

Use of Twitter Account Autbase @JPFBASE as A Communication Media For Japanese Pop-Culture Viewers in Pekanbaru

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Abstract

Existence of various Japanese pop-cultures which is the characteristics of Japan, have developed throughout the world. The @JPFBASE auto base account is a media devoted to its enthusiast to share opinions, information, and discuss matters related to Japanese pop-culture. This research was conducted to perceive how a fan of Japanese pop-culture utilize the auto base feature on Twitter as a communication tools. This study was conducted by using a descriptive qualitative approach through in-depth interviews, observation, and documentation. Moreover, snowball sampling method were used to determine the outcome from five chosen followers of the base. The result of this study indicates Japanese pop-culture enthusiasts use the @JPFBASE account as a tool of information, establishing relationships, educational tool, and an entertainment facility. The research revealed the supporting and inhibiting factors played a major role for the utilization of the base. The @JPFBASE is a generally-open account for its followers to openly discuss the related Japanese content. In contrast, the followers that has not been followed by the @JPFBASE are unable to send the menfess. Due to a massive followers, several menfess are often unreachable.

Keywords: *Popular Culture, Twitter, Autbase Features*

Introduction

Japan is a country with diverse cultures, including both traditional and modern cultures, commonly known as pop culture. The existence of pop culture does not diminish the values of the deeply rooted traditional culture within society. These two cultures coexist, and over time, various Japanese pop-culture phenomenon such as anime (animation), manga (comic books), games, J-music (Japanese music), doramas (drama series), and cosplay (costume play) have spread worldwide, becoming distinctive features of Japan. Japanese pop culture emerged due to a phenomenon where Japan experienced issues such as the slowdown of economic growth in the 1990s, resulting in financial deficits (Aqilla & Yogyakarta, 2022). This situation prompted the younger generation to channel their creativity, express themselves, and develop their skills amidst the sluggish economy. Hence, the Japanese government decided to conduct cultural diplomacy. Therefore, the Ministry of Foreign Affairs developed a cultural project by appointing Doraemon as the anime ambassador in March 2008. By the time in January 2009, they had promoted and introduced the Japanese language to various countries through The Japan Foundation by sending several volunteers via the Japan Culture Volunteers Program. This was done in an effort to spread Japan's appeal and promote popular culture to enhance Japan's image among foreign citizens.

Japan's unique pop culture has become a gateway for the Japanese government to conduct diplomacy with other countries, including Indonesia. By spreading Japanese culture in Indonesia, Japan successfully gained attention from Indonesian society, especially among the youth, regarding the cultural values of Japan. The fact that Japan once colonized Indonesia created a strained relationship between the two countries. Post-colonization, Indonesian society was not receptive to Japan's presence. Diplomatic relations between Indonesia and Japan began in 1958 with the peace agreement between the two countries. However, the introduction of Japanese pop-culture products to Indonesia gradually changed the mindset and perception of the Indonesian people towards Japan.

The success of cultural diplomacy between each country is based on how the receiving society perceives the culture of the sending country. In the present time, Indonesia is quite familiar with pop culture from a number of countries besides Japan, one of it is South Korea. To be specific, in comparison of how widely-spread the Japanese pop culture and South Korean pop-culture, Japanese pop-culture entered Indonesia first, as anime with the title "Wanpaku Omukashi Kumu Kumu" was already aired on the TVRI television station in the late 1970s. Nevertheless, the Cool Japan program was only introduced in 2010. From here on, some of the Japanese pop-culture products that have been disseminated in Indonesia include anime, manga, games, J-music, doramas (drama series), and cosplay. Indonesian society was intrigued by anime along with manga when these products were introduced first. Nonetheless, there are challenges to the distribution of Japanese pop culture in Indonesia due to issues with government censorship. Furthermore, the spread of J-music has also been accepted by Indonesian society. Unfortunately, the lack of support from the government and the exclusivity of the Japanese music industry have made J-music less popular among teenagers (Islamiyah et al., 2020). Meanwhile, South Korean pop culture, commonly known as the Korean Wave or Hallyu, began to enter Indonesia in 2002 with the appearance of a drama series titled "Endless Love" on one of the private television stations. Additionally, K-Pop products have successfully entered and colored the music industry in Indonesia since 2011. Until now, the high level of Korean Wave's popularity in Indonesia has made K-pop producers confident in organizing concerts in Indonesia to connect fans with their idols through various events (Putri, 2017).

