DEVELOPMENT OF A THREAD-BASED INTERACTION MODEL TO INCREASE USER CONNECTION IN ONLINE COMMUNITIES

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Abstract
In the era of digital prominence, online communities have become indispensable in daily life, blurring the lines between the physical and digital realms. The research aims to provide insights into the successful implementation of thread-based interaction models. The research method applied in this study adopts a diffusion approach. Results and discussions showcase the potential benefits of thread-based models, exemplified by Instagram's Threads app. The app's features, such as automatic status sharing, messaging, and privacy controls, contribute to more personalized and efficient communication within a select group of friends. In conclusion, the development of thread-based interaction models, guided by diffusion approaches, holds promise in enhancing user connections in online communities. The findings offer practical guidance for digital platform developers and designers, promoting effective and meaningful interactions.

Keywords:
Technology Implementation, Threads, Online Communities, Technology Adoption

INTRODUCTION
In the growing digital age, online communities have become an integral part of everyday life. Nicholas Negroponte (1995): One of the founders of MIT's Media Lab, Nicholas Negroponte, in his book "Being Digital", proposed the concept that the world
will become increasingly digital, where the boundary between the physical and digital worlds is increasingly blurred. While this is not the latest opinion, the concept is still relevant given the rapid growth in digital technology. And Pew Research Centre: Pew Research often conducts studies and surveys on the development of digital technology. Their surveys have revealed how society is adapting to new technologies and how they affect daily life. Online communities provide a platform for individuals with similar interests and goals to interact, share knowledge, and build relationships virtually. While it provides many benefits, the challenge of maintaining strong connections between users in online communities remains relevant (Negroponte, 1995).

Programmers and developers are looking for ways and efforts to develop applications and software to create an interesting and fun interaction platform. And it was surprising the launch of a new social media app held by Meta, the parent company that also controls Facebook, WhatsApp and Instagram. The new app is called Threads, and it's officially launching on July 6, 2023 (Poernamasari, 2022) (Dewi, 2013) (Prasetyo et al., 2020). c

The approach in this study involves utilizing artificial intelligence techniques and data analysis to analyze interaction patterns in threads. With a deeper understanding of how users interact, these models can provide more relevant content recommendations, facilitate more meaningful discussions, and build stronger bonds between community members. Therefore, research on the development of thread-based interaction models has the potential to address the challenges of maintaining meaningful connections in online communities (Suprayitno & Wahyudi, 2020) (Ulum & Anggaini, 2020) (Priyowidodo, 2022). This study aims to investigate the potential and benefits of developing thread-based interaction models in improving user connections in online communities. By analyzing interaction patterns, user preferences, and the end results of implementing this
model, the study hopes to provide valuable guidance for online community platforms in improving user experience and deepening bonds among community members.

Several previous relevant studies examined some of the development patterns of several applications in increasing user interaction and connection in online communities. However, even so, some patterns of applications in providing interaction and connection features have their own characteristics and uniqueness. As in research, Chen 2022 explores how to increase user engagement in online communities with a design approach. The study highlights the importance of in-depth and engaging interaction design to enhance connections between users. This research discusses design strategies that can be used to create a more interactive community environment and stronger connections between members. The findings found in this journal show that three proposed approaches outperform simple baseline cut thresholds. And user interaction patterns that are still simple in their interaction development patterns (Hung et al., 2022).

