

Opinion Leader Communication Networks in Forming Public Opinion on the 100-Day Performance of President Joko Widodo and Vice President Ma'aruf Amin on Twitter

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Abstract

The role of social media such as Twitter can be a means of public space to provide criticism of political activities so that political issues on Twitter have a significant impact on how the public perceives political developments in government. This study aims to find out the most influential people or Twitter accounts in the process of forming public opinion. And to identify the communication network that exists between opinion leaders through accounts on social media Twitter regarding the issue of the 100 days of the performance of the Jokowi-Ma'aruf Amin Government. This study uses exploratory research methods with the help of Big Data analysis. This study wants to show that there is a communication network between opinion leaders that is formed so that it can influence the process of forming public opinion. Based on the research results, the communication network between opinion leaders is divided into two, namely the coalition camp and the opposition camp. The coalition and opposition camps have a close or distance relationship that is intertwined based on the political background of each actor. As well as analysis of conversations on Twitter, it shows that 100 days of Jokowi's performance has reaped many pros and cons, both opinion leaders and public opinion.

Keywords: *Big Data, Communication Network, Opinion Leader, Twitter, Politics.*



A. INTRODUCTION

The issue of Jokowi's 100 days of performance through social media Twitter does not simply appear out of nowhere, rather this issue arises because there are several roles of political actors as well as intellectual actors who can be said to be Opinion Leaders. Qiu and Zhang's research (2017) found that opinion leaders play an important role in influencing controversial issues on Twitter social media because opinion leaders have access to distributing information networks on Twitter, so that opinion leaders are able to make political issues raised into a social reality.

One of the main characteristics of Twitter's social media role is its interactivity capabilities. Napoli (2015) said that the ability of interactivity in new media is the main feature of social media, especially Twitter. However, on the other hand Twitter is also one of the social media that does not have a gate keeping function in filtering information so that the flow of information that occurs is increasingly diverse and uncontrolled. The loss of gatekeepers in social media opens up more space for defining truth (Bro & Wallberg, 2014).

In the context of communication, Bamakan (2019) describes several characteristics of opinion leaders. In some ways, opinion leaders are described as positive, but they can also be described as manipulative, persuasive, and destructive (Krasikova et al., 2013). By definition, destructive leaders are leaders who have a self-serving personality, tend to use control and coercion rather than persuasion and commitment, and distance followers from their main goals and directions (Padilla et al., 2007). They come from political party actors and intellectual actors such as Din Syamsudin, Fadli Zon, M. Amien Rais, Mardani Ali Sera, Muhammad Said Didu, Muhammad Rizal, Rocky Gerung and Tengku Zulkarnaen. In addition, FPI, HTI, GNPF Ulama, PKS,

One of the characteristics of an opinion leader is controlling or influencing the public in their behavior (Park, 2013). The discourse developed by opinion leaders is like a double-edged sword. On the one hand, positive sentiment will have an impact on calm and public support. Conversely, negative or destructive sentiments cause divisions among the online public. Strengthened in research Bennet & Iyengar (2008) talk about how New Media has an influence that changes political foundations so that political divisions emerge in the government system, including Indonesia. This is then relevant to the factors that influence the process of forming public opinion which causes political polarization or public division.

Therefore, this study wants to know the role of political actors and intellectual actors who play an important role from each camp, both the opposition and coalition camps, so as to create a closeness of reality between opinion leader accounts on Twitter social media. So this research is important to identify the actors who play a role in disseminating information or information dissemination in influencing the process of forming public opinion.

The difference between this study and previous studies lies in the fact that opinion leaders, both the opposition and coalition parties, have a great influence on the process of forming public opinion on social media Twitter. So that there is a pattern of communication between opinion leaders and produces a closeness of reality to Twitter social media accounts on the issue of 100 days of performance of President Joko Widodo and Vice President Ma'ruf Amin. This research also uses BIG DATA research assistance which opens up several new possibilities in analyzing public sentiment as well as looking at communication patterns that are formed in cyber society through social media. This study wants to identify communication patterns that are formed between opinion leaders from both the opposition and coalition parties. So the research results are in accordance with the findings in this study.

