

Social Media in The Public Sphere, Network Society, and Political Branding

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Abstract— *The digital era enlivened by the growth of various social media platforms has become a distinction in the course of democracy today. Social media has implications for the creation of new discourses on the public sphere, network society, and political branding, which in the previous era only touched the off-line world, now transforming towards online. The active involvement of a candidate in the dynamics that occur in the digital world is believed to provide electoral incentives at the end of the fight. The electability of a politician in electoral contestation is also determined by the success of carrying out political branding through a network society formed in the world of social media. One of the forms of political branding on social media is through the hashtag war between candidates who fight. This study aims to see the extent to which social media forms the formation of network society and political branding through #kerjanya which was launched in the twitter universe ahead of the 2019 presidential election, to support the big name of President Jokowi's candidate as the incumbent. More in this study trying to analyze the network of political branding processes through framing in the online world about Jokowi's charm through #kerjanya by utilizing network society in Indonesia.*

Keyword— *Social media, Democracy, Network Society, Political Branding*

I. INTRODUCTION

Knowledge and information are the basis for citizens to make their political choices must be circulated freely and available to all. At present the majority of people, media including the internet, which are increasingly important, are the main source of their information about politics [1]. Media, especially through the internet, has become a mainstream in the dissemination of information, the capacity of social networking sites (SNS) or social media in fostering relationships between users, mobilizing significant information provision, either through news sharing or discussion. The activity of information flow through this media is an interesting phenomenon as part of a new public sphere in political development. Several studies on the

significance of the role of social media in the political arena have been carried out [2]–[4].

The world political landscape in the past two decades has undergone drastic changes when social media has become a powerful magnet for political actors who intend to engage in the contestation of electoral democracy. Barack Obama's victory in the United States and the success of the "Arab Spring" phenomenon in the Middle East are valid proof of how social media can become an instrument in social change and can influence citizen participation in civil and political life [5].

In a deeper perception, the phenomenon of internet and social media is considered as a new model of the public sphere. As a public sphere, social media performs its functions publicly in the development of democracy more quickly and efficiently. The expansion of news, topics, and information flows and flows very quickly on social media networks. All things are done easily. Social media users who represent the community in real terms, can spread news, topics and information more broadly not only in the scope of small groups, but more broadly even penetrate territorial boundaries that allow the formation of faster public opinion [6]–[9].

Understanding how social media can influence socio-political conditions is a form of content development and a candidate's diffusion strategy through framing candidates who are expected to influence election results. In this case, social media is transformed into an instrument in political marketing [10].

Political marketing itself is the basis for steps in the selection of strategies and the development of election campaign communication techniques in relation to the goals to be achieved to win elections [12]. Politics and marketing are each different understanding, but this is where political marketing is formed by combining politics and marketing can produce a Political Marketing in which marketing is concerned with selling political actions or activities. Political marketing aims to capture public attention carried out by a political contestation, just like

marketing in general which aims to grab the attention of consumers to buy a product [13].

The use of social media as an instrument in political marketing is because opportunities for discussion and deliberation of political information are more intense, especially the use of twitter. Several studies on the use of twitter in political campaigns agreed even though their use was limited to 140 characters, but behind those features that were in it supported to build sustainable discussions that enabled more voters to be able to convince [14]–[17]. Compared to other social media such as Facebook, Instagram and Whatsapp, Twitter is considered to be more open because Twitter provides facilities for "search" to all statuses/tweets owned by the accounts to be monitored. While Facebook and Instagram only provide access to public page, and Whatsapp cannot capture conversations and dynamics that occur [18].

Twitter provides insight into the composition of networks and brands, the tendency to engage in strategic communication and discuss how users use twitter for political purposes by being more open in conveying ideas, including how they interact with each other, and showing self-affiliation. Through words or phrases that are marked with # or called hastag can identify and facilitate the search for ideas or topics. Hastag in twitter, also helps in searching news that relates directly to related information [19].

