

Designing The Concepts of “The Maturity Level of Netizen”: How To Manage Comment & Critics Profiling 1.0

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Abstract

Social media is a new life influenced by the development of information technology. This development raises problems in comments and criticism on social media and the rapid growth of hoax information that affects many sectors of life. This article is the development of two journals: The Development and Implementation of Wise Netizens (E-Commentary) In Indonesia & Social Media and Changing Communication Patterns. The method used is the Johari window, and this method is developed and combined with the concept of comments and criticism on social media. The result of this article is a formula $N=K.C2$, a unique formula made for netizens and the seven stages of wise netizens (The maturity level of netizens). Furthermore, this formula and framework will provide netizens with a solution to assess them. To what extent a netizen has become wise in making comments and criticisms on social media? Furthermore, these stages will be used to find out, analyze and assess the extent to which comments and critics made by netizens have reached a level that has a standard of communication quality, share their knowledge, and have a two-way discussion.

Keywords: Netizen, social media, comment, critics, profiling

1. Introduction

One of the most significant challenges in social media is managing comments and criticism in social media. Comments, criticisms, and hoaxes have become a significant problem and become one of the wars in this modern era. The difficulty of being wise in social media is indeed very understandable. The fairness is based on the fact that every human being has a brief emotion to capture an event without seeking the truth quickly [1]. So it can be said with the abundance of freedom in expressions without self-control, a war of comments, criticism and more hoaxes. Social media is an internet-based application built on new ideologies and technologies, useful for exchanging information and changing our daily lives[2]. Moreover, Facebook and Twitter are meant to access the information we need[3],[4]. We need to know that most of what happens on social media, such as selfies found in the field of motivation[5]. Social media changes human life every day[6].

Furthermore, this condition becomes more, causing many fatal things to happen in human life; Effects of social media, such as a protest[7]. It affects the communication process on social media. According to Steven Strongatz of Cornell University, online networking can make it harder for people to identify meaningful communication from interactions or other diverse connections made through web-based social media networks[8]. We stand between two choices: to be better or worse with all the comments and criticisms caused by human actions. They have no purpose in their lives other than causing many parties to fall and causing an increase in "ignorance" with hoaxes and critics that do not give very much positive. However, is there a solution to overcome this? The answer is that there is always a solution. We do not understand life if we say that solutions must always be there for

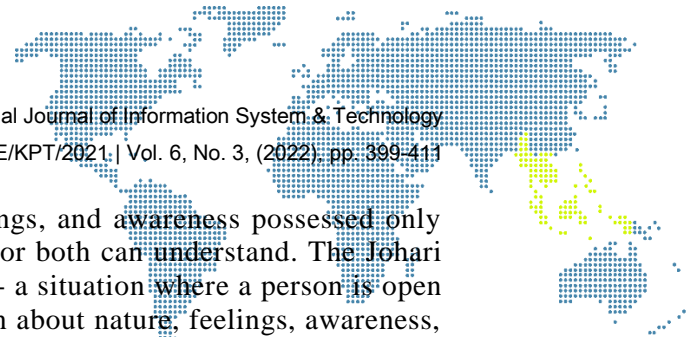


every problem. The solution only is given to problems found in the solution, but some problems do not have a solution.

However, here it is emphasized that every problem has a solution. We do not want the solution. We only focus on attacking, destroying, disparaging, baseless criticism, being more aware of everything without communication and having a high egotism that no longer has a cure. The main problems in social media are comments and criticisms that sometimes do not meet any solution; this is one of the problems we discussed in the article. This article will focus on providing comments, criticisms, and solutions and measuring ourselves, whether we mean netizens who have positive characters or vice versa, netizens who can never define their lives. We are developing a framework for identifying the level of maturity and stages as a netizen to be a wise netizen in commenting and criticizing, having a responsible attitude and not spreading hoaxes. This article is a development of two journals: (1) The Development and Implementation of Wise Netizens (E-Comment) In Indonesia[9]. To be a wise netizen, we need to have some requirements: (1) We must provide solutions and not focus on the problem itself. (2) Social Media and Changing Communication Patterns According to[10], netizens often integrate with their virtual communication, so they do not find time to talk to them. Physical surroundings. In communication, we move away from the real world and live in a virtual world of fake identities and intimacies. Those who are not using them due to lack of knowledge, access, or interest are alienated. Social media is an essential tool for different kinds of communication and consists of many different social networking sites in terms of scope and function[11]. The social media capability is to share information, and opinions, connect individuals and communities and tools of active participation[10]. Social media refers to interactions among people who create, share, and exchange information and ideas in virtual communities and networks. We need to remember that the most ironic thing in life is that we have no good goals to achieve and cannot define our lives. Social media affects many fields such as sociology, psychology, business, and communication[12],[13]. Social media users like consumers who express their opinions, impacting others[14]. Furthermore, it becomes a tragedy in life. If we focus only on developing and spreading things negatively, this is like "a life that is less work", so that the work is only negative and there are no contributions and solutions. Life must be defined and has a positive purpose. When we use social media, we can become wise netizens. We can make a positive contribution to the lives of others, help him to know so that his future will be better, and, if possible, provide guidance to make his mindset and character grow for himself, his family, and society. The result of this journal is a formula $N = K \cdot C^2$ and seven stages of how to become a netizen who can make positive contributions to social media, society, and people so they will use social media correctly and wisely.