Table 1. Comparison of Japanese and South Korean Culture in Indonesia

Jepang	Korea Selatan
Entered Indonesia in the late 1970s	Entered Indonesia in the late 2002
Popular culture that is disseminated in the form of anime, manga, games, J-music, doramas (drama series), and cosplay	Popular culture that is disseminated in the form of drama series and K-Pop
Introduced Cool Japan in 2010	Introduced Hallyu or Korean Wave in 2002
Has experienced resistance from the Indonesian government and faced challenges with censorship	Has not experienced resistance from the Indonesian government

Source: Journal titled "Diplomasi Budaya Jepang dan Korea Selatan di Indonesia tahun 2020: Studi Komparasi"

Japanese culture had a high rate of popularity in Indonesia in the early 2000s. This was demonstrated by the distribution of the Japanese pop-culture community at the time. Yet, there was a turn down in the trend of Japanese pop culture in 2013 as the Japanese cultural diplomacy program was late to realize it. On the other hand, the spread of Korean pop culture managed to attract the attention of Indonesian people with the presence of group bands and drama series. This influenced the style of dressing, the flow of music, and the drama among young people began to flare up in South Korea. On the contrary, this did not make Japanese pop culture sink and remain among the society, which has been proven by the numerous Japanese cultural festivals held in Indonesia, one of which is in Pekanbaru City. The entrance of Japanese culture to Pekanbaru is characterized by a large number of groups of fans of Japanese pop culture. Some Japanese pop-culture groups in Pekanbaru include: 1) Japanese Club (one of the extracurriculars in SMAN 8 Pekanbaru); 2) Seikatsu Cosplay (a cosplay community); 3) Weaboo Campus Pekanbaru (a Japanese and non-group pop-cultural community); and others. Not only that, but Pekanbaru also frequently holds Japanese cultural festivals. In November 2022, the Japanese cultural festival was held in Mal Ciputra Seraya. In the near future, Pekanbaru Otaku Nakama, the largest Japanese cultural event in Pekanbaru, will also hold a festival in February 2023.

The Internet has become a medium for distributing Japanese pop culture products in Indonesia. Japanese pop culture fans in Pekanbaru also use the internet to share information and communicate. Japanese pop culture enthusiasts use social media to communicate, interact, discuss, and share information about things like the pop culture of Japan. By using social media, they can communicate and share information without any space or time limits. Nowadays, there are diverse types of social media, each with its own advantages. One of the most popular types of social media is microblogging, namely, Twitter. Twitter is a microblogging social media platform used to share experiences, daily activities, opinions, and various other information with other users. It has rapidly evolved as one of the most popular social networking sites, allowing users to interact in real-time using devices and internet connectivity. Twitter was founded in 2006 by Jack Dorsey (Rezeki, 2020). Twitter has a maximum character limit of 140 characters per tweet, which encourages users to communicate concisely and prioritize the key points of information (Yuniasti, 2021). This feature makes Twitter a platform where information spreads rapidly. Twitter is considered one of the most user-friendly social networks because information can be conveyed and disseminated widely in a short amount of time. According to the We Are Social report, the number of Twitter users in Indonesia reached 18.45 million in 2022. For that reason, Indonesia is ranked among the five largest Twitter users in the world.

Twitter has become one of the applications utilized by Japanese pop-culture enthusiasts to search for information about things they need. Twitter has a search feature where users can simply type in keywords, and Twitter will provide access to tweets containing that information. Twitter is a preferred social media platform for seeking information because it rapidly spreads information. It can disseminate information to a large number of people without restricting who receives that information. However, everything in this world has its positive and negative sides. According to Abdulloh (Abdulloh & Hidayatullah, 2019), many Twitter users do not use technology wisely by doing things that smell negative, such as spreading false news (hoax), cheating, spreading hatred, curling

