

PERCEPTION ON WHATSAPP AND CALLIND

By

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Abstract:-

The most popular social media application for messenger in Indonesia is WhatsApp. One of the new applications made in Indonesia is called Callind. This research will conduct an analysis study related to public opinion on the Callind application. The study analysis process starts from studying the literature, searching for public opinion data regarding WhatsApp and Callind applications, conducting an analytical study of public opinion data regarding the application and then make conclusions. The results showed that the Callind application review value (4.3) was almost the same as WhatsApp (4.4). However, the Callind application needs to be repaired and upgraded again due to several functions that are not running so that the Callind users experienced difficulties and felt uncomfortable using Callind. The features provided are expected to focus on the features associated with messengers.

Keywords: - Local Messenger Whats App Callind

INTRODUCTION

The exponential growth of the digital landscape in the world in recent years has accelerated the growth of social media usage. Nowadays, especially in cities, it would come off as odd if a person, regardless of age, still uses a handheld device which cannot be connected to the internet. We Are Social, a global agency known for their in-depth research and knowledge in digital landscape notes in their 2018 Digital Trend Report that out of 7.6 billion people on Earth, 4 billion are now internet users (Kemp, 2018). At the time of writing of this article, more than half of the world's population are now interconnected via the internet.

The trend of internet usage in Indonesia has also been spurred by the global trend of expenditure of internet usage. A study by Hoot Suite in January 2018 shows a positive attitude by Indonesians towards incorporating the internet in their daily life. Out of a total population of around 265 million people, about 132 million Indonesians are internet users. This denotes that around half of Indonesians are users of internet. Since data also shows that 178 million Indonesians own smartphones (Hoot suite, 2018), this shows that nearly all smartphone users in Indonesia are in some way or another users of internet. Looking at these numbers alone, one can draw a conclusion that using the internet has major momentum in becoming a norm in the life of an everyday Indonesian.

Based on the Hoot Suite report, out of 178 million smartphone users, the application downloaded most was a messaging application, WhatsApp (Hoot suite, 2018). Due to the increase in affordable smartphones, data packages and extensive 3G and 4G coverage in Indonesia, it is easy to see that messaging applications have replaced traditional messaging methods such as short messaging service (SMS) as a popular means of communication between Indonesians. The popularity of using messenger applications to form groups and forums in sharing (Nistanto, 2016) are also used widely by Indonesians at all levels; be it for alumni, family, friends, education or work group chats.

Looking at the popularity of messenger applications in Indonesia shows the opportunity of developing an Indonesian startup which deals with messenger applications. However, it must be determined whether the Indonesian community as a whole accepts or rejects the idea of an Indonesian-based messenger application, and how it will be received by the general public in Indonesia.

This study then aims to determine the public perception of an Indonesian start-up with regard to a home-grown messenger application and how it would be received by Indonesian users, by studying the comparison between WhatsApp, a global messaging application owned and developed by Facebook Corporation, and Callind, an Indonesian start-up with aims to compete as a messaging platform.

Digital Trend

The term digital trend is generally used in publications focusing on the dynamics, changes and transformations in the digital behavior of a particular subject (Na, 2018). Generally, a trend may vary in terms of the length of time it is applicable to the subject, and the length of time may also be dependent on the outreach or size of audience reached for the particular trend.

Laurent Francois opines that digital trends are similar to stories: a good story gains in strength when it captures a wide audience who practice the trend constantly and share the particular trend to their peers repetitively (François, 2016). A trend should be easily recognized, promote curiosity and be appealing to its target market. When a trend captures an audience, it is vital for the momentum to be maximized and optimized to keep the trend going, or develop the trend into something bigger and longer lasting.

In the context of digital trends, one example of digital trend usage is social media giant Facebook Corporation, who instead of focusing on only social connections within the Facebook application have expanded and procured through acquisition WhatsApp and Instagram, keeping up with the social digital trend of having a friend list through Facebook, keeping up with the social life of friends through photos on Instagram, and feeding the necessity of using the internet as communication platform through WhatsApp.