In the presidential election in 2019, Social Media especially Twitter became a campaign tool for each supporter in making opinions about each candidate through hashtags in interaction on social media. Joko Widodo, as one of the presidential candidates, presented with a populous, simple and blunt image attached to the tag line "Kerja Nyata". By attaching hastag #kerjanya, Joko Widodo tries to spread his influence on social media. This is one of the patterns of political marketing in the digital era that utilizes Hastag's social media as a trending topic to invite and influence the people. This study attempts to analyze the network of political branding processes through framing in the online world about Joko Widodo persona process through the work of using the community network in Indonesia. The extent to which Joko Widodo adopted, also implemented the Twitter strategy for the 2019 Presidential Election and grouped their network of followers. To answer this research, we examined feedback from supporters and followers during the start of the September 2018 campaign until May 2019.

II. METHODS

This study uses the constructive paradigm with a qualitative method approach. This approach is used to understand how the process of branding and political framing by the team from Jokowi. To dissect the phenomenon on social media, the theory of Social Network Analysis (SNA) is used. SNA can be used to map relationships or relationships between people, organizations, topics, locations, and other information entities. The pattern of relations can be read through nodes (points) and connection lines that link between these points. In SNA, a node is described as a person (actor), organization, location, or information entity, while the connection line informs that there is a connection or relationship between nodes. In the era of "big data" like now, then conversations in the realm of social

media such as Twitter can also be analyzed through SNA, from conversations that occur in the social media space, it will be known how much the relationship or polarization prevails among social media users. This theory is used to analyze how the distribution and map of Jokowi's political marketing on social media.

This research uses an exploratory approach, where this study aims to find a new knowledge that was not previously done, research on Jokowi's political marketing through Hastag #KerjaNyata has an approach that aims to find information on a topic/problem that is widely studied. To analyze and elaborate on this phenomenon, the *Nelityc.org* application was used on social media twitter. Data processing used *Gephy 0.9.2* software application to see the direction of Jokowi's political communication on the campaign in the second period of presidential nomination. This application precisely maps the graph so that it is able to objectively see the network and the relationships between links. One of the advantages of this application is that visualization is able to show both connection connections and other metrics at the same time.

III. RESULT AND DISCUSSION

Interest or preference is a source of motivation that encourages individuals to do what they want if they want to choose, interest is consistent with an activity or activity. Even so, in terms of political interest, community interest is interrelated with one another in an effort to gain as much support as possible through political campaigns, this is done through long political communication to create an image of political figures in the eyes of society [20].

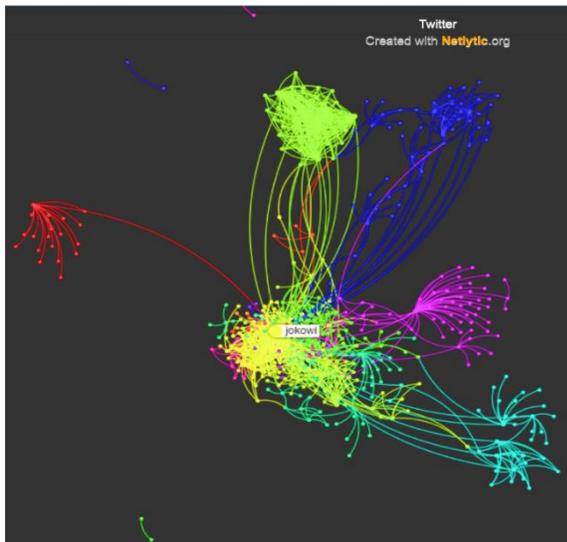
Social media is said to have a significant influence on human life. Social media is often involved as a representation of people to interact, work together, share information, and communicate indirectly with other users to create an organization with social ties virtually in cyberspace. Basically, some experts/researchers who have conducted research tests see that social media on the internet is a picture of what is happening in the real world, like plagiarism [21]. It is known that social media is often a warm conversation, because many groups use new media to disseminate information, one of which is the type of social networking namely Twitter, Twitter is actively played by various groups, especially students or teenagers, Twitter has several features, one is hastag which makes this feature a symbol of movement/group and is well-known both in Indonesia and other countries in the world. Twitter users can share their ideas, information, news and express their hearts to other users on the Twitter Timeline, by writing a few posts and using the tweet feature to post, it can also be a retweet (RT) feature which can forward other user posts to your posts which of course automatically shows where the source of the tweet came from. Retweet is very useful when some of user feel or thinking to like or agree with the tweet of other users, this effect is can be called as a movement, the more users retweet and write the same word, the higher the chance that the word rises to the surface which eventually

becomes trending topic, similar things can also apply in the form of Hastag.