2. Research Methodology

According to Figure 1, we analyze FB, Twitter, YouTube, Instagram, etc. The analysis focuses on the comments and criticisms against political figures, businesses, and general things such as posting pictures, activities, and netizens' responses. Of course, we cannot cover everything because social media is extensive in scope, so we conduct surveys to get data. The questions asked during the survey are: (1) Do you have social media and actively use it? (2) Is social media more positive or negative? (3) Commenting on social media, giving more solutions or problems? The second process is we use the Johari window method. The Johari window theory concept creates intrapersonal and interpersonal relationships, namely the relationship between oneself and ourselves and others. Moreover, the concept of Johari's window theory has four rooms or four perspectives, each of which has different terms and meanings, where each meaning contains understandings that



affect one's views. Whether the behaviour, feelings, and awareness possessed only understood by itself, only understood by others, or both can understand. The Johari Window concept consists of four parts: (1) Open- a situation where a person is open to others. In this open area, someone will be open about nature, feelings, awareness, behaviour, and motivation. The extroverted nature illustrates the open self in psychology; (2) Blind - is a condition where other people can understand nature, feelings, thoughts, and motivations, but the person cannot understand himself. This blind area often occurs in human interaction, leading to misunderstandings or other problems; (3) Hidden circumstances where a person can hide or hide some things considered unnecessary published to others. The things in question can be in the form of traits, behaviours, motivations, or thoughts. For example, someone who has been friends for a long time may not be fully open when telling his life stories, such as family problems and love problems. Some people feel embarrassed, afraid, or disappointed when telling these things to others; (4) Unknown — is the condition of someone who cannot understand himself even others cannot recognize him. This region is an area that cannot create effective communication because they both feel there is no understanding. An unknown self is also called a closed self-concept or introvert, where someone does not want to receive input or feedback from others[15].

Furthermore, this concept consists of four parts: Open Comments & Critics; Blind Comments & Critics; Hidden Comments & Critics; Unknown Comments & Critics. Next, the formula $N = K \cdot C^2$ will be obtained, a wise netizen formula. The maturity level of netizens has seven elements: personality; Comments; Critics; Discussions, Solutions, Culture, and Goals; and seven levels: stages 1-Unknown; stages 2-hidden; 3-blind stages; stages 4-open; stages 5-friendship; stages 6-good communications; stages 7- wise netizens. This research relates to our actions and social attitudes towards social media[16].



Figure 1. The process of research

3. Results And Discussions

3.1. Survey & results

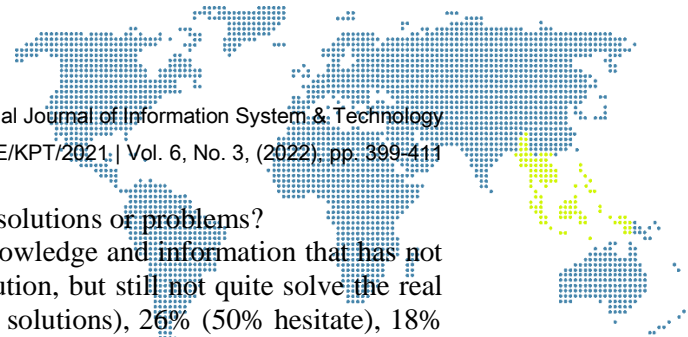
From the survey conducted with 50 participants, the following data generate:

Question 1: Do you have social media and actively use it?

22% (90-100% Provide solutions, but still a lot of knowledge and information that has not been obtained), 26% (70-80% Have social media, active in obtaining information and comments), 40% (60% Having social media, just actively opening social media, but not responding to any comments), 6% (50% hesitate), 6% (20-40% Have social media, but not active), 0% (10% Do not have social media)

Question 2: Is social media more positive or negative?

12% (90-100% Positive and enough to provide solutions and information), 28% (70-80% Have social media, active in obtaining information and comments), 42% (60% Positive enough, but there are still many negative things), 12% (50% hesitate), 6% (20-40% Quite negative), 0% (10% Very negative)



Question 3: Comment on social media, giving more solutions or problems?

8% (90-100% Provide solutions, but still a lot of knowledge and information that has not been obtained), 28% (70-80% simply provide a solution, but still not quite solve the real problem), 20% (60% Social media provides enough solutions), 26% (50% hesitate), 18% (20-40% Social media is quite a problem), 2% (10% Social media gives many problems)

According to the survey, 40% are active in using social media but do not want to respond to any comments. 42%, Positive enough, but there are still many negative things. 28% simply provide a solution but still do not solve the real problem. We argue that there are not many solutions given in social media to real problems, leading to scepticism and apathy. From the survey, we can hypothesize that social media needs a solution to overcome the problems in comments and criticism, resulting in social media users still fearing or feeling uncomfortable using social media. Moreover, netizens need a specific guide to produce targeted and high-quality comments and criticisms.

