

Political Expression on YouTube During the 2019 Presidential Election Campaign With Uses and Dependency Perspective

Drina Intyaswati
Pascasarjana Fak. Ilmu Komunikasi
Universitas Padjadjaran
 Jatinangor-Sumedang, Indonesia
 nanazain@gmail.com

Eni Maryani
Fakultas Ilmu Komunikasi
Universitas Padjadjaran
 Jatinangor-Sumedang, Indonesia
 emaryani@gmail.com

Antar Venus
Fakultas Ilmu Komunikasi
Universitas Padjadjaran
 Jatinangor-Sumedang, Indonesia
 venusantar@yahoo.com

Dadang Sugiana
Fakultas Ilmu Komunikasi
Universitas Padjadjaran
 Jatinangor-Sumedang, Indonesia
 dadang.sugiana@unpad.ac.id

Abstract—This study wants to see political expressions on Youtube during the election campaign. Through the perspective of the Uses and Dependency that sees active users in using the media and the interaction with social and media systems, qualitative content analysis of comments from selected Youtube political content was carried out. Results show that Youtube facilitates political expression through comments with various forms of emotions (happy, curious, denial, sympathy, disappointment, excitement, anger, others). Comments were obtained as an effect of using YouTube, in the form of attitudes and statements about political choices. Content production also raises comments that trigger prosumer to be more creative and consumer to continue using youtube even though there are other media alternatives.

Keywords— *campaign, emotion, political expression, Uses and Dependency, youtube*

I. INTRODUCTION

Using social media for utilization of news and political action have developed since 2008 in America, especially among adolescent. The existence of someone in a social media network environment is a political experience because there is a dynamic spread of information among users. Relationships through communication networks can foster a feeling that politics is part of everyday life [1]. Political consumption also offers individuals a medium to challenge and protest what they see as socially irresponsible [2]. The structure found on social network facilitates obtaining information and also discussions about the importance and relevance of it with other members of social networks, which can increase an individual ability to understand what they know.

Youtube has content that is diverse and can be seen repeatedly and allows users to be able to create creative content. YouTube facilitates someone in seeking information and expressing their views, feelings, and experiences online. Content production by media users can change the essence of the dependency link within users as well as the media [3]. Individuals deliberate themselves politically in different ways, including inserting political experience, distribution political knowledge, campaigns, and leading someone's political comments to others

[4]. Democracy is not only about election results, but also about contest and discussion about public agreement [5]. From previous research showed political expressions on online media positively influenced other political behavior [6]. Further research is expected to look at the dimension of dependence driven by the production of content and its impact on political attitudes [7].

Uses and Dependency perspective states that users choose and use the media to fulfill their goals while considering the importance of social interaction in relationships user and media [8]. The desire to get more information will strengthen motivation and make it more dependent on the media, as a result, the media is more likely to influence someone. Dependency is a sustainable concept because someone can turn into reliant on communication medium with various levels. Media dependence as an output of the essence of the social system, membership categories, individual right, information service that the media provides to the public [9]. Google research collaborated with Kantar TNS said that out of 1,500 Indonesian, 53 percent of them access YouTube every day, and watch television broadcasts via Youtube [10]. This situation shows that the use of Youtube has become a daily necessity for some people in Indonesia. The use of Youtube also allows access to the use of alternative media such as television as an authority of information.

During the campaign, media usage by audiences influenced media coverage and presentation. Political information is derived from dependence on one medium that correlates with the form and content of information presented by the media [11]. The political information obtained is the cognitive effect of using political information contents. Youtube provides a means of interaction and the ability to disseminate certain information or content, and many people in the network can be reached quickly. Through comments and newsfeed services, using Youtube can create a self-reinforcing influence. Consuming online political information is found to positively predict audience political knowledge [12]. The act of sharing content and political opinion on social media facilitates the

form of two possible political actions. First, being involved in dialogue about politic on online media can expose a political preferences of certain individuals, second, being part of this political information exchange allows the increased confidence of users to be able to engage in the political process, and make them more confident to try other forms of political engagement [13].

During the 2019 Indonesian presidential election, the need for media use increased to seek political information. Youtube allows users to express an opinion about current events and dissemination of information relevant to the interpretation of the event. Expression through online media is an important aspect of political communication exercise during the election period, bringing politics closer to young adults [14]. After exposure to political content, the audience assesses its relevance, this assessment can be understood as a cognitive process in which people evaluate the relation to their environment regarding their impact on their well-being [15]. Affective processes occur where political knowledge acquired by individuals arouses emotions to behave and provide an assessment of the information obtained. The existence of political attitudes from Youtube users can be raised through comments on the content accessed. In this study political expression is seen from comments that appear on political content from selected YouTube channels whereas political attitudes seen from the emotion that accompany comments. Furthermore, it is seen how the production of content can be a supporter of user dependence.