Social Media Application

Through the introduction and expanded usage of smartphones, social media is not only accessed through traditional electronic gadgets such as computers and laptops, but are modelled as applications for smartphones. There are several types of social media applications for mobiles, but for the purpose of this research, it will be divided into two types of applications based on the privacy of users when communicating.

The first type of social media application is based on the ability of users to communicate one-way publicly.

Characteristically, this type of social media application is both private and public, where users usually start

Communication by sharing a one-way thought, which will then be commented on by other users. These users can either be preapproved, or set to public hence anyone can comment and interact with users, anonymously or not.

The second type of social media application is for the purpose of messaging or chatting. Characteristically, these types of social media applications are private and encrypted, granting users a unique username which usually does not allow users to remain anonymous. Users must be connected or approve connection to continue chatting, and messages are private between whichever users are involved.

The social medium WhatsApp was made by a Ukrainian who lived in the United States, Jan Koum. In 1997, Jan Koum worked at Yahoo and met Brian Acton. They both decided to leave Yahoo and establish WhatsApp Inc. in California on February 24, 2009 (Yusuf, 2014; Noor, 2017). Hootsuite (2018) made the 'Most Popular Social Media Platform' related survey.

Social Medium Whatsapp

The survey shows that WhatsApp is the fifth popular social media after YouTube, Facebook, Instagram and Twitter. Nevertheless, social media WhatsApp is first for social media with

messenger apps, app chat and VoIP feature (Hootsuite, 2018). The results of a survey conducted by Hootsuite regarding the most popular social media can be seen in Figure 1.

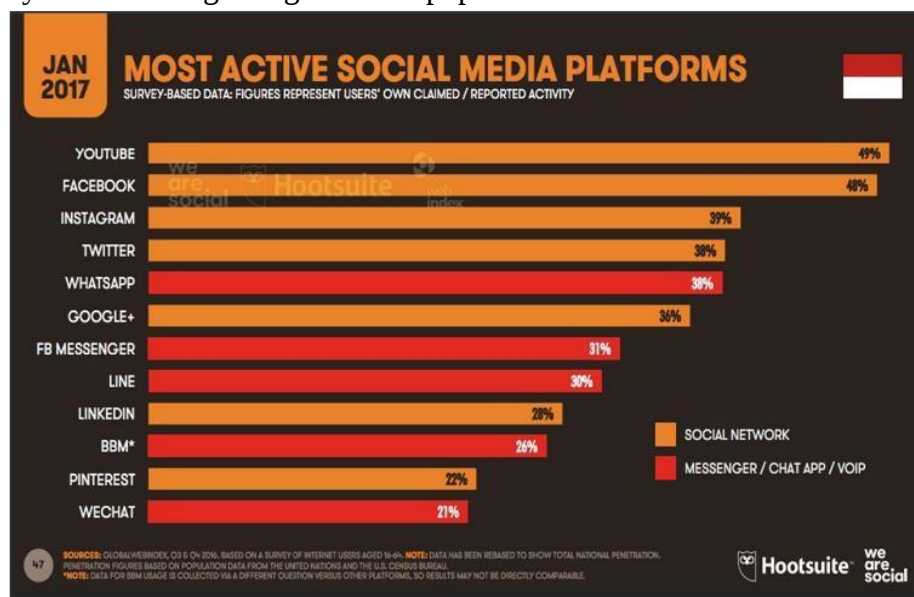


Figure 1. Most Popular Social Media Survey

Startup

Startup is defined as “a temporary organization in search of a scalable, repeatable, profitable business model” (Blank and Dorf, 2012). The aim of a startup is to achieve stability and growth in a business model to further develop it into a main competitor and player of the field it chooses to be in. A startup is usually a unique outtake of a business model to combat a present or anticipated problem in the society, giving it room to establish and grow.

A startup is usually established with the aims of being able to customize the services rendered to the needs of the industry (Killian and McManus, 2015). A combined skill of determining consumer preferences and providing innovation to challenge industry problems establishes radically successful business models from startups.