3.2. Johari window-comment & critics profiling

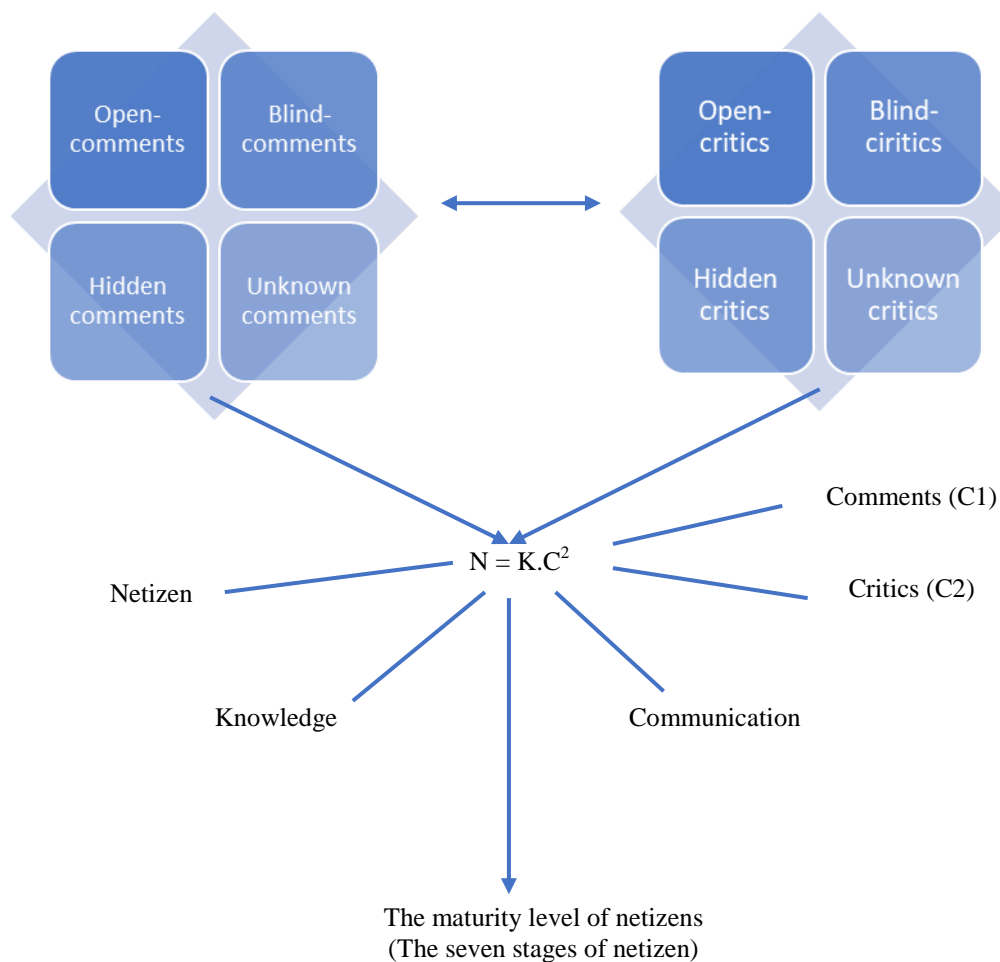
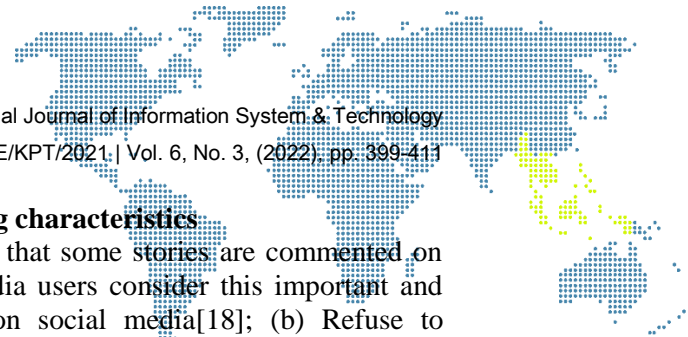


Figure 2. The innovation of social media-Netizen-Comments-Critics-New Formula

According to figure 2, four essential parts can relate to social media, including Open comments & critics; blind comments & critics; hidden comments & critics; unknown comments & critics. These four parts have specific characteristics in giving comments and criticism on social media.