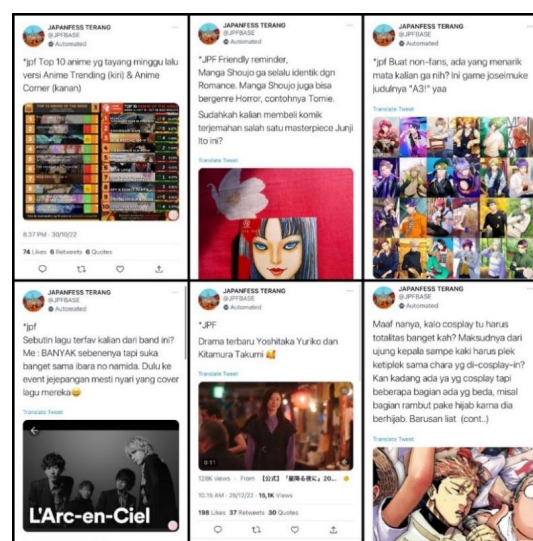
opinions, posting something that contains elements of SARA (tribe, religion, race, and intergroup), as well as the occurrence of bullying. Things like this have a negative impact on utilizing Twitter in society. Yet, despite these negative views, it didn't make Japanese pop culture fans switch to Twitter due to the abundance of features available.

One of the Twitter features used by Japanese pop culture fans is the auto base account. Twitter is the only social media platform that provides auto base features. For this purpose, auto base features are used by fans to enrich information about Japanese pop culture. The auto base account used by Japanese pop-culture fans is an account with the username @JPFBASE. The @JPFBASE account is a medium dedicated to Japanese pop culture enthusiasts to share opinions, share information, and discuss issues related to Japan's pop culture. The @JPFBASE account became the choice to be researched because the @JPFBASE account is a Japanese pop culture-themed account that has the most followers compared to the autobase account with the same focus, for example, @JAPANFESS. The latest data as of March 2023 shows that the @JPFBASE account has 962,900 followers.



Source: Twitter Account @JPFBASE

Figure 1. Profile of Autobase Account @JPFBASE



Source: Twitter Account @JPFBASE

Figure 2. Posts About Japanese Pop Culture on the @JPFBASE Account

There are plenty of auto base accounts with themes related to Japanese pop culture, but most of these accounts only focus on specific topics. For example, there are auto base accounts created based on the titles of the anime with usernames such as @tokrevfess (Tokyo Revengers), @noragamifess (Noragami), @BSDFESS (Bungou Stray Dogs), and @HxHMenfess (Hunter X Hunter). Some of these accounts are specifically dedicated to discuss topics related to a particular anime title. Additionally, there is an account with the username @ANIMEFESS that exclusively focuses on anime-related discussions. This account does not mention confess (hereafter referred to as menfess) regarding manga or other topics outside of anime. However, the @JPFBASE account covers Japanese pop culture in a general sense without any exceptions.

Subsequently, followers can send anonymous messages in the form of questions, asking for opinions, or anything related to Japanese culture to the @JPFBASE account, and these messages will be automatically uploaded with the help from a bot. Once the message is uploaded on the @JPFBASE account, Twitter users or followers of the @JPFBASE account can interact with each other because they can communicate with other members, both as message senders (senders of anonymous messages) or as followers who respond to the posts. This research was conducted to examine how Japanese pop-culture enthusiasts utilize the auto base feature as a means of communication. The researchers aimed to study how these enthusiasts eventually chose the @JPFBASE auto base account for communication and information gathering. Due to the abundance of auto base accounts and their usage by Twitter users, the researchers were interested in exploring the utilization of the Twitter auto base account @JPFBASE as a platform for communication among Japanese pop-culture enthusiasts in Pekanbaru, as well as the supporting and inhibiting factors in its utilization.