II. METHOD

A. Data Collected

The research data were collected from Youtube in the form of videos that contained content related to politics collected on September 23, 2018, to April 13, 2019. Random samples were selected as many as 21 Youtube channels with popular political content with criteria having viewers more than 175,000 and subscriber at least 10,000. Each member of the researcher also witnessed that in determining the sample a search was carried out with ‘kampanye’ and ‘pilpres’ keywords, and the selected sample was related to one of these keywords and met the criteria for the number of viewers and subscribers. Furthermore, from each video, 50 comments were chosen with the top comment criteria, which were the ones with the most responses. Comments from Youtube users that are not clear their gender identity is excluded. Total comments were 1050 with 531 comments posted by male and 519 posted by females. Information about content data and the number of comments from males and females can be seen in table 1.

B. Qualitative Content Analysis

This method performs subjective interpretations of the text by making a systematic classification through the process of coding and establishing themes [16]. Before analyzing the data we give the initial code, where the researcher uses the coding scheme of previous research and adjusts it to the content being studied. The second step is categorizing data during analysis. The recurring theme needs to be determined to better understand the phenomenon. Both

steps are data triangulation that will support the results of the study.

TABLE 1. TABLE CONTENT AND NUMBER OF COMMENT

Content	Views	Sub-scribes	Male Comment	Female Comment
1	195.487	1,1 M	24	26
2	542.871	3,1 M	20	30
3	790.740	1,8 M	22	28
4	267.263	5,5 M	30	20
5	3.223.639	2,5 M	31	19
6	246.034	194 K	29	21
7	1.183.524	743 K	26	24
8	4.050.373	213 K	27	23
9	1.060.583	1,3 M	27	23
10	2.950.785	213 K	26	24
11	3.256.020	5,3 M	26	24
12	1.195.323	873 K	23	27
13	1.023.164	425 K	26	24
14	179.943	29 K	31	19
15	787.722	425 K	26	24
16	3.276.147	1,6 M	27	23
17	1.242.955	24 K	18	32
18	684.603	10 K	23	27
19	4.951.252	18 K	20	30
20	36.570.614	2,1 M	27	23
21	2.459.396	1,6 M	22	28
Total			531	519

C. Directed Content Analysis

Coding instruments focus on characterizing the types of emotions from comments given to Youtube content. The coding scheme follows previous research [3], where the types of emotion have been used to understand emotion in online discussion forum research on Youtube. This scheme initially consisted of 10 emotional categories, namely Sympathy, Happy, Curious, Excited, Anger, Disappointment, Love, Denial, Surprise, and Others. In the beginning, the research team took 1050 comments to be encoded in ten emotional categories. Furthermore, the research team conducted a discussion, to get the agreed number of categories, where there were eight categories which together were considered relevant to the emotional category of the research data content, namely Sympathy, Happy, Curious, Excited, Anger, Disappointment, Denial and Others. This categorization has a reliability level of 90 percent, fulfilling a minimum 80 percent agreement [17]. The number of comments from each category by sex can be seen in Table 2, while the diagram with the percentage of each emotional expression can be seen here

TABLE 2. TABLE NUMBER OF EMOTION EXPRESSION

Emotion Expression	Male number (%)	Female number (%)	Total
Happy	134 (53)	121 (47)	255
Disappointment	16 (47)	18 (53)	34
Sympathy	139 (41)	203 (59)	342
Denial	41 (66)	21 (34)	62
Excited	62 (54)	52 (46)	114
Curious	71 (59)	50 (41)	121
Anger	10 (45)	12 (55)	22
Others	58 (58)	42 (42)	100
Total Comments	531 (51)	519 (49)	1050

D. Conventional Content Analysis

Content analysis is directed towards the development of inductive categories [18] that allow new themes to emerge from data. Data analysis begins by reading all the data

repeatedly until getting a sense of the whole [19]. The next steps taken are to select one by one the document to read and list the topics. Then groups are created from the list of topics that have been created, and the most descriptive words from the topic category are selected. This topic category then becomes a category and alphabetize this category as a code. Credibility can be established through extended involvement, question and answer activities with peers, continuous observation, referential adequacy, triangulation, and member checks [20]. Based on analysis of the comments given to the video watched, three recurring themes were found which made it possible to influence emotional expression. These themes are Presidential and vice-presidential candidates personally, work programs, and content production can be seen in table 3.