3.2.1. Open comments & critics have the following characteristics

(a) Give positive attention to others. The fact is that some stories are commented on Facebook or Twitter; this indicates that social media users consider this important and disseminate it[17]. Everyone wants to connect on social media[18]; (b) Refuse to immediately judge the motives of the comments and criticisms of others reported to him until there is complete and robust evidence. Another important thing is humour. Humour must have limits because humour is a feeling voiced on social media to express its point of view[19]. It is the reason why social media is real-life to be able to express our feelings[20]; (c) Tolerate mistakes and provide advice and solutions to things that need to be corrected; (d) Be open to the opinions of others and able to provide comments and criticism so that others can improve positive things in themselves; (e) Being able to control the people and keep quiet, give the people time to think first before responding to a comment or criticism. (f) Provide solutions and examples based on data and case studies so that people can learn them, (g) Being able to react and argue well, able to provide positive motivation to others on social media to find a solution in a conflict

3.2.2. Blind Comments & Critics has the following characteristics

(a) Pay attention to others but have specific goals; (b) Feeling understanding the motives of comments and criticisms of others, but not having strong evidence or data, focusing on problems, but there is no final solution to solving them; (c) Enough to have a tolerance for the opinions of others and quite open-minded; (d) Refuse to solve the problem in its entirety and judge based on incomplete facts; (e) Merely being reactive and in overcoming conflicts, there is a tendency to want to win

3.2.3. Hidden Comments & Critics have the following characteristics

Specific purpose in saying something; (c) Have sentences that contain elements of jealousy towards others but not stated directly; (d) Having a moral to please specific groups so that personal gain and or personal ambition is achieved; (e) Has the intention to attack the comments and criticisms of others but in deceptive ways; (f) Do not want to resolve conflicts correctly, only focusing on bringing down others and focusing only on personal interests.

3.2.4. Unknown Comments & Critics have the following characteristics

(a) Pay attention to others but intends to defame the names of others; (b) Having a very critical nature and intend to attack and criticize others and bring down others in any way; (c) Look rational in explaining something but the comments and criticisms made are not well-targeted and cannot account.

From the characteristics described above, we can see that each netizen has unique characteristics that are classified into several essential parts, which are described in Figure 6 below:

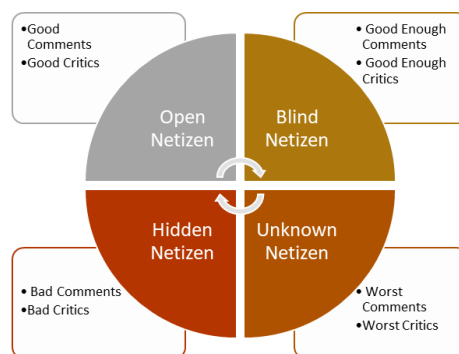
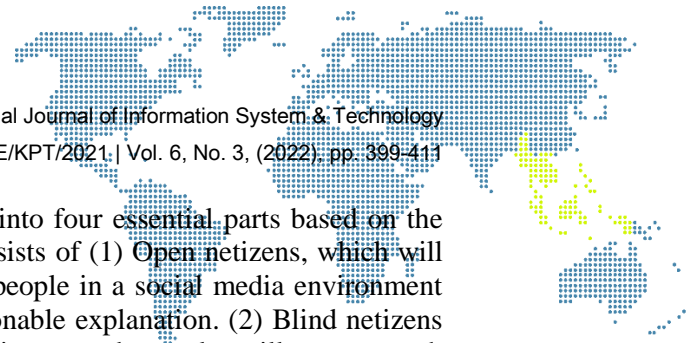


Figure 3. The Classification of Netizen



According to figure 3, we can classify netizens into four essential parts based on the classification made in figure. The classification consists of (1) Open netizens, which will produce comments and criticisms well. Therefore, people in a social media environment will understand their intentions well and get a reasonable explanation. (2) Blind netizens will produce good enough comments and criticisms, and people will get enough information and understand enough what is meant. (3) Hidden netizens people on social media will feel uncomfortable and dislike the comments and criticisms made by this type. (4) Unknown netizens have very negative comments and criticisms, disseminate false information and unreal data, and spread negative emotions.

From the explanations found in Figures 2 and 3, the formula $N = K \cdot C^2$ was produced. It is a unique formula for netizens on social media to produce the seven stages of wise netizens (the maturity level of netizens). Where: N is a netizen, in a general sense. K is knowledge, where a netizen should have sufficient knowledge before giving comments and criticisms on social media. The comments and criticisms are based on knowledge and experience. General knowledge means knowing that others should know in general, and it is created and presented by experts who have created it first.

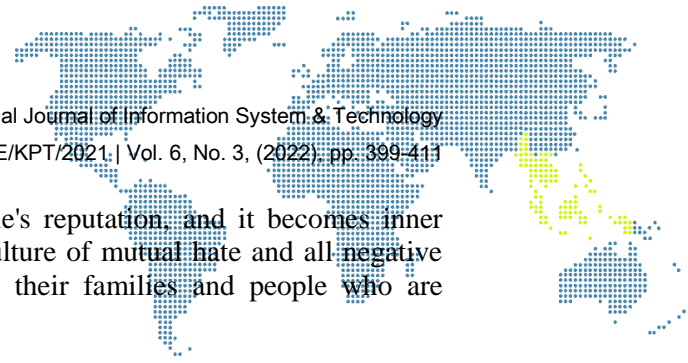
In contrast, special knowledge is based on something that has been implemented in society so that people can know how to execute it and what stages are done. Both of this knowledge is owned by netizens to make high-quality comments and criticisms and not respond carelessly, causing negative impacts on the community. C is communication divided into two essential parts: comments with general knowledge content, and criticism has specialized knowledge. When we comment on a matter, we indirectly criticize, either directly or indirectly. The comments and criticism are two things that cannot separate. Therefore, comments and criticisms are accompanied by general and specific knowledge. From figures 5 and 6, a stage was produced on judging yourself, whether we are a wise netizen and have reached what level as a netizen. It is useful to develop ourselves to become more positive and target in giving comments and criticism on social media.