Method

After reviewing the type of data, the most appropriate research approachment to use in this study is the descriptive-qualitative approach. Briefly, descriptive research is defined as a research method that analyzes a social action or event in a natural setting, focusing on how individuals interpret and understand their experiences to comprehend social reality, enabling individuals to solve their own problems (Mohajan, 2018). For this reason, researchers employ descriptive qualitative approaches through interviews, observations, and documentation. The data to be collected by the researchers includes information obtained from interviews, records of field observations, personal documents, and other necessary documentation. According to Abdussamad (2021: 79), a qualitative approach focuses on the quality of the research object, such as human emotions, values, meanings, and emotions. Reminiscing that this study adopts a qualitative descriptive approach, its objective generates systematic descriptions of data and information derived from interviews and observations. This approach allows the researchers to delve into situations and events in depth and detail regarding the use of the Twitter account @JPFBASE as a communication medium for Japanese pop-culture fans in Pekanbaru.

To obtain in-depth results, research subjects are required. Research subjects refers to the data sources from which information is sought in accordance with the research problem. Tatang M. Amirin mentioned in (Rahmadi, 2011: 61) that research subjects are the sources from which researchers can obtain research information. Research subjects who have the competence are a necessity to obtain accurate and relevant data according to the research

needs. The research participants for this study consist of followers of the @JPFBASE account in Pekanbaru. So, the appropriate technique to determine the subjects of this study is snowball sampling. According to Abdussamad (2021: 135), snowball sampling is a method used to identify, select, and sample individuals within a network or chain of continuous relationships. In this technique, the process is to make an analogy on a snowball that starts small and gradually grows a bigger snow while rolling it on a snow-covered surface. The snowball sampling technique is employed in this research because the exact number of populations following the @JPFBASE account is unknown. In conclusion, snowball sampling is considered one of the most reliable methods to locate participants as research subjects through direct or indirect connections within a network, enabling the researchers to reach the desired sample size. Thus, the use of snowball sampling is deemed more effective, efficient, and accurate. To determine the informants, certain criteria are considered based on the relevance of the data sources to the research problem. The researchers identify informants who meet specific criteria, including:

1. Being users of Twitter
2. Following the @JPFBASE account
3. Residing in Pekanbaru
4. Being willing to provide informative insights.

Moleong (2007: 324) states that the criteria used to establish the validity of data are confirmability, transferability, credibility, and reliability. Additionally, Moleong (2007: 330) identifies four types of triangulation as examination techniques, among them:

1. Source triangulation is a technique utilized to compare and cross-check the accuracy of information obtained using different tools.
2. The triangulation method employs two strategies:
 - a. Verifying the level of confidence in the research findings through multiple data collection techniques
 - b. Assessing the reliability of multiple data sources using the same method
3. Investigator triangulation involves conducting inspections based on the findings of other researchers as a means of comparison.
4. Theoretical triangulation is a technique employed to validate data by means of comparison.

In this study, the maneuvered technique for testing data validity is the methodological triangulation technique. Triangulation utilized to compare data obtained from interview results with data derived from observations and documentation.

Results and Discussion

Since its inception, the retweet feature has been a distinctive characteristic of Twitter as a social media platform. As technology continues to evolve, Twitter has introduced new features, such as Spaces (Riauan & Salsabila, 2022). Keeping up with these advancements, Twitter now facilitates its users utilization of the autobase feature. Autobase is a term derived from "automatic" and "fanbase." An autobase account, also known as an automated account, provides an automated direct messaging service. Autobase accounts have become a medium

for Twitter users to express their shared interests within a community and a platform for discussion. Users utilize these autobase accounts to gather and share information. The presence of autobase accounts makes it easier for them to convey messages because not all users have a large number of followers, thus allowing their messages to reach individuals who were initially out of reach. Afterwards, they simply need to send a direct message, and the message will be automatically posted on the autobase account. These messages that will be posted are commonly referred to as mention confess (menfess). Autobase accounts make use of the existence of bot services to automatically send messages anonymously (without identity) (Adelia & Christin, 2022). As a result, these messages can be responded to by all Twitter users, especially followers. However, autobase is created by an admin, which means that even though the bot service plays a significant role, the admin remains the manager and responsible party for the account.