TABLE 3. MAIN THEMES IDENTIFIED

Main themes	Description
Presidential and vice-presidential candidates personally	Comments describes the presidential or vice-presidential candidate personally. Example: Jokowi is a simple, honest and hard-working individual.
Work programs	Comments related to work programs offered by presidential and vice-presidential candidates. Example: How the OK OCE Sandiaga work program can work while its implementation in DKI Jakarta has not been developed.
Content production	Comments related to the production of content Example: Videos made by young people with high creativity.

III. RESULT AND DISCUSSION

A. Result

Description of content data along with the number of comments submitted by both male and female can be seen in Table 1. From a total of 21 videos selected, the highest viewer is a video with the title 'Prabowo vs Jokowi, Epic Rap Battles of Presidency' with the viewer as much as 36,570,614. The video was made by skinnyIndonesian24 which contains a series of images accompanied by rapper dialogue and music which tells the story of Jokowi and Prabowo, 2019 Indonesian presidential candidates. The most subscribed videos are 2019 presidential candidate debates from MNCTV channels with 5.5 million subscribers. Furthermore, the summary comments based on emotional expressions are shown in Fig. 1. Using directed content there are two top categories, namely sympathy (33%) and happy (24%), while the third category is curious (11%) and excited (11%). Most comments are in the sympathy category, with commentary examples such as 'Mr. Jokowi's an appearance at the debate making me even more sure to choose him'. The comments from the happy category with the comments like 'I am pleased with Prabowo's strict speaking style'. A curious category with a comment example 'Can the "pre-work" card promised by Jokowi be run?'. While the exciting category with the example comment 'The content is very interesting and the music can

be enjoyed'. Emotional expressions of comments submitted based on gender as shown in Table 2 shows that women showed more sympathetic comments than men (203 compared to 139). Male show more pleasant comments than female (134 compared to 121). The difference in the number of comments is quite sharp between male to female is in the denial category (41 compared to 21).

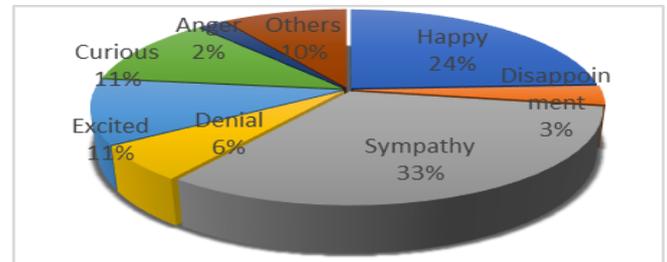


Figure 1. Types of emotional expression

There are three main themes of the content of the comments submitted to the video content, which can be seen in Table 3. The first, presidential and vice-presidential candidates personally, the theme includes comments relating to candidates, both regarding appearance, personality, competence, and others that are individual. Second, work programs, which are included in this theme are comments aimed at the work programs offered by presidential and vice-presidential candidates as well as the teams involved in the positive and negative aspect of work programs, doubts about the running of the program, detailed program requests, and others. Third, content production, this theme contains comments relating to content creation and content structure, appreciation of content creators and content appeal

B. Discussion

With Uses and Dependency perspective, this study wants to see the Uses and Dependency of consumers on Youtube in satisfying political information needs during the 2019 presidential election campaign, specifically using the media as a means of channeling political expression. Furthermore, it can also be seen the political attitude of Youtube consumers as an effect of using YouTube content. Dependency is a consequence of media use [21], while the effects of media use include cognitive effects, affective effects, and behavioral effects [9]. This research explores how consumers rely on YouTube content to facilitate political expression as well as a means to facilitate content production. Based on the political expressions conveyed, it will be seen also the expression of emotion that appears and the attitude expressed through political expression. Political expressions conveyed through comments on Youtube political content identified three main themes.

This study shows that by using YouTube consumers can obtain political information and convey their political expressions, which of course also convey their emotional expressions. Most emotions are expressed in the form of: (1) sympathy for presidential candidates or vice-presidential candidates, (2) happy with the existence of presidential candidates or vice-presidential candidates, happy with prospective work programs, or happy with the campaign situation, (3) curious about prospective work programs,

curious with campaign situations, and excited about Youtube content. Emotions such as disappointment, denial, and anger in political expressions are conveyed by disagreement with what is done by a presidential candidate or vice-presidential candidate, disagreement with the candidate work program and the social situation that occurs.