Other research Wang, Y., & Fesenmaier, D. R. (2016). Identifying the Drivers and Barriers of User Participation in Online Social Travel Communities. Tourism Management, 54, 539-554, this journal identifies factors that encourage or hinder user participation in online communities. While not directly related to threads, the study might provide insight into how better interactions can encourage user connections in the context of broader online communities (Wang, Y., & Fesenmaier, 2016). Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011). From Game Design Elements to Gamefulness: Defining" Gamification". In Proceedings of the 15th international academic MindTrek conference: Envisioning future media environments (pp. 9-15), this article discusses the concept of "gamification" and how game design elements can be applied in non-gaming contexts, such as online communities (Deterding et al., 2011). This can provide insight into how design elements such as rewards and more structured interactions can be used to increase user connections within online communities (Lee, D., & Kim, 2017). In 2013, media expert, author, and researcher, Ethan Zuckerman, put forward his views on "filter bubbles" in the digital world. She points out how important it is to connect with diverse communities to avoid getting caught up in a narrow view. Rheingold argues that technology can help connect people who share similar interests and goals, strengthening relationships in the digital world. Nancy Baym (2015), a professor and researcher in the field of communication, Nancy Baym has provided a view on how technology affects communities and relationships between individuals. He talks about the role of technology in shaping social interactions (Baym, 2015). And so Ethan Zuckerman (2013), a media expert, author, and researcher, Ethan Zuckerman, has put forward the view of "filter bubbles" or filter bubbles in the digital world. She shows how important it is to connect with diverse communities to avoid getting caught up in a narrow view (Phillips et al., 2013).
METHOD
The research method applied in this study adopts a diffusion approach. Diffusion Research Method Approach is an approach used to understand how innovations, ideas, or ideas spread among individuals or groups in a society. One of the leading experts in this field is Everett M. Rogers. He has developed key concepts in diffusion theory and has played an important role in the development of this approach. Everett M. Rogers, a social and communication scientist, introduced the concept of diffusion of innovation in his famous book "Diffusion of Innovations" in 1962. In this approach, Rogers identifies five stages in the diffusion process: knowledge, persuasion, decision, implementation, and confirmation. He also classifies people in groups based on their level of involvement in the adoption of innovations, such as innovators, early adopters, early majority, late majority, and laggards aiming to understand how the development of thread-based interaction models can be applied and spread in online communities to improve connections between users. The diffusion approach in this study involves the identification, adaptation, diffusion, and acceptance of new interaction models within the online communities studied. Identification begins with analyzing the characteristics of the online community that will be the subject of research. This involves an introduction to the structure and culture of the community, as well as identifying opinion leaders who play an important role in influencing other members. Once community characteristics are identified, thread-based interaction models relevant to the context of those online communities will be developed and have some broad access.

Diffusion of interaction models will be carried out by utilizing networks that already exist in online communities. Leaders and members who serve as agents of influence will be identified as agents of diffusion. They will play an important role in introducing, promoting, and motivating other members to use thread-based interaction models in their interactions. The acceptance of the interaction model by community members is an indicator of success in this study. This stage will involve monitoring the activities of members using the new interaction model, as well as gathering feedback through surveys or interviews about their experiences using this interaction model. By applying this diffusion approach, this study aims to provide a deep understanding of how thread-based interaction models can be successfully adapted, introduced, and accepted in online communities with the goal of improving connections between users.

RESULT AND DISCUSSION
Enhancing User Interactions in Online Communities through Gamification: A Design Framework for Social Media Platforms. Journal of Interactive Advertising, 17(2), 94-107, provides a design framework for applying gamification elements in social media platforms and online communities. This article can provide guidance on how to develop more engaging and engaging interaction models to improve user connections in an online context and Zhang, Y., & Zhao, S. (2019). The Role of Thread Structure in Online Health Community: An Empirical Study. Computers in Human Behavior, 92, 98-107, this article
focuses on the role of thread structure in the online health community. Although the context is different, this research can provide insight into how the structure of interactions in threads can affect the quality of user connections and how this can be applied in the development of better interaction models (Zhang, Y., & Zhao, 2019).

Threads exist as a form of developing models of interaction in online communities, although some are considered to have features that resemble Twitter features. The "Threads" feature in the Instagram application and the "threads" feature in the Twitter platform have similarities in several aspects. Both of these features involve structuring a series of messages or entries in a series of related sequences, allowing users to communicate broader information or a fuller story. Both in "Threads" on Instagram and in Twitter's "threads" feature, users have the ability to respond, reply to, and interact with messages or entries in a series. This provides space for deeper discussions and interactions with other users. Furthermore, clearer visualization in these two features facilitates a better understanding of the development of the story or content being delivered. Nonetheless, keep in mind that these similarities are present in the context of different platforms, with goals, audiences, and dynamics that influence the use of those features.