Auto base @JPFBASE is an account dedicated to Japanese pop culture fans, serving as a platform to share information and interact with fellow followers who share similar interests. Auto base @JPFBASE provides its users with the ability to send messages via direct message, which are then automatically uploaded with the assistance of a bot. When messages are uploaded, the sender's identity is kept confidential or anonymous, making this feature particularly beneficial for individuals concerned about their privacy. The @JPFBASE account is utilized by Japanese pop culture enthusiasts to engage with followers and share information pertaining to various aspects of Japan. This is achieved through the exchange of menfess posts or by responding to messages sent by the users. The content shared by the @JPFBASE account can encompass a wide range of topics, including questions, information, news, jokes, memes, and anything related to Japan, with a specific focus on Japanese pop culture products such as anime (animation), manga (comics), games, J-music (Japanese music), dorama (drama series), and cosplay (costume play). Once uploaded, these posts become subjects for discussion among other users.

To operate this autobase account, the assistance of a bot is required to automatically respond to incoming messages (menfess) through direct messages. These messages will be automatically uploaded to the @JPFBASE account and can be viewed and responded to by all Twitter users, particularly the followers. However, in order to send a menfess, individuals must meet the main requirement of being followed back by the @JPFBASE account. If a potential sender is not followed back, the message sent through direct message will not be uploaded to the @JPFBASE account. In optimizing the course of an autobase account, @JPFBASE has some rules that its users must follow; one of the rules is not out of topic. This means that the @JPFBASE account is an account created specifically to discuss something related to Japan. Therefore, the message that will be sent by the potential sender of the message should be consistent with the concept of this autobase account. If the senders violate the rules, then the Twitter account will be penalized, as the sender will be blacklisted, commonly referred to as banned.



Source: Twitter Account @JPFBASE

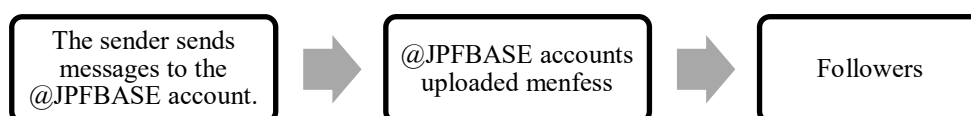
Figure 3. Rules of Account @JPFBASE



Source: Twitter account @JPFBASE

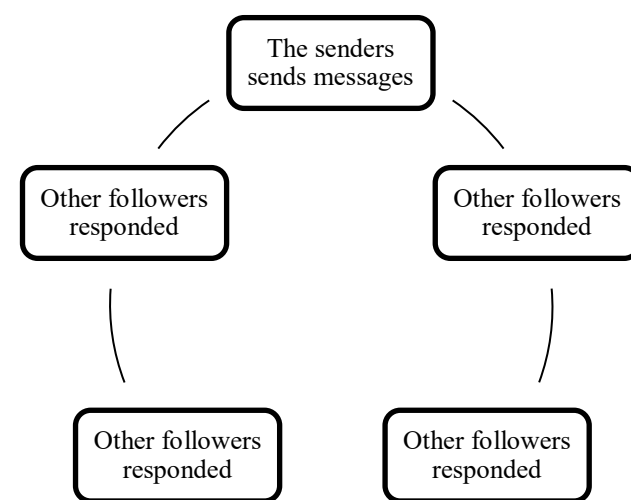
Figure 4. Punishment For Breaking The Rules

In this posted activity, it is seen that followers and other Twitter users are connected because all users or followers can respond and communicate with each other either as senders of messages or as responding followers. Answers sent will be received back by the sender and other followers.



Source: Research Result, 2023

Figure 5. Patterns in Sending Menfess on the @JPFBASE Account



Source: Research Result, 2023

Figure 6. Communication Flows on the @JPFBASE Account

According to Poerwadarminta (2002: 125), utilization is a process, activity, method, or action that transforms something existing into something useful. Utilization is a process or method of action that can be beneficial. By utilizing technology, one can enhance their knowledge and achievements. This means that Japanese pop-culture enthusiasts who follow the @JPFBASE account can make use of the existence of the autobase account according to their own goals and methods. Based on the researcher's analysis, it was found that the utilization of the Twitter account autobase is one of the advanced and evolving technologies of the present time. The autobase account @JPFBASE serves as a highly beneficial platform in enhancing knowledge and information about Japanese culture for Japanese pop-culture enthusiasts. Autobase acts as a gathering place for individuals who share a common interest in providing information and exchanging messages. With the presence of the @JPFBASE account, users can establish virtual communication, making it easier to share and enjoy the necessary information. Users only need a smartphone and an internet connection to interact with other users. This greatly facilitates users in seeking information, forming relationships, and obtaining education about Japanese pop culture. In particular, the @JPFBASE account serves as an autobase account that discusses various aspects of Japan in a general sense and has a large number of followers. This makes it easier for users to voice their opinions and ask questions, as not everyone has a large following. Through the autobase account, followers can reach people who were previously inaccessible. Additionally, the autobase account ensures the anonymity of senders, eliminating any hesitation or concerns when asking questions or sharing information.