Startups in Indonesia are treated like any other business model in Indonesia. A startup company has legality based on Law No. 40 of 2007 regarding Limited Liability Companies. However, for digital startups, another law also defines the legality of startups, in Law No. 11 of 2008 regarding Electronic Information and Transaction. The attitude of the Indonesian government, according to Achmad Zaki, founder of Bukalapak, is that it is very open to startup business and technology companies (Advertorial, 2017).

Social Media Callind

Callind was a startups made by an Indonesian called Novi Wahyuningsih, one of the co-authors of this paper. In 2016, Novi Wahyuningsih pioneered the creation of an Indonesian local social media and gave it the name Callind (Damar, 2018; Haryanto, 2018).

Callind social media application was launched to coincide with the commemoration of Kartini day on April 21, 2018. Since its launch, Callind has been used by more than 350 thousand people. Callind creators targeted 5 million users by the end of 2018 (Damar, 2018), and in the next three years, the target is more than 50 million users (Herman, 2018).

METHODS

This research will use questionnaire to find out the public perceptions of Callind. The perception that was tested in the respondents are the features in Callind application. The analysis will be done by looking at the comments for Callind in the Play Store application on Android on WhatsApp and Callind applications.

RESULTS AND DISCUSSION

Callind was launched to the public on April 24, 2018 in Indonesia. The application has more features than WhatsApp. A features comparison between WhatsApp and Callind can be seen in Table 1:

Table 1. Features of Whatsapp and Callind

No	Features	WhatsApp (Hootsuite, 2018)	Callind (Khoirul, 2018)
1	Messenger	√	√
2	Chat App	√	√
3	VoIP	√	√
4	Wallet	-	√
5	Estella Chat	-	√
6	Purchase Transaction	-	√
7	News	-	√
8	Search Users	-	√

The wallet is the feature to ask friend to use Callind and you will get reward. You can invite your firends by using referral link, and if your friends install the application, the reward will come to the Wallet from Callind application.

The Estella Chat is the chatting feature in Callind that enables you to find friends to share.

The Purchase Transaction is the feature in Callind to do transaction of goods that advertised in the application. This feature enables the users to sell and buy goods.

The News feature is providing a pop up and trending news for the users.

The Search User feature is pop up and trending news such as business, education, sport and entertainment. This feature is free of charge.

Table 1 shows the features of WhatsApp and Callind. WhatsApp has only three features, which are messenger, app chat and VoIP. While Callind has eight application features such as wallets, Estella chat, purchase transactions, news and search for users.

Social media applications Callind and WhatsApp already exist in the Play Store application, and can be downloaded and installed on Android-based mobile phones. In the Play Store application there is an app rating value that is used based on reviews from users. The results review of reviewers for WhatsApp and Callind application can be seen in Figure 3 and Figure 4.

Figure 3 shows WhatsApp user reviews. The number of reviewers from WhatsApp users is 69,473,122 users where 48,772,482 users rated very well by giving 5 stars (five). Figure 4 shows a review of Callind users. The number of reviews from Callind users was 20,575, where 13,631 users rated very well by giving 5 stars. Even though the number of comments

between WhatsApp and Callind is very different, the review statistics given are very similar; WhatsApp scored 4.4 points, while Callind got 4.3 points. This shows that the Callind application can be accepted in the community only a few months after its launch. Therefore, the contents of the reviews of the users need to be analyzed.



Figure 2. WhatsApp and Calling applications



Figure 3. Callind Application User Rating (Wahyuningsih, 2018)