3.3. The maturity level of netizen (the seven stages of netizen)

Table 1 shows it is an important step in becoming a wise netizen. A netizen should judge himself before giving comments and criticism on social media. We must realize that the comments and criticisms will result in two impacts that we generally know positively or negatively. There are seven important elements: personality, comment, critics, discussions, solutions, culture, and goals; seven levels, stages 1-unknown, stages 2-hidden, stages 3-blind, stages 4-open, stages 5-friendships, stages 6-good communications, stages 7-wise netizen. These elements and stages aim to help netizens know what level we are at in social media and what elements must be improved if there are still deficiencies. So, in this case, this journal aims to positively help netizens impact, increase general and specific knowledge, and build a positive culture on social media.

3.3.1. Stages 1- Unknown

Personality- netizens in this position have a negative character. The goal to be achieved in social media is to defame the good name of others and cause him to be material ridicule others also when discovered that the goal was not good. Attributes such as attacking, denouncing, and baseless defamation have become part of him. The comments made by this type: do not have good character, where the focus of the comments is commenting on it and does not have any positive impact, follow in commenting, rude, bullying and very rude, there is not the slightest ethic in inside; Critics- at this stage, the criticism made is very rude and sometimes lacks a solid foundation, the motive behind the criticism that done is to destroy other people, and there is no peace here, which is spreading hatred; Discussions- Feeling the most right and knowing everything, the discussion only done in one direction, that is to himself, and others are always wrong; Solutions- There is no discussion, only war on social media;



Culture- Very much trying to damage other people's reputation, and it becomes inner satisfaction, psychopaths can be said and form a culture of mutual hate and all negative things; Goals- Defame others' names and destroy their families and people who are nearby.

3.3.2. Stages 2- Hidden

Personality- Having a mysterious nature and many things that are hidden has a specific purpose for itself, namely personal interests and ambitions to be achieved, the mindset is directed at itself; Comments- When commenting or stating something is not always detailed and making others wonder, and lots of things are hidden; Critics- Criticism is not about the real problem, and the criticism aims to make other people crush and feel ashamed; Discussions- Feeling experience and knowing everything, the discussion sometimes looks like two-way, but mainly just going to himself, having narcissistic nature and wanting to be respected continuously; Solutions provided seemed very significant, but they contained elements of pride in showing off their knowledge; Culture- Forms a culture of pride in social media, where everything he says teaches others to boast about themselves; Goals- The primary focus is to get the maximum profit, but not stated directly, using tricks to achieve something or what he wants.

3.3.3. Stages 3- Blind

Personality- Having the attitude of judging others on social media, even though this is not done directly or judging in subtle language, the goal is to end the opinions of others, feel themselves understand and understand the situation; Comments- In comments, like looking patient and understanding people, but primarily the comments contain emotional content that is expressed indirectly; Critics- little about goals, where the criticisms sometimes don't speak to the real problem, but the goal is to criticize what he thinks is right and always right; Discussions- Feeling smart in knowledge and at the time of discussion using sweet sentences and looking very beautiful, but in the sentence, there is no logic or little logic and solutions; Solutions- not able to understand the opinions of others correctly, meaning that when listening and reading the opinions of others, just read and comment without giving any solution to the context and content of the problem; Culture- The social media environment becomes uncomfortable, and there is no quality improvement when comments and criticisms are not on target and only expose themselves, creating a high-level narcissistic culture; Goals- want to hear, if it benefits them.

3.3.4. Stages 4- Open

Personality- has an open nature to the opinions and judgments of others, which has a polite attitude in responding with direct and indirect language, advising within certain limits, and willing to learn and open in the mindset and opinions given by others, thinking with enough details about the information and opinions expressed by others; Comments- in commented accompanied by positive advice and had enough general knowledge, so the comments were of high quality; Critics- Criticism which is presented adequately on the objectives of the issues discussed, there are contexts and content in criticism accompanied by examples of real case studies so that that criticism can build the knowledge of others; Discussions- Providing stages in solving a problem and accompanied by real examples of application or that have been done by others, making himself a pretty good listener in listening to other people's opinions; Solutions- Providing alternative solutions so that others can think first, and examples provided are examples of general and specific knowledge; Culture- the culture that is built on social media is a level of comfort, people are not afraid to discuss, express opinions and criticisms so that they are free in expressing their thoughts and feelings but with ethical and moral limits that are enough to