The factors that drive individuals to form virtual groups are shared interests in developing information, knowledge, and collective mobility. In this study, the shared interest mentioned is the enjoyment of Japanese pop culture products among followers. Virtual communities have the potential to form new virtual relationships based on shared interests, hobbies, goals, and other factors. According to Nasrullah (2017: 11), social media is an internet platform that enables individuals to express themselves, interact, collaborate, share, and communicate with other users, forming virtual social bonds. In the context of social media, there are three aspects related to social activities: recognition, communication, and

cooperation. Based on the results of in-depth interviews conducted by the researcher and observations of the informant's Twitter account, the findings indicate the perceived forms of utilizing the Twitter account autobase @JPFBASE among Japanese pop-culture enthusiasts who are its followers:

a. As a Tool of Information

- 1) Providing easy communication access for pop-culture enthusiasts to Japanese pop-culture products. The usage of the @JPFBASE autobase account as a communication medium for Japanese pop-culture enthusiasts, especially in sharing and enjoying information directly targeted towards followers, enhances their knowledge about Japanese pop-culture products, including anime, manga, J-music, games, cosplay, doramas, and films. With the presence of the @JPFBASE autobase account, Japanese pop-culture enthusiasts can easily access information about these products, as the information shared by senders through the @JPFBASE account is diverse and not limited by any specific category. By simply reading menfess and replies in the reply column of the @JPFBASE account, Japanese pop-culture enthusiasts can acquire information that was previously unavailable to them.
- 2) Offering unlimited and fast information through direct messages sent by senders who have been followed by the autobase account (real-time events) using the automenfess feature. Japanese pop-culture enthusiasts can search for information by typing relevant keywords in the search bar of the @JPFBASE account, and the desired information will appear. Not only that, they can also actively participate in sharing information by sending menfess and responding to questions in the menfess. However, a requirement to be able to send menfess is that followers must already be followed back by the @JPFBASE account.

b. As a Tool of Establishing Relationships

- 1) Followers can interact with each other on the menfess uploaded by the @JPFBASE account by asking questions, sharing opinions, discussing, or simply responding. Through the @JPFBASE account, followers can establish connections with strangers. This means that followers can interconnect with each other in a specific context. When a menfess is posted by the @JPFBASE account, all Twitter users can respond to the post. When a menfess is uploaded, it is common for followers to join in the discussion to talk about the message conveyed by the sender, whether it's asking questions, sharing opinions, or even having discussions.
- 2) Followers can use the auto-menfess feature to find friends with similar interests. In this case, the @JPFBASE account successfully becomes a medium for fostering relationships among followers.

c. An Educational Tool

- 1) To deepen knowledge about Japan as a country and its popular cultural products. The utilization of the @JPFBASE autobase account in the field of education is also felt by Japanese pop-culture enthusiasts. Due to a public-free use, the @JPFBASE account covers various topics related to Japan, including traditional culture, infrastructure in Japan, and conditions in residential areas.

- 2) To enhance proficiency in a foreign language, specifically Japanese. The Japanese language is one of the foreign languages that is popular among Japanese pop-culture enthusiasts to learn. On the @JPFBASE account, there is a lot of information uploaded regarding Japanese vocabulary. With this, Japanese pop-culture enthusiasts can utilize the @JPFBASE account as an educational tool to enhance their knowledge of foreign languages.
- d. An Entertainment Facility
- 1) To become one of the platform that provides entertainment which typically presented in the form of pictures (memes) with the aim of entertaining. Usually, the jokes posted by the @JPFBASE account are in the form of memes featuring actors or anime characters that are intentionally edited to entertain. These memes are created with the aim of providing humor and amusement to their followers, enhancing the overall entertainment experience of Japanese pop-culture enthusiasts
 - 2) The diverse genres offered by Japanese pop culture products cater to the enjoyment of all enthusiasts, each with their own specific favorite genre. The utilization of the @JPFBASE autobase account as a communication medium for Japanese pop-culture enthusiasts can also provide entertainment for its users. The @JPFBASE account serves as a platform to entertain its users, helping to alleviate mental stress by enjoying the jokes and humorous content sent by senders.

