomb Implementation.
- Step 2: Emotional Intelligence & Joe Edwards Concepts
- Step 3: Differences on Empathy Netizen and Worst Netizen
- Step 4: Final Process

At the first step universities should applied the honeycomb as stated above, that need the reliable information considering the information content and context. Then we continue to the next step, emotional intelligence and Joe Edwards' concept that will begin with answering these questions with well consideration whenever someone gets the information:

1. Why the information published?
2. Am I proper enough to comment?
3. Is there any impact from information usage to my life and society?
4. When I give my comment, is there any problem I get?
5. How can I overcome the problem? Or can I give a reliable comment, not just based on my own feeling?
6. What are specific step that should be taken for the solution? Or if I really give comment, is it refer to solution of just based on my own feeling?

Basically most of us will do something based on our feeling and not by logically consideration. Those six questions above will help us to overcome the problem because as an empathy netizen, we should learn to consider the impact before

comment. The third step is differences on empathy netizen and worst netizen. Problem will be appearing when we give the “bad” comment in the media. Peter Drucker, a management thinker, management consultant, educator, motivator, and author about modern business corporation, said that the big power that I have as a consultant is to be fool and ask. There are two important words fool and ask, but not to ask fool question. Smart question has asking element to gain real information and try to understand others mindset, but the fool question has a purpose to offense that informasion. The differences between worst netizen and empathy netizen:

Worst Netizen [Without Deep Questions]	Empathy Netizen [Using Deep Questions]
Without deep questions there are no deep answers as the result	Using deep questions there are qualify answers
No confidence question and without logic consideration	Confidence and logic consideration question
Take a bad decision without asking and will be meet the problem in the future	Asking with politeness, and logic, so will get the good answer that can be used to develop in positive way in the future
Improper Question or comment so there will be a continue the misunderstanding	Proper question or comment give a positive input and there will be togetherness
Not focus on content and context	Focus on content and context overall, will be asking for misinterpret or neglect things
unfledged understanding will impact to the feeling	Mature understanding, no comment without asking the right and get the proper information, learn and discuss with qualified Practitioners

**Table 4.1
The Differences between Worst and Empathy Netizen**

The last process is step 4, the final process that will be explained at the next part. Based on table 1 there are some detail information how to give some question or comment to gain the right and proper information so we can give positive comment. At the last step, we can see three important things that will guide us to give the best solution and decision, as follow:

- First : statement
- Second : Comment
- Third : Solution – Example – Real case

Those three things are interrelation so cannot be separated one another. When it separated, we will face big problems in social media. The first thing is statement, when we see or hear something, we should have further consideration and think about that information because if we take it for granted, then it will build continuing negative mindset and give negative statement. Otherwise, when we understand the information meaning clearly, then we can continue to the next process,

giving be reliable and constructed comment. Giving the comment not only based on our feeling, but also positive thing for the reader or netizen. It will be better the comment is supported by actual examples and its solution based on practitioners' experiences so it can develop solution creativities. When give the actual examples there should be references so that netizen also get connected information to learn and know. The core of empathy netizen methodology application is for giving solution, not focus on problems. The application of this methodology should be consistent for achieving goals, empathy netizen in universities that focus on students.

5. Conclusion

As social media is growing very fast in this globalization era, most of industry and society use this thing to get advantages, but there also negative impacts from using this social media. Honeycomb methods is one method that can be applied related to the way we develop the social media communication, so the synergy created among netizen. Joe Edwards and Daniel Goleman concepts is psychological aspect method that really useful to develop human character because the concept combining the technological and psychological aspects. Besides, good human character is one of leaders' competences needed as we all facing ASEAN Economic Community that already forces all parts of countries including organizations and concern about capabilities as a bargaining power, to conquer the competition. Empathy netizen methodology created by combining Joe Edwards and Daniel Goleman concept to give solution to social media content and contex. Application for this methodology should be applied at some period of time consistently. Every parties of one university or organization should be participating to achieve smart and empathy netizen.

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