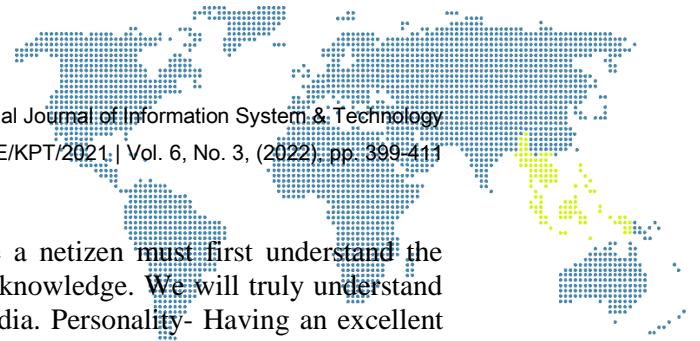
pay attention; The goals to be achieved are that others feel comfortable and they feel comfortable, and this is a proactive attitude.

3.3.5. Stages 5- Friendships

Personality- Having an attitude of listening. We do not focus on the type of extrovert or introvert at this stage. The focus is to have the nature of being willing to listen to opinions and others and pay attention to them, think first, seek information on the truth of opinions and criticisms expressed by others, have a friendly attitude, and say polite sentences and pay attention to the impact of what happens to others if things are very negative expressed; Comments- Comments put forward are positive, where when expressing comments, thinking first, what positive things I will get and what positive things will be obtained by others; Critics- When throwing criticism, paying attention to other people's feelings and thinking, if the criticism is expressed in sentences like this, what are the consequences for others; Discussions- in discussion can motivate others to be better; Solutions- on social media, the solution provided is outstanding, which can provide case examples and their application, the real case studies provided can be following the existing problems; Culture- Building a culture of friendship and wanting others to understand what is in their minds and vice versa, here want to build a culture of wanting to know each other positively; Goals to be achieved are good cooperation with each other and want to be together in achieving a goal that can contribute to others.

3.3.6. Stages 6- Good Communication

Personality: has the nature of understanding others, is not fast to anger and express anger, but is more inclined to refrain from maintaining a good relationship, able to give his opinion correctly and others can understand the meaning, nothing is hidden behind the motive of the sentence -but said honestly politely and ethically. Understand what limits should be said and what is not needed; Comments- when other people read the comments put forward. Then other people will be able to gain in-depth knowledge. Their comments contain the knowledge to help others develop better general knowledge and add broader general insight. Critics: Having logic accounted for, the criticism is two great logics: general and special logic. General logic is a mindset that has been formed from personal experience so that it forms and produces positive or negative thinking. Particular logic is the logic obtained from learning, whether it comes from books-journals-working papers and others can also be obtained from experience in completing a project or when implementing a stage in a task, so that it forms and produces an individual mindset or can be said to specialize in specific fields; Discussions that take place on social media are a war of knowledge, not a war of feelings and negative thoughts, but here the discussion based on fact-data in the field that can be accounted for accurate information and broad general knowledge, so that social media users can also get positive benefits from the discussion; Solutions- here is a decisive solution war, which presents various alternatives or solutions to overcome the problems discussed in social media, so that those who read can participate in critical thinking and can also gain knowledge; Culture- here has formed an extraordinary culture of knowledge, commentary-criticism-discussion is the formation of a culture of knowledge in high-quality social media, positive things in developing and shaping the mindset, character and capacity building in communication proactively and friendly; The goals to be achieved are contributing extensive data-facts-general knowledge, peace, two-way communication that is very positive and can recognize and understand different patterns of opinions and culture. This understanding can produce a definite goal: social media can generate solutions to overcome problems in politics, economics, business, management, philosophy, social, and other fields.



3.3.7. Stages 7- Wise Netizens

This stage is the peak stage of netizens, where a netizen must first understand the meaning of words; this is very useful in increasing knowledge. We will truly understand what the word means when we speak on social media. Personality- Having an excellent leadership attitude, any synchronous actions and words used as an example of integrity influence others. This leadership attitude must align with the attitudes and characters that lead others on social media. A wise netizen is a netizen leader for himself and others—having an attitude of willingness to learn and listen carefully to opinions and criticisms expressed by others. A positive attitude includes self-defence, explaining openly and providing solutions, focusing on problem-solving, being patient, having an open mindset, having humility, having high knowledge, good quality opinion, and respecting privacy. Comment: According to Oxford Living Dictionary, a comment is (1) A verbal or written remark expressing an opinion or reaction; (2) expressing an opinion or reaction in speech or writing. Comments on social media contain particular knowledge content and go directly to the topics or issues discussed. At this stage, netizens understand three essential things in social media:

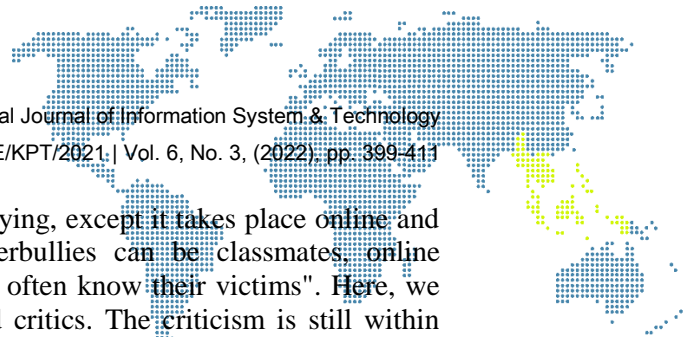
(1) Written defamation - a wrong comment intended to defame others. Such comments or statements can be in the form of writing or images that aim to undermine the unfair reputation of others through social media.