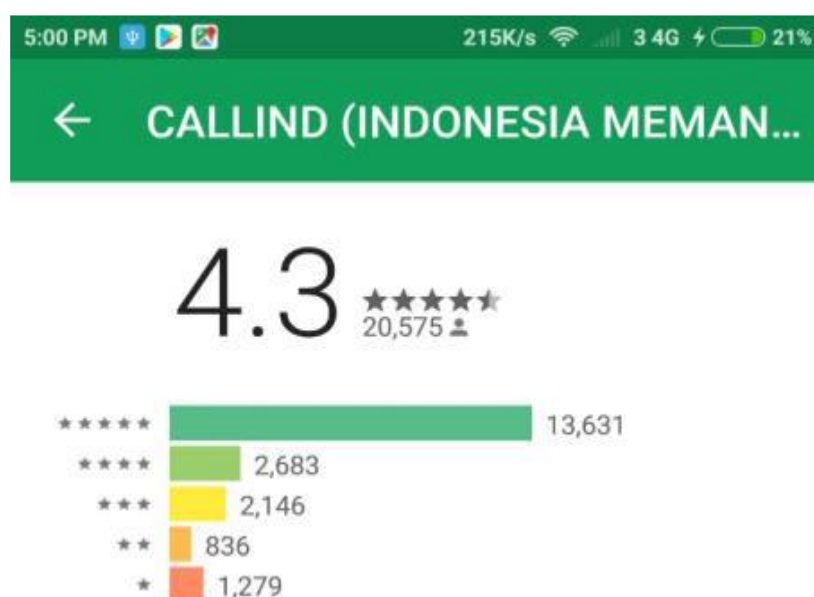




Figure 4. WhatsApp Application User Rating (Koum, 2009)

Table 2. Description of the WhatsApp User Reviews (Koum, 2009).

No	Reviewer	Star	Description
1	ainun nasikhin	3	If you send the photo, the picture is not real as it was sent, it is still blurry, mintol is correct
2	Mucharom Rusdianan	4	lack of WhatsApp application, there is no phone call recorder or video call feature
3	Putra syah	5	Often errors, but it doesn't matter
4	Tommi Petir	5	WhatsApp is top
5	Lukman Hakim Drs H	5	Very good and very useful for communication
6	Gita Ayudia	5	It can't be updated any more ... so that you stay on to WA
7	Asti Sh	5	I like wa
8	Erwanto Yanuari	3	Efektif enough TOP
9	Heri Eko	5	Very good and helpful
10	Desi Desi	5	It's really cool
11	Farhan Zuan	5	Keep increasing
12	Rizal Bali	5	This is the new dong WhatsApp
13	Reza Galdin	5	I love it
No	Reviewer	Star	Description
	Quay		
14	Riko apriliant	5	Keep increasing
15	Wahyu arifin	4	Very helpful
16	Eka Pujiantoro	3	Awful bad luck
17	Nazriya Good	5	Nice
18	Hartanto lawyer	4	Good
19	Nimas RTD	2	Why is it so bad if I use it? not rich first
20	Yogi Muhammad Sandro	1	WhatsApp starting to fail? When I don't update the latest version it becomes an error, it can't be opened ... how come the RAM cellphone isn't enough, so I can't use WhatsApp anymore .. better switch to bbbm.

Table 3. Description of the Callind User Review (Wahyuningsih, 2018).

No	Reviewer	Star	Description
1	Azam Putra	5	Min ", please change the color of the front screen, do not use light blue if we see really obscure / glare that has a message, contact, group, advertisement, news is almost unclear. I am proud of this application. Hopefully those who need it can be helped by this APK
2	Zulfan Effendi	5	I am proud of the products of this country. But why can't change profile photo. When I select the profile photo, it continues to disappear. Is there a solution or not? Hopefully this application is progressing and developing. Even much in demand in every corner of the world.
3	Ijha Zein	3	It's pretty good ... there is still a lot to improve. Phone / VC can't be used ... chat group also can't send photos of videos etc. It's just limited to chat ... keep up the spirit and support
4	Diah Novitasa	3	Innovative creativity, it's just that the application response is difficult and the login is also difficult ... So, you can't enjoy this application. Please improve the future better.
5	Akung Prabu	2	So the features are good ... it's just not perfect ... For settings, it's not there ... To send photos, slow ... To send video, can't ... To delete chat, can't ... To close the account ... No, there is no account. There is no account yet ... Insha Allah is better than that, but it is updated and is updated.
6	L. Andy Barlianto	1	Install it at around 9 am, can't verify the cellphone number to date, no text is entered even though the signal is good, regular sms and other sms apps can enter. If until tomorrow afternoon I still can't, I'm sorry I will uninstall it.
7	Diva Aderiska	3	Not bad wow. But why do I want to go in, can't do it ... Isn't the lock unlocked ... I already entered the number, how come I press ok, there is no response ...
8	Saridi Salimin	3	We are proud of our nation's children to develop this app. But if the verification on the menu enter no cellphone, how long is it? I just kept quiet.
8	Saridi Salimin	3	We are proud of our nation's children to develop this app. But if the verification on the menu enter no cellphone, how long is it? I just kept quiet.
9	Qardy W P	1	How can the list be repaired, how long can it move when you enter the cellphone number, even though the connection is smooth. Want to try the work of the Nation's children but already DISAPPOINTED ☹
10	yoga adi	5	The number that has been installed in the APK will automatically appear ... but it is very difficult to invite the manual number ... made as easy as possible ... so that people are interested ... Forward, the work of the nation's children
11	Andre Yuliadi	1	Even if the application has expired, enter the cellphone number and cannot continue, it can't even exit the application. Repaired

