

An Analysis of Online User Forum Community Segmentation at www.Kaskus.us

RefiRifaldiWindyaGiri, ST.¹ and NinditaAfiyanti²

¹Telkom Institute of Management, Bandung, Indonesia

Abstract. Purpose – Kaskus (stands for ‘lobbying by whispering’) as the largest Indonesian forum community provides various discussion board to get abundant information or do online shopping. The purpose of this paper is to identify a customer's segmentation and profile about the kaskus users.

Design/methodology/approach – This paper used the concepts of This research is done to find out the segmentation of Kaskus online forum community user based on demographic, psychographic, behaviour and characteristics of Kaskus user in every formed of clusters. We use cluster analysis with the method of two step clusters analysis and grouping method.

Findings – Kaskus user can be segmented into four, which is Kaskus Addicted User, Kaskus Passive User, Kaskus Daily hobbyuser, Kaskus Business User.

Research limitations/implications – Future research can improve the research base by collecting data on financial variables such as endowments, or collecting longitudinal data.

Originality/value – This research contributes to the literature in two aspects. First, this research provides a clear mapping of segmentation among kaskus users. The results are highly timely in today's debate about the nature and future online forum. Second, this research demonstrates that strategic group theory can be applied in the business school context. A number of internet users have adapted their cyber culture. They can access any kinds of information and run e-commerce business transaction with it.

Keyword: Online Business, Segmentation, Cluster Analysis, Two Step Cluster Analysis

1. Introduction

Kaskus as the the largest online Indonesian forum community provides discussion forum board or online business trading. It is divided into two main parts, the content and service. The content of Kaskus are: (1) Forum-loekeloe, Casciscus, KaskusCorner, Regional; (2) Trading; (3) Radio; (4) Blog; (5) Groupee. While the services are: (1) Kaspay; (2) KaskusMobile/WAP; (3) Kaskus ODP; (4) Kaskus SMS PM; (5) KaskusEcard; (6) Marketplace (on progress). There is a contributor space for Kaskus user to discuss certain topic or share ideas to realize social responsibility on Kaskus menu toolbar. The contributors are: Young On Top; Angel of Change; Grappling; and Marketing studies. AtKaskushomepage, there are also many chosen categories which can be voted by other Kaskus users, such as Hot Thread; Hot Categories; Highlight Banner; Threads, The Updating Forum’.

To face other sites competitors and develop marketing qualified strategy, it is important to do the segmentation to Kaskus users. It can be done by observing consumer demographic, psychographic, stylish, behavior and attitude factors. It is because the characteristic of Kaskus user is quite different compared to other site user. This result segmentation obtain the clusters with its similar objects. Thus, it helps marketing strategy to develop a better Kaskus site.

2. Segmentation and Consumer Behavior

¹Lecturer Institut Manajemen Telkom, Bandung, Indonesia, Telp: +62-2276000077 or 062-8156043392; fax:+62 -7502395
E-mail address: rifaldi@imtelkom.ac.id or rifaldi@gmail.com

Shiffman and Kanuk (2007:3) defines that consumer behavior is the activity of the buyers to find, buy, use, evaluate and use the product or service in order to fulfill their needs. According to Kotler and Armstrong (2002:281), marketing segmentation is to share the market into segmented consumer based on their characteristic or their attitude to the product needed or separated marketing mix. A specific study that learns about segmentation is marketing. The main fundamental segmentation (Kotler and Keller, 2009:253) are: (1) Geographic Segmentation, obliges that marketing share must be built in Geographical differentiation unit i.e: country, state, region, province, city or house hold; (2) Demographic Segmentation, market shared into groups based on age, family member size, family cycle, gender, income, job, education, religion, race, offspring, citizenship, and social class, (3) Psychographic Segmentation, shares the market based on the differentiation of consumer life style by asking their activities, interest, and opinion (AIO); (4) Behavior Segmentation, the seller share buyer into groups based on knowledge, attitude, product usage or its response.

3. Conceptual Model

This research focussed to demographic, psychographic and behavior segmentation to introduce the differentiation of Kaskus group users. We use Kotler and Keller theory (2009) about demographic and psychographic segmentation, and Peter and Olson theory (2000) about behavioristic theory. Demographic classified Kaskus user to its member length, gender, age, marital status, profession, and education. While Psychographic classified AIO and behavior to its event, aim, usage level, loyalty status, and attitude. User status will not be classified, because there are only permanent users who will be investigated. The buyer will not be included in this research also. It is because this research refers to all Kaskus members, rather than business online user. The framework can be seen in figure 1 below.