B. LITERATURE REVIEW

1. Twitter and Opinion Leaders

Bennett and Segerberg (2013) add that new media technologies such as Twitter allow users to form very personal networks of communication and political participation. Communities can form news streams on social media, criticize directly or participate on comment pages, discuss via Twitter both regarding social, political,

economic and cultural fields and become a means for the public to discuss and express their sentiments or views on politics and get people moving, and actively involved in political activities (Homero Gil de, 2014).

Furthermore, Schäfer and Taddicken (2015) also explained a study on opinion leaders from the perspective of network analysis conducted by Friemel. The results of a study conducted by Friemel indicate that autocorrelation networks emerge in the process of social selection in which like-minded people build new relationships and break off relationships that are not harmonious. In addition, influence is significantly reduced when in-network selection processes are taken into account.

2. Political Issues and Public Opinion

Effendy (2005) states that an issue is news circulating in society whose truth cannot be accounted for because the source is unclear. Issues can be described in five interpretations according to (Nationalita, 2013), namely: 1) Issues that are of public private concern; 2) Perception and description of the problems faced by the community; 3) Dissemination of the possibility that the public must vote, agree or disagree with a policy; 4) A problem that contains pros and cons in society; and 5th) Reasons or factors that determine the way out in a political gap.

Public opinion is the amalgamation of thoughts, feelings and proposals expressed by private citizens towards policy choices made by the government which is responsible for social order in situations containing conflict, debate and disagreement about what to do and how to do it (Dan Nimmo, 2005). Besides that, Moy and Bosch (2013) explain that public opinion is a process by which people study issues which then influence their attitudes, views and behavior. Meanwhile, according to Bryce, as quoted by Cangara (2009, p. 154) "public opinion is often described as controlling force and public opinion as the great source of power". Public opinion is often interpreted as a controlling power and public opinion as a great source of power. Thus, public opinion is not because of the large number of people, but because of its nature which concerns public issues.

C. METHOD

Goertz & Mahoney (2012) said that The paradigm in this study will be based on the post-positivistic paradigm. Post-positivistic is a paradigm which is a renewal of the positivistic paradigm. Post-positivism supports the continuity of experimental and survey research in a quantitative approach, as well as several types of activities in qualitative research, such as exploratory or exploratory.

Purnama (2015) said that this research was conducted using the Communication Network Analysis (CNA) method to explore communication networks and describe the flow of information formed between Twitter users, namely Opinion Leaders and Public Opinion on Twitter social media. This research is a type of exploratory research and uses Communication Network Analysis software to map Clusters, Actors, and Conversational Content on Twitter that discuss or voice criticism of the 100 days of the Jokowi-Ma'ruf Amin Government's performance.

The population in this study is the Opposition, Coalition and the public who are involved in online social network conversations on Twitter which are chosen randomly or randomly. Meanwhile, the sample in this study was to look at and retrieve data from comments or tweets on Twitter relating to the formation of a working cabinet and the 100 days of Jokowi & Ma'Aruf Amin's government performance based on tweets, retweets and hashtags.

Suratnoaji (2018) says that researchers can analyze communication patterns on Twitter at three levels, namely: Cluster, Actor Analysis and Conversations Analysis. Researchers used Communication Network Analysis software to map opinion leader patterns based on clusters and then photographed conversational content on Twitter that discussed the 100-day issue of Jokowi-Ma'ruf Amin Government's performance for the 2019-2024 period.

D. RESULT AND DISCUSSION

The issue of the 100 days of Jokowi and Ma'ruf Amin's Government performance is one of the benchmarks to build public trust in realizing the policies that have been campaigned before as candidates for the 2019-2024 Presidential and Vice Presidential elections. However, political issues continue to color the world of politics in Indonesia and these political issues emerged starting from the hashtag #100harijokowi which is a trending topic on social media Twitter (Judhita, 2018).

1. Clusters

Based on clusters or groupings, the opinion leaders in this study were divided into two groups, namely the coalition camp and the opposition camp. According to Rogers (2010) an opinion leader is an individual who has higher competence compared to his followers because of his large exposure to social media and has a very strong and influential role for the public online (Flodgeng, 2019). Opinion leaders have a big influence on public opinion which is formed in communication patterns on Twitter social media. On the coalition side, there are Influencer figures or what can be called Jokowi Volunteers with Twitter accounts @Dennysiregar7 and @TeddGus as Political Observer figures from the Garuda Party Politicians who often voice opinions or positive sentiments on the 100-day issue of Jokowi's performance on Twitter.

