

THE EXISTENCE OF A CYBER LITERARY ECOSYSTEM IN THE DYNAMICS OF MODERN INDONESIAN LITERATURE

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ABSTRACT

The digital era has been able to bring changes that occur in contemporary literature, especially for young people over the idea of the process of production and consumption of literary works. The development of cyber literature can foster a more democratic, inclusive, and equal literary ecosystem. This study aims to construct the style of authorship and creative process, distribution patterns, and relationships between authors and readers in the cyber literary ecosystem. The research used a qualitative approach. Documentation studies use the help of the *Voyant Tools* application to collect, identify, and visualize the finding data. The results of this study show four points as follows. First, the cyber literature ecosystem is within the Indonesian literary discourse that emerged in the 2000s and matured in the 2010s. This maturation is a discursive process between literature and internet sensibility and the emergence of various social media channels as extensions of information and communication technology. Second, the authorship style and creative process of cyber literary writers emphasize the pattern of using technology so that it is possible to write, edit, and publish works without the constraints of space and time. In addition, the authorship style also shows a tendency to collaboration and participation, both other writers, editors, and readers. Cyber literature writers also show more patterns of experimentation with the following formats and content paying attention to reader market share. Third, the pattern of distributing cyber literature targets various social media platforms (blogs, *podcasts*, Instagram, Facebook, and Twitter) or certain sites, such as *Wattpad*. Fourth, the relationship between author and reader shows an intensive relationship, either through the comment column under the publication of works, literary festivals, or fandom-based communities. Thus, the relationship between author and reader is able to maintain the existence of the literary ecosystem in a sustainable manner.

Kata Kunci: *digital age, cyber literary existence, literary ecosystem*