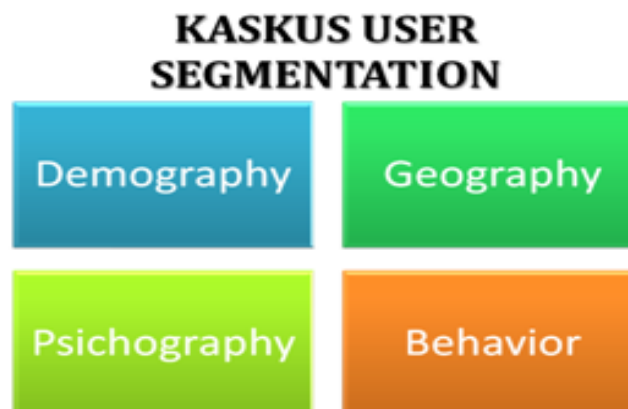


Figure 1 Conceptual Model

4. Research Design

4.1. Sampling

The data population is a number of online members community at www.kaskus.us. Based on the data on July 2010, Kaskus has 1.860.600 total member. It means that the population of this research is 1.860.600. We use nonprobability sampling- incidental as our research design. Any Kaskus user member who link with our questionnaire will be taken as the sample. We have gathered 800 respondents of 1.860.600 online community members who respond our questionnaire.

4.2. Data Analysis (Clustering)

This research uses cluster analysis. The term of cluster correlated to the similar objects. Cluster analysis is used to classify the objects based on their characteristics too. We utilize two step cluster analysis because the variables are matrix (interval and ratio) and nonmatrix variable. SPSS program provides the choice of two step cluster in handling cluster analysis with nonmatrix and matrix data (Simamora, 2005:229). These are the clustering principle to two step cluster as follow (SPSS Inc: 2004): (1) Ability to produce cluster connected to categorical and continuing cluster; (2) Cluster automatically selection amount, (3) Ability to analyze large data efficiently.

4.3. Findings and Discussion

According to Hair et al (2010:536), there isn't any special standard procedure of determining the cluster selection amount. On the other hand, there are some noticeable considerations to decide the amount of cluster. The cluster with small quantity will not be accepted nor eliminated. After doing it, we found four adequate equitability clusters which presented in the table 1 below.

Table1 The Cluster Amount and Composition

	N	% of Combined	% of Total
Cluster 1	2417	30.2%	30.2%
2	1814	22.7%	22.7%
3	1495	18.7%	18.7%
4	2274	28.4%	28.4%
Combined	8000	100.0%	100.0%
Total	8000		100.0%

Table 3 shows the number of cluster from each formation cluster members. It can be explained that the highest percentage of 800 respondents from 4 clusters to the first cluster member is 30.2% or 2417 people. The fourth cluster is 28.4% (2274 people), and the second cluster is 22.7% (1814 people). While the lowest point comes from the third cluster with 18,7% or 1495 people.

4.3.1. First Cluster Profile (*Kaskus Addicted User*)

This is called Kaskus Addicted User cluster whose named derived from loyal addicted members. It is dominated by students/higher students with the average age of 17 to 25 years old, has become the Kaskus member for 12 months or between 6 to 12 months, and spend time for hours to explore Kaskus site. The first cluster argues that Kaskus provides all information and many stuff they needed and wanted. They also utilized Kaskus to find and share knowledge, gather in one similar hobby community forum, and socialize through social network friendship.

4.3.2. Second Cluster Profile(*Kaskus Passive User*)

This cluster gets the information and stuffs from the other site. Accessing Kaskus is not a routinity. They do not use Kaskus to find/share information, do business, gather, or even socialize in finding friends. Because of their lowest usage, Kaskus only be used for a certain need. They follow other sites than Kaskus and act unsupportively to Kaskus progression. So that, this cluster named 'Passive User'.

4.3.3. Third Cluster Profile(*Kaskus Daily hobbyuser*)

The majority of this cluster user are the members who have been registered for almost 12 years, male, aged 26-35 years old, single, private employee and bachelor degree. This cluster spends almost their work time to find and gather with other members who have similar hobbies. They only search the information from Kaskus and often make thread. It has been their daily routinity to open Kaskus and spend their time on it, rather than the other site. Even so, they never really spend for hours to explore Kaskus. They only use Kaskus if it is necessary. Based on its characteristic, third cluster is categorized as Kaskus daily hobby. It means that this member has made Kaskus as their daily routinity and facility to explore their hobbies exploration.

4.3.4. Fourth Cluster Profile (*Kaskus Business User*)

The majority of this cluster has been the Kaskus member for more than 12 months, male, aged 17 to 25 years old (50%) and 26 to 35 years old (39%), a large part is single (71%), students/higher students (37%), private employee (29%) and entrepreneur (27%), bachelor degree (43%), and senior high school (39%). This cluster spends their time to work and utilize to do trading in Kaskus site (buying and selling stuff). That makes many member create thread starter, but none of them leave comments. Thread is made to be the promotion product facility. Cluster 4 is named Kaskus Business User which dedicated to business oriented members and trading.

5. Suggestion and Conclusion

Based on our finding, we will display the priority scale that suited for cluster characteristic in developing Kaskus marketing strategy.

- First priority: Cluster One or Kaskus Addicted User

Cluster 1 is the the largest members with their active characteristics at Kaskus site. They are enthusiastic and very loyal to the first priority in this research.

- Second priority: Cluster four or Business User

Cluster 4 is the second priority of the largest member with their business activity on Kaskus trading forum. It is suitable to be the second priority. But, the security system should be more tighten for this cluster. In order to avoid trickery, buyers & seller Identification Card must be scanned first on Kaskus online business forum.

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