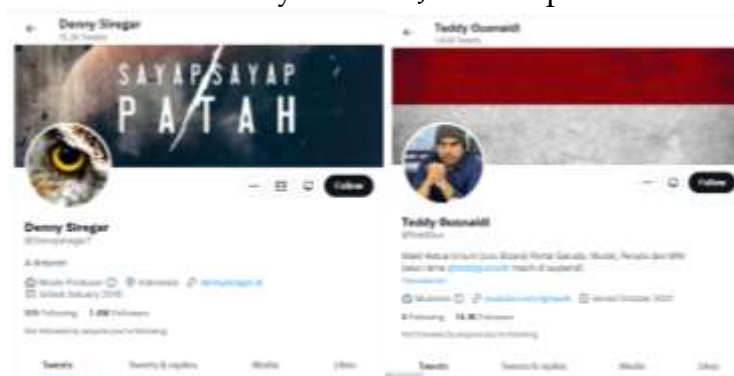


Figure 1. Twitter Account of Denny Siregar

Meanwhile, on the opposition side there are bureaucrat figures, former Ministry of Energy and Mineral Resources (ESDM) officials with Twitter accounts @msaid_didu and @rockygerung as political observer figures who often voice negative opinions or sentiments on the 100-day issue of Jokowi's performance on Twitter.

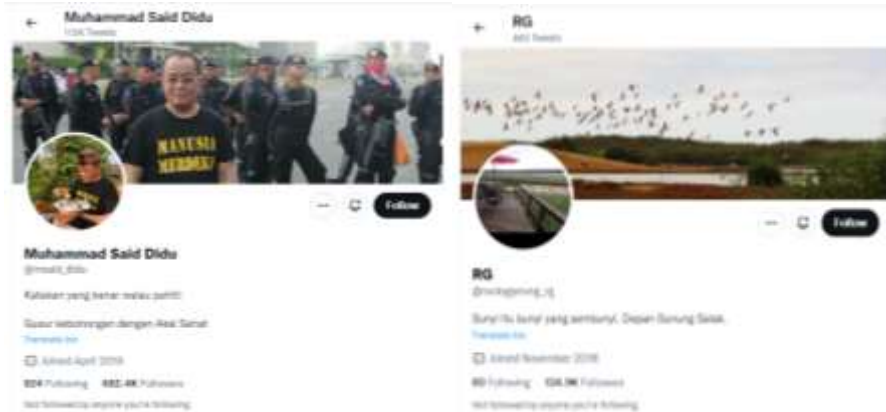


Figure 2. Twitter Account of Muhammad Said Didu

2. Actor Analysis

In the actor analysis stage, the communication network design uses proximity centrality. This closeness aspect relates to some actors being accepted by other actors. Actors are said to have good affinity if they are able to establish close relationships with all actors in the network. Proximity relates to how close the actor's relationship is with one another.

According to Eriyanto (2014), the closeness is divided into two parts. First, the closeness of exit (outcloseness) is the closeness that is calculated from the actor who contacts other actors. Second, the closeness that is calculated from the actor contacted by another actor. Sources of acceptance of these actors can be of various types, it could be because of similarities in party ideology and personal (friendship, past history of relations and so on). Look at the following figure:

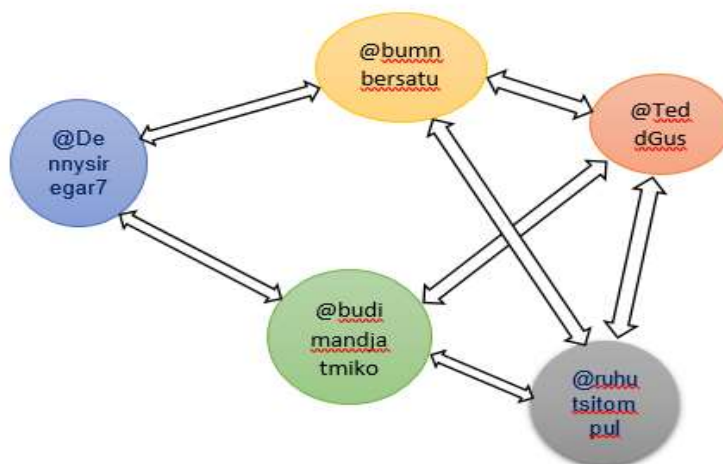


Figure 3. Coalition Proximity Centrality

In Figure 3, each actor can contact other actors with various paths. In the proximity centrality that is calculated is the shortest path (Zhang, 2010). Teddy Gusnaldi and Arief Poyuono have a close relationship because these two actors establish a communication relationship or establish contact with other actors who are dilators because they have the same profession, namely from a coalition party. Likewise, the centrality of the closeness that exists between Budiman Sujatmiko and Ruhut Sitompul because these two actors have the same background, namely working as members of the PDIP Party so that direct face-to-face communication or meetings often occur at political meetings. Meanwhile, Denny Siregar has a central image that is not very close to the four actors in figure 4 because of actor Denny Siregar's background as a Jokowi volunteer.

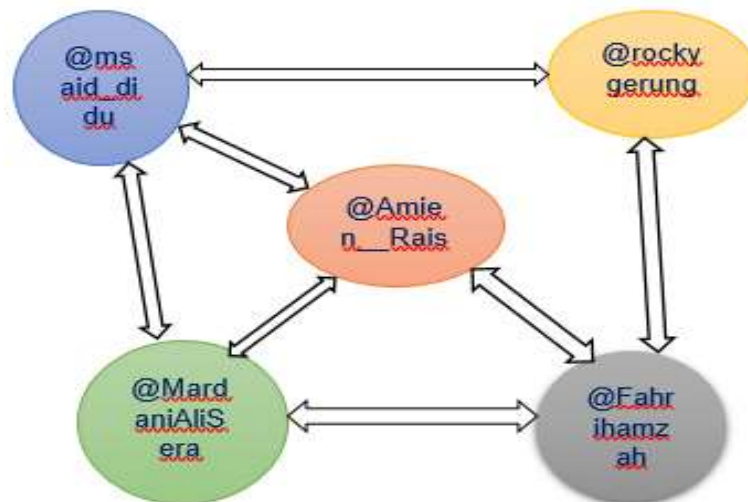


Figure 4. Centrality of the Proximity of the Opposition

Fahri Hamzah and Mardani Ali Sera have a close relationship because these two actors establish communication relations or establish contact with other actors who have the same professional background, namely from the opposition party from the PKS. Similarly, the centrality of the closeness that exists between Amien Rais because these two actors have the same background, namely working as a former chairman of PAN so that direct communication or face-to-face meetings often occur at political meetings. Meanwhile, Muhammad Said Didu and Rocky Gerung have a close central image because they often meet at political meetings on National TV who have the same views on the Jokowi government, namely being very critical and often narrating satirical sentences about the performance of the Jokowi-Ma'aruf Government.

3. Conversation Analysis

From the results of research on Jokowi and Ma'aruf's 100-day performance, it was obtained an illustration that public sentiment tends to be positive towards Jokowi's government with the hashtag #KabinetJokowi on Twitter social media. However, what is interesting is that from November to December, public sentiment tends to be negative. Can be seen in the graphic figure 5:

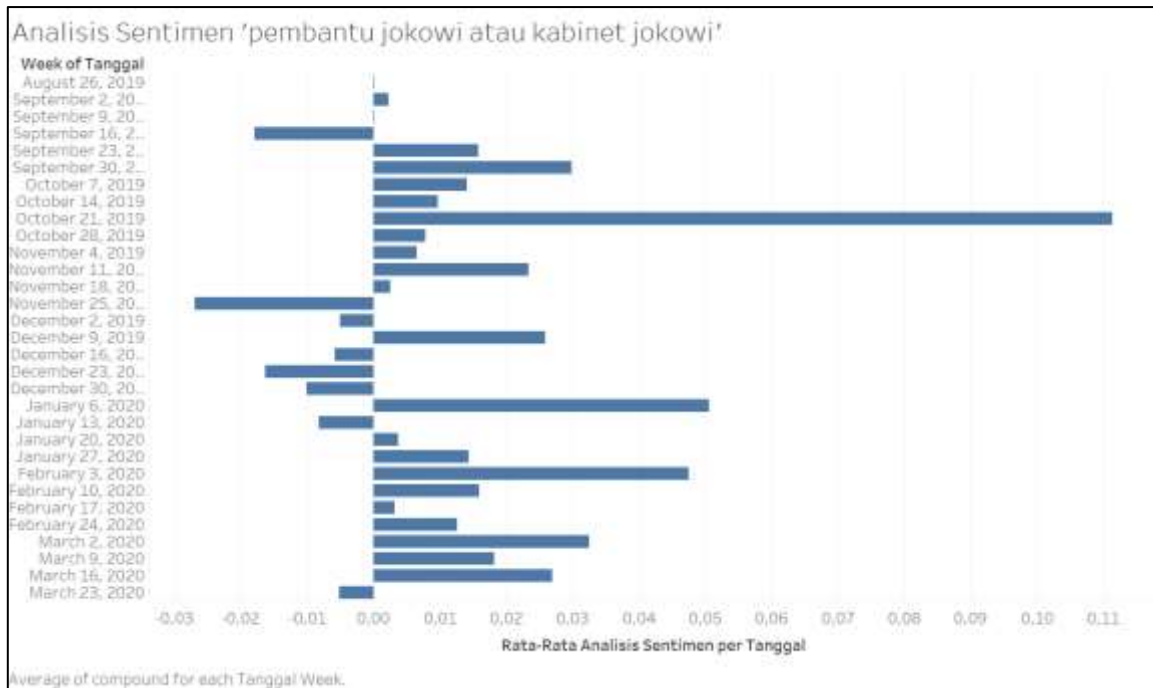


Figure 5. Jokowi's Government with the Hashtag #KabinetJokowi on Twitter Social-Media

This is due to several political events underlying the issue of Jokowi's 100 days of performance, namely First, demonstrators protesting the ratification of the revision of the KPK Law, revision of the Criminal Code, the Correctional Bill, the Water Resources Bill, the Land Bill, the Mineral and Coal Mining Bill, the MD3 Law, took place in front of the DPR building in mid-September 2019. Apart from that, several demonstrating elements also asked for the ratification of the PKS Bill, the Indigenous Peoples Bill and the Personal Data Protection Bill. Several demonstrations ended in chaos. Second, the joining of the former 2019 presidential candidate who is also general chairman Prabowo Subianto to President Joko Widodo's government. Prabowo also got the position of Minister of Defense. Meanwhile, Deputy Chairperson of the Gerindra Party Edhy Prabowo got the position of minister of maritime affairs and fisheries in the Advanced Indonesia Cabinet.

Each Cluster uses information dissemination that aims to strengthen the narratives of group members, both the Opposition and Coalition camps. However, in #100harikerjaJokowi it became a trending topic on communication networks because it received responses from other Twitter users. Responses to tweets are not always positive, but they can also be negative. The direction of the response to the Kubu Koalisi's Tweets was mostly positive, although a small number of negative responses also appeared. This shows the success or achievement of the actors in the group and also tends to highlight the failure of the performance of other groups. Coupled with the role of social media Twitter which is a field of political conversation that is able to produce small individuals to become a Communication Network between opinion leaders and public opinions.

E. CONCLUSION

Journalism Practice Journal (2012) entitled "Twitter Links between Politicians and Journalists" Peter Vermeij mentions that there are two perspectives on social media. The first is as a disseminator of information and the second is as a relationship builder. Twitter is social media with first perspective. One of the reasons why Twitter is considered as an information disseminator is the fact that half of Twitter's trending topics make headlines on the media agenda. Twitter is indeed a simple social media, but its power is great to herd and shape public opinion and political preferences.

From the results of the study it can be concluded that the first cluster on the coalition side has strong closeness or distance relations between actors. Likewise, clusters on the opposition camp have strong closeness or distance relations between actors. However, there are some interesting things, namely in the coalition camp there are also several actors who have close or distant relations with actors from the opposition camp. For example, a Coalition Leader but a feeling of Opposition, namely Fadli Zon (@fadlizon), Member of the Republic of Indonesia DPR from the Gerindra Faction for the 2019-2024 period. Fadli Zon continued to criticize the government of President Joko Widodo and Vice President KH Mah'ruf Amin, even though his party, namely the Gerindra Party, had formed a coalition. And an Opposition Figure but a Coalition feeling, namely Bima Arya Sugiarto (@BimaAryaS), Mayor of Bogor for the 2019-2024 Period, PAN Politician.

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