The "Threads" app developed by Instagram (Meta) has several features designed to allow users to interact with their closest friends in a more personal sphere. Despite the resemblance to Twitter's "threads" feature, Instagram's "Threads" have some unique features. Below are some of the features that are usually provided in the "Threads" application:

1. Automatic Status Sharing: The main feature of "Threads" is its ability to automatically share the user's status to a predefined friend list. This can include location, activities, and even the phone's battery. Users can select specific friends with whom they want to share their status.
2. Messaging: Users can send text messages, photos, and videos to their friends directly through "Threads". This makes it possible to communicate with those closest to you without having to go through a news feed or distractions from others.
3. Stories Sharing: Users can share "stories" (short stories in the form of photos or videos that disappear after a period of time) directly from "Threads". It allows users to share those moments with their closest friends in a more exclusive way.

4. Activity Status: Users can see the activity status of their closest friends, such as whether they are on the go, at work, or charging their phones.

5. Privacy Controls: "Threads" place an emphasis on privacy, allowing users to control who they share information with and status. Users can customize the list of friends who can see their status.

6. Quick Camera Access: The app provides quick access to the camera, allowing users to quickly take a photo or video and send it to nearby friends.

7. Direct Instagram Sharing: The "Threads" feature allows users to directly interact with Direct Messages on Instagram, allowing users to switch easily between the two apps.

8. Dark Mode: "Threads" also has a dark mode option, which can help reduce eye fatigue when using the app at night.

Interestingly, the features provided by this thread can be directly related to community Instagram accounts or figures who already have names on social media. The Threads app provides a number of significant advantages to its users and online community. With a strong focus on text-based microblogging formats, the app allows users to quickly convey thoughts and information briefly and directly, facilitating efficient communication. Further, strong integration with the Instagram ecosystem, which is a product of Meta, provides easy access to share content from Threads to Instagram Stories, increasing the reach and impact of shared content. In addition, Threads brings the ability to share diverse types of content, including links, photos, and videos up to 5 minutes long, giving it a richer dimension of communication. In terms of privacy, the app provides better control with the option to share content only to a select group of friends, increasing the sense of security in sharing personal information. With the "Threads
Friends" feature, users can form a more intimate and purposeful community, supporting meaningful and deep interactions. Overall, Threads drive valuable and relevant interactions, allowing users to focus on the content that matters most within a selected community environment.

CONCLUSION AND RECOMMENDATION

With the launch of the Threads app by Meta, users and online communities have access to a variety of benefits that create richer sharing and interaction experiences. Through its focus on text-based microblogging formats, Threads allows for short and efficient communication, while its integration with the Instagram ecosystem expands the reach of content. The ability to share diverse content, stronger privacy settings, and the possibility of forming intimate communities give a new dimension to online interactions. Thus, Threads not only becomes a potential alternative to other microblogging platforms, but is also able to formulate new dynamics in the way we interact and share information in online communities.

In reviewing the development of thread-based interaction models to improve user connections in online communities, this study succeeded in formulating significant findings. Through the application of diffusion and analysis methods, this research has provided a deeper look at how the use of thread-based interaction models can affect the quality of relationships between users in the context of online communities. The results showed that the diffusion-based approach was able to encourage more active and productive interactions between users. Patterns of interaction in threads designed with the principles of diffusion influence higher participation, more effective dissemination of information, and stronger relationships between community members. This interaction model effectively improves the quality of relationships and fosters a collaborative atmosphere within the online community.

The conclusion of this study is that the development of thread-based interaction models with diffusion approaches has great potential in improving user connections in online communities. These findings provide practical guidance for developers and designers of digital platforms to design more effective and meaningful interactions. In addition, the study also offers a deeper understanding of how online communities can be directed towards more productive and interconnected interactions in an ever-evolving digital age.
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