Based on the results of in-depth interviews conducted by the researcher and observations of the informant's Twitter account, the findings indicate that the supporting and inhibiting factors in utilizing the Twitter account autobase @JPFBASE for Japanese pop-culture enthusiasts are as follows:

a. Supporting Factor

1) The @JPFBASE Account is of A General Nature

Since the @JPFBASE account does not have specific category limitations and is generally accessisble, it allows senders to convey various types of information through the account. The @JPFBASE account not only focuses on Japanese pop-culture products but also encompasses all aspects of Japanese culture, ranging from traditional to popular. The more information that is shared, the wider the range of topics that will be discussed in menfess posts by the @JPFBASE account. As a result, the @JPFBASE account has become a preferred choice for Japanese pop-culture fans to interact and discuss interesting topics that appeal to them.

b. Inhibiting Factors

1) Not Being Followed Back by the @JPFBASE Account

The condition for sending menfess on the @JPFBASE account is to get a follow back from the @JPFBASE account. If followers don't get followed back, they can send a message to @JPFBASE, but there will be a response from @JPFBASE that says the message can't be uploaded because the potential senders haven't been followed back. This is an obstacle for its users, who want to send a message or just ask about stuff they want to know about Japanese pop culture. They will only be able to enjoy and respond to messages that have been posted by the @JPFBASE account.

2) The Active Sender Sends Menfess.

The @JPFBASE account does not limit the number of menfess entries sent by the sender. When the menfess does not violate the rules and is in accordance with the terms created by @JPFBASE, then it can be automatically uploaded to the account @JPGBASE. But, there a number of reasons that have caused the menfess not being able to be responded, so when a person responds to the previous message by asking something about the message, the response will sink along with the message, and other users will find it difficult to reach it back, so that the communication that occurs on the response becomes one-way communication, due to a massive amount of menfess.

Conclusion

Based on the research findings presented earlier, it can be concluded that the utilization of the Twitter account autobase @JPFBASE, along with its supporting and inhibiting factors, serves as a communication medium for Japanese pop-culture enthusiasts in various ways. As a tool of information, the utilization of the autobase account @JPFBASE takes the form of followers who have been followed back by the @JPFBASE account can utilize this feature by sending menfess that will be subsequently posted on the account, providing a platform for interaction among Japanese pop-culture enthusiasts. As a tool of establishing relationships, Japanese pop-culture enthusiasts utilize the @JPFBASE account as a means of building relationships with others by engaging in discussions within the context of menfess posts shared by the @JPFBASE account. They can also take advantage of this feature by sending menfess specifically aimed at finding like-minded individuals among other users to connect with and make friends who share similar interests. As an educational tool, due to the general nature of the @JPFBASE account, all types of information, including those related to the Japanese language, can be accepted and shared. Lastly, as an entertainment facility, The utilization of the Twitter account @JPFBASE's autobase feature involves senders sending humorous things, memes, or intentionally created edits to entertain.

In its utilization, there are several factors that can hinder or support Japanese pop-culture enthusiasts' communication. The supporting factor in the use of the Twitter account autobase @JPFBASE is that the general @JPFBASE account covers a lot of topics that can be discussed by Japanese pop-culture fans. There are two inhibiting factors in utilizing the autobase account @JPFBASE. Meanwhile, there are two inhibiting factors to utilizing it effectively. The first factor is not being followed back by the @JPFBASE account makes it difficult for potential senders to reach out others which causes them unable to send menfess. And for the second factor is active senders who frequently send menfess can cause previous menfess to be overshadowed due to the high volume of uploads.

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