Political expressions conveyed through youtube content may help consumers emotionally participate in politics, at least can provide input so that the campaign process presidential and vice-presidential elections can proceed safely. Individuals can express themselves politically in various ways, including forwarding people political comments to others [4]. Through political expression, individuals convey their political opinions that will get the attention of the audience [22], which can influence the political views of their friends. Emotional expressions arising from political expressions through comments showed that females choose more sympathetic comments, while males choose more pleasant comments. The comments of males who show far more denial than female. The results obtained are by Uses and Dependency perspective shows that the audience actively uses the media and the individual dependence on the media for political voice comes from captivating produced by the media, social system situation, and audience behavior. Mechanism of producing content on Youtube is also a form of political expression that can add dependence on the use of Youtube.

YouTube provides political content that plays an important role in generating political expressions that simultaneously reflect individual emotions. Youtube user who watches political content from videos can express their political expression with freedom of emotion through comments submitted to video content, or other user comments. The majority of comments are political expressions that show personal opinions and individual political attitudes, but there are also comments on responses to other user comments, such as rejection of other people opinions about presidential candidates, disappointment with comments that explain the candidate work program incorrectly, or show pleasure and agreement with other users' comments. The study shows that the existence of YouTube allows this site to function as a supporter of online social systems that facilitate not only political expression by generating personal emotional expressions but also exchanging political information among its users. This is parallel with a recommendation of a previous investigation which stated that person can turn to an online-based community to support emotional and social [23]. Through political expressions conveyed, individuals can show political attitudes that can be seen through comments given. The results show that YouTube feature changes dimensions of media dependency by providing equipment to users to contribute content and reform the way users expect on media by conveying political expressions and emotional expressions.

The Perspective of Uses and Dependency states that the period of political campaigning is a condition characterized by conflict between candidates and the potential for changes in social systems and political systems [8]. During the campaign there was intense information exchange between

political systems and media systems, individuals used the media to search for topics of political discussion, assess the personal qualities of candidates, and study the strengths and weaknesses of candidates [24]. Political expressions conveyed by Youtube users are triggered by changes that are increasing rapidly in their social environment, especially in the political system. The study shows that accessing political information from YouTube allows users to respond to the content in the form of political expression, it can promote recognizing their emotions and support others to know their political attitudes. This shows that political expression or emotional exchange can be an origin of satisfaction for people who access political information. The results show that the social system can perform as an essential part in influencing the emotional confidence of YouTube users. Consequence show that users explore knowledge and deliberate political expressions to help them understand the social systems faced. This illustrates the existence of complex relationships between the media-community-audience.

From an audience perspective, individuals are active media users. They can use alternative sources of information and also become producers of information. The term 'prosumer' has been stated by previous researchers to explore the active performance that users do in producing content [25]. This study shows that through the use of YouTube, 'prosumer' can fulfill their political expression needs and show their emotional expression. The explanation of dependence which is the relationship between media-community-audiences is as follows, at a layer of media, political expression is supplied by contents customer which allows medium support. A layer of community generates political expression with affecting expressions that are integrated into it helps to connect people who need political information or want to discuss related campaigns. This research shows that YouTube supports user dependency in satisfying the need for political expression during the campaign period. Studying the comments submitted to the videos on Youtube, found three main themes, namely, presidential and vice-presidential candidates personally, work program, and content production. These three themes are very possible to influence political expression because the audience will provide an assessment of the presidential and vice-presidential candidates during the campaign period, as well as an assessment of the work programs of each candidate. Content production will also affect user satisfaction which raises in the form of emotional expression. Using Youtube and emotional expression raise political expressions in the form of comments on political content consumed. Based on the comments that appear, it also reflects the affective effect. This political attitude can be support or rejection of candidates.

IV. CONCLUSION

The results show that political expression can also be seen as emotional expression reflected in the comments given to political content on Youtube. There are four main emotions expressed by the content users: sympathy, happy, curious, and excited. The emotions that accompany political expression is influenced by the presidential and vice-

presidential candidates personally, work programs of the candidate, and Youtube content production. Regarding gender, there are different emotional responses found for male and female. A crucial significance of this study is YouTube ease political expression and allows people to speak their feeling over comments on political content, along with allows people to produce political content to share with others. The limitations of this study are only carried out on Youtube, research on other social media may have different usage patterns. Beside YouTube political content in this study does not distinguish genres (music video, comedy, TV show). Also, further research is recommended to look at the variables of age, education, and local geography.

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