(2) Verbal slander - Words/comments that damage other people's names, but verbally. Here what is used is social media, video, and others.

(3) Defamation - the statement that makes a claim can be stated explicitly or implicated as a fact, making a bad image for another person, business, product, group, group, organization or company. Usually, the claim is incorrect, and the statement or comment is communicated to others so that the person's name is tainted. Therefore good communication skills are needed to produce wise netizens and apply new knowledge[21].

These three things often occur on social media. They are always a significant problem that may never resolve—continuing to this day and many non-quality comments on social media, ranging from responding to other people's insignificant comments, interfering with the affairs of other people's lives, rude, mocking, vilifying, spreading false information, and much more happening. A wise netizen has wisdom in commenting and is not careless in speaking. There is a level of courtesy, ethics, and morals in saying things - not agreeing to a statement and providing solutions/alternatives. Here an agreement is reached, and if it is achieved, a netizen wisely chooses not to continue or attack with scathing comments. When reading information and disagreeing with that information, a wise netizen will say in very polite language and not rude with an insulting impression. We must realize one thing here, no perfect human being. It is a general sentence that is already known if we feel perfect for our profession, it is as if we already know everything, and there is no need to learn anything. A wise netizen has humility and realizes that he still has many shortcomings and weaknesses. Netizens wise in comments will not be rude and use severe sentences as if insulting. It will not solve the problem, and here is seen once-people who focus on the problem and only comment on the problem, but there is no solution whatsoever with the fool that looks creased, but there is no content in the comments and context intended.

Critics- According to Oxford Living dictionaries, the critic's definition: (1) A person who expresses an unfavourable opinion of something; (2) A person who judges the literary or artistic works, especially one who does so professionally—moreover, cyberbullying: The use of electronic communication to a person, usually by sending messages of an intimidating or threatening nature. Bully: Seek to harm, intimidate, or coerce (someone perceived as vulnerable). The National Crime Prevention Council (2017)



said: "Cyberbullying is similar to other types of bullying, except it takes place online and through text messages sent to cell phones. Cyberbullies can be classmates, online acquaintances, and even anonymous users, but they often know their victims". Here, we call criticism a soft name and specifically for hard critics. The criticism is still within certain limits in disagreement and within acceptable tolerances. Even though criticism itself is not necessarily valid, except if it contains examples or case studies to strengthen these criticisms, examples and case studies are also included in comments. Especially cyberbullying is more inclined to a statement of disagreement but in the sense of hurting and destroying, many negative things about it and no solution. Some sentences are inhumane, rude, immoral and very damaged. People like cyberbullying have very destructive personalities and have no purpose in life. Life is only wasted for all negative things; this is a big question, whether it happens because of parenting, surrounding environment, or mental health that the perpetrator suffers so that they become a person who harms others. A wise netizen is someone who has a critical spirit in the sense of someone who can see irregularities in a process and then try to improve it by giving his criticism; being able to see the context and content of the problem - and providing criticism accompanied by problem-solving; able to control himself in the sense of not throwing haphazard criticism without being supported by substantial evidence such as complete data and information. In this section, we need to understand that if a criticism only takes part of the information that is intact, it will cause injustice to the criticized party; all information taken or that criticized must be seen first: what is the context, who needs the information, what is the information, what is the sources. If the user still does not understand, they should ask before judging someone[22],[23].

Discussions- According to Oxford Living Dictionary, the definition of discussion is the action or process of talking about something to reach a decision or exchange ideas. Learning about yourself is something that we like and interests us[24]. Therefore, as wise netizens, we must control our discussion to become more focused and not contain excessive negative content—solutions- According to Oxford Living Dictionaries, solution definitions: A dealing problem with a difficult situation. A wise netizen can provide a solution, while an unwise netizen will never be able to provide any solution. Wise netizens must be able to see a problem realistically, not only with assumptions or perceptions. We need to understand that everything we say must contain an element of a solution so that people who hear it can learn and benefit from what we hear or say.