In the case of the 2019 Presidential Election, one of the campaign efforts is through the use of social media, one of which is Twitter carried out by the presidential candidate pair Joko Widodo - Ma'ruf Amin. This candidate pair used a Twitter campaign using #kerjanya which had become a topic. Through this #kerjanya message, the campaign team tried to sell a pair from Joko Widodo - Ma'ruf Amin as a couple who had worked significantly for Indonesia's development in its leadership in the 2014-2019 period.

Based on the data obtained by analyzing the distribution of the #works found on the twitter media, it was found that the framing/imaging process of Jokowi's president through his #kerjanya message could be assumed to have succeeded in seeing this message and had become a trending topic. #Kerjanya as a message for political marketing can be a trending topic and can be regarded as a topic that is much talked about on social media, based on this many agree if the user's discussion on the topic is directly related to political choices that will reflect the election results. But on the contrary, if we look at the substance of political marketing in the spread in the installing the values to influence and change political preferences, the #kerjanya message does not have a significant impact. this can be seen based on the results of data processing (Fig. 1).

FIG. 1. DATA ON THE DISTRIBUTION OF #KERANYATA ON TWITTER PROCESSED THROUGH NELITYC.ORG



The results of the data distribution message from #kerjanya is done by dividing into several clusters.

- Clus1 (yellow) □: node that is intensely communicating about 2 people centers (clus1 & 2) (Jokowi as the center of connectedness)
- Clus2 (green) □: node that is intensely communicating about 2 people center (clus1 & 2) (SBY, AHY, PDIP, etc. who often communicate with the "jokowi" connection center)

- Clus3 (light green) □: node that communicates with 2 people bridged by important institutions /institutions/people in the middle (KPU, Bawaslu RI which is often referred to as having an important role)
- Clus4 (blue) □: node that communicates with 2 or more people bridged by other nodes in the middle (usually media: metrotv, transtv, Kompas, which often calls the main node)
- Clus5: external stranger (containing people who are not too important)

If look at the data Fig. 1. should be seen that the #kerjanya message can be said to be effective in installing the values of the messages in the world of social media, if the distribution pattern in Cluster 4 and Cluster 5 have a greater expanded. But based on the results the data, although basically the "kerja nyata" has succeeded in becoming a trending topic, but the effort to plant values in the message to influence one's political preferences on social media is very minimal. Based on these data, the political marketing carried out by Jokowi through social media has failed, as a product which in this case can attract consumers to buy the product. Even though outside of social media, some parties are involved in the #kerjanya message.

Based on the data in the teitter activity, #kerjanya is more popular in areas or accounts that have previously established a position as a supporter of Jokowi and have no significant impact on expanding accounts in areas outside of Jokowi's supporters.

Further data is carried out using *Gephy* software (Fig. 2.) by processing data based on the expansion scheme of the #kerjanya message, whether in the form of status, retweet, or as topics/information discussed in the world of internet networks also showing that #kerjanya only popular with accounts that have basically been affiliated as Jokowi supporters before. Accounts with usernames that generally directly contain the word "jokowi" are actively trying to spread the #kerjanya message as an effort to convince voters who also live in the world of social media networks to vote for Jokowi, but again it is difficult to prove this message reaches account- account outside the circle of jokowi supporters.

Public ability to coordinate massively and respond quickly to information can be found today through social media. When the landscape of communication becomes denser, more complex, and more participatory, the network population gets greater access to information, more opportunities to engage in public speeches, and increased capacity to take collective action. This can make social media a new form of public sphere is what should make social media one of the main weapons in a political campaign that Jokowi also tries to use. But Jokowi failed to use it if he saw the distribution of the #kerjanya message which was only limited to the circle of supporters.

Embedding messages on social media so that they are successfully implanted preferentially choosing presidential candidates. #Kerjanya hashtag succeeded in becoming a trending topic, but managed to increase the value in the message to increase a person's preferences on social media is