No	Reviewer	Star	Description
			again !!
12	Ricky Rinaldi	1	Sorry, I uninstalled it first, register not respond & my impression this application is too rushed to launch while the user wants an application that is ready to use.
13	balepe jr	4	I like this application, but when I want to write and enter my phone, the pin is not sent to my phone ... how come it has been repeated many times ...
14	Yono Daryono	5	The chat can't be deleted. Please develop the application again. It's really good, can you see the traffic in your own area ... 📶📶📶
15	Selly Robbya Lestari	2	There is no notification the SMS code might be repaired huh? Hopefully as soon as possible. Improved Indonesian Works APK Hopefully hopefully respond
16	kabul muliarto	5	I've downloaded the replay pin for a long time, please make it faster to make it faster using the Callind application, move forward Indonesia, become independent
17	Hans Bachtiar	2	Fix it first, okay? ... I want to replace the existing applications with Callind, they just want to place a picture of trouble ... can not, want to share to the family, even the application stalled ... first is repaired ... ok? Success bro ...
18	Pipit bayu nugroho	5	5, creative work of the nation. Only the verification is really long. If you can't use it, you have to reduce the star
19	dikiardiansyah	5	I want to give you a suggestion. the Callind I want to ask for added status like in WA so I can see the status of my friends. thank you
20	Sumi Jan	3	If you can, please make it like WA without inviting, immediately detect the contact number so that many users don't have trouble.

Table 2 shows the contents of the review and assessment of WhatsApp users. Whatsapp users who give 5 (five) stars were satisfied with the WhatsApp application and some said this application was good and very useful. The contents of the review and assessment of Callind users was different with WhatsApp review and is shown in Table 3. Callind users who give five stars in the form of value because they like the application. However, the respondents mention that the functions of the features in the Callind application are incomplete, and they advise that the Callind could be improved to be similar to WhatsApp, especially regarding contact numbers that can be activated immediately like WhatsApp.

Nevertheless, this is inversely proportional to the results of the assessment of the users shown in Figure 3 and Figure 4 where the results of the assessment of WhatsApp and Callind applications are not too far away by only 1 point. This is because many Callind users gave a maximum score because they are proud of the work of Indonesian people.

MANAGERIAL IMPLICATION

Based on the contents of the user reviews of WhatsApp and Callind applications shown in Table 2 and Table 3, the Callind application still needs a lot of improvements and development. There are still many features of the Callind application that are not perfect yet. This is consistent with the survey conducted by Hootisue regarding the most popular social media in cyberspace where the top four social media are YouTube, Facebook, Instagram and Twitter which focus on just a few features, especially YouTube which focuses on 1 feature only and has become the top social media (Hootsuite, 2018).

CONCLUSION

This study has the objective to gain the perception about Callind, an Indonesian social media application. The WhatsApp and Callind both have features for messenger, app chat and VoIP. Callind proposes new five features that does not exist in WhatsApp. The perception of the

respondents are quite good for Callind. Some respondents give Callind similar rate with WhatsApp. However, as the new apps, the Callind needs a lot of improvement. The features contained in Callind are too many, so they are not focused enough. Callind application features that do not match the name of the application are better eliminated.

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