Furthermore, A wise netizen is very focused on how the problem is solved and how to solve the problem. Culture: According to Oxford Living Dictionary, the definition of culture is: (1) The arts and other manifestations of human intellectual achievement collectively considered; (2) The ideas, customs, and social behaviour of particular people or society. A wise netizen can form a new culture in social media, generate high knowledge and have excellent habits for solving problems. People who will change their environment and positively contribute to society; Goals - According to the Oxford Living Dictionary, definitions of goals: The object of a person's ambition or effort, an aim or desired result. The goal of wise netizens is to positively contribute to society, producing innovations that can be useful for society. For example, when people complain about frequent flooding. A wise netizen can provide a case study on how to solve the flood problem. The wise netizen can give an example of applying technology abroad that can solve the flood problem. Whether the idea is accepted is not a problem for a wise netizen. In finding ideas, we must identify opportunities to make an innovation[25]. It is needed to provide solutions in social media to achieve the desired goals and targets to create a positive culture in social media. The important thing is that a wise netizen can share his knowledge or experience with others, making other people think, get new information, increase creativity, and produce positive things that can share on social media.



Table 1. The Maturity level of netizen (The seven stages of netizen)

Stages	Stages 1 Unknown	Stages 2 Hidden	Stages 3 Blind	Stages 4 Open	Stages 5 Friendships	Stages 6 Good Communications	Stages 7 Wise Netizen
Personality	Worst	Have a bad motive	Sometimes like to judge others.	Easy going	A good listener	Understanding	Netizen & leadership
Comments	They are doing evil to others.	Have a bad purpose	Look patient but impatient	Give advice	A positive change	Increase general knowledge and examples of concrete cases	Increase general and specific knowledge
Critics	Rude	In correcting in comment	A little impact	An enough impact	Empathy	Good logic & empathy	High-level logic and empathy
Discussions	I am always right	I know everything	Feel smart, but not smart	Provide solutions to solve problems, but have certain limits	Motivate to make things better	Increase general knowledge so that knowledge can change the situation	Improve ways of solving problems by providing real examples
Solutions	None	Pride	Do not understand the opinions of others correctly.	Have a solution by giving a case example	Provide general knowledge and case to solve problems	Provide real case examples that might be applicable, but still no details	Able to explain the stages of solving the problem in detail
Culture	Damaging other people's reputation	Personal interests and ambitions	Making the atmosphere of social media a bit uncomfortable	Make communication comfortable	Want to know each other's personalities and thoughts	Improve knowledge and develop positive characters	Develop other people with special knowledge and create innovations
Goals	Defamation of others	I have to make big profits.	I will listen to you as long as it makes me a personal advantage.	Both feel comfort	Good cooperation	Give positive contributions to yourself to the community through social media.	Provide and produce contributions and innovations for the community

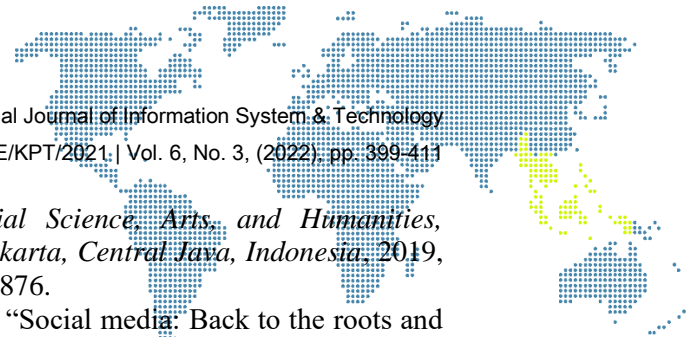
4. Conclusions

Johari window is a method applied to social media. The results obtained are the classification of netizens themselves, with the following classifications: open netizens (comments & critics); blind netizens; hidden netizens; unknown netizens. Formula $N = K.C^2$ is a useful formula to clarify how a netizen should be. The formula consists of N: netizen; K: knowledge (general and specialized knowledge); C: communication (comments & critics). This research can further develop into a complete framework than v.1.0. The next version developed into quality control of netizens and stages, making a special netizen software. This research requires 12 versions to be perfect and still in the next development stage.

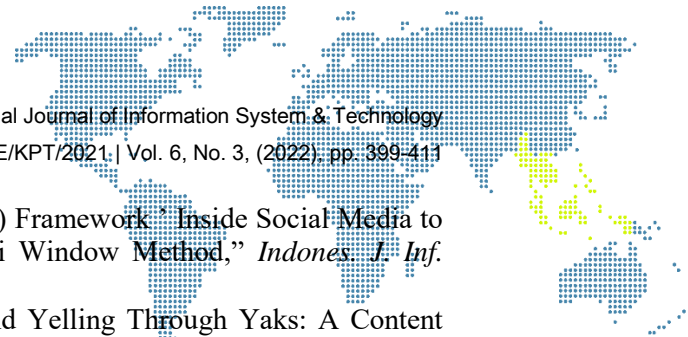
Special rules need to be made in social media appropriately. Indeed, regulations have been made, and laws can be binding, but people still need to explain the details of the sentences stated in the law so that the public can know how to comment and criticize. Education and knowledge about comments and criticisms on social media can start in education or university. The teacher/lecturer provides knowledge about the law and explains its impact on social media's positive comments and criticisms. Those comments and criticisms can enhance general and specific knowledge in the community.

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