

The Effect of Anti-Corruption Campaign on the Exposure Aspects on Social Media Facebook and Instagram

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Abstract—Corruption has existed throughout human history and continues to transform over time. Corruption is increasingly rooted in various joints of human life. The problem of corruption experienced by the Indonesian people is at an alarming point. Corruption still occurs frequently, for example in fairly complicated public service procedures, licensing, procurement of goods and services, etc., triggering opportunities for corruption. This condition proves that the problem of corruption must be sought the latest solution, so that this corruption problem has the best solution. The object of research is the anti-corruption campaign carried out by the Corruption Eradication Commission (KPK) through Instagram and Facebook. The purpose of this study is to find out, analyze, and discuss about: aspects of influencing anti-corruption campaigns on social media Facebook and Instagram. The research used survey methods and descriptive comparative approach on social media Instagram and Facebook. In this case what is meant is to see the difference in exposure about frequency, duration, and readability. The results showed that anti-corruption campaigns on social media Instagram and Facebook can be influenced by several factors such as: messages, words, sentences, images, videos, message usage, use of words, use of sentences, use of images, use of videos, use of colors, Fonts, Fonts, and Information on the KPK page.

Keywords: *letters and words, sentences and messages, pictures, videos, colors*

I. INTRODUCTION

Corruption has existed throughout human history and continues to transform over time. Corruption is increasingly rooted in various joints of human life. Almost all elements of human life are infected with a corrupt virus. At the highest policy level, ‘grand’ corruption occurs when politicians accept bribery payments in exchange to push forward more lenient environmental policies [1]. Corruption is such a phenomenon that spreads very quickly under favorable conditions and adapts to changes that occur in society (socio-economic, political and cultural changes) [2].

Corruption in Indonesia has become a social problem that continues to pervade the community. Corruption continues to increase with increasingly diverse modes ranging from money corruption and time corruption, both those exposed to the

media and those that do not appear on the surface. Corruption has hit almost all Indonesian people, both individuals and groups [3].

The causes of corruption can be grouped into two factors, internal and external. Yonesta suggested that internal factors included greedy attitudes, lack of moral strength, and consumptive lifestyle. While external factors are people who oppose corruption, weak anti-corruption awareness, economic pressure, political interests, weak management systems, organizational accountability, and weak oversight [4].

“Two of the most widely used measures of corruption (or, inversely of the control of corruption) are the Worldwide Governance Indicators’ Control of Corruption (WGI-CC) and Transparency International’s Corruption Perception Index (TI-CPI)” [5].

Mocetti and Orlando stated: “In this sense, it also provides supportive evidence to Jinping Xi’s advocacy to build up a new type of relationship between politics and business, which is defined as a “kind” and “clean” relationship” [6].

Zhang, et. al. stated about measuring corruption as follows: “Measuring corruption is admittedly a challenging task: as all illegal activities, corruption is mostly unobservable and, therefore, difficult to quantify. There are several possible definitions of corruption and different approaches to its measurement. These approaches can be classified along two dimensions. First, they may be either subjective or objective, depending on whether they rely on – respectively – survey or ‘hard’ data. Second, they may be either direct or indirect, according to whether they quantify – respectively – corruption itself or other variables deemed to be ‘naturally correlated’ to corruption, and perhaps easier to observe” [7].

The results of the study Borsky showed that “Our estimation results indicate that subnational corruption levels are, due to spatial interdependencies and spatial heterogeneity, significantly correlated in space [8]. Spatial interdependencies and feedback effects stemming from a marginal change in an independent variable are about the same size as direct effects. This means that the total impact of a marginal change in an independent variable is about twice as large as the coefficient

estimate on this independent variable would suggest, if a conventional model ignoring spatial effects was specified. Our findings underline the importance of taking spatial effects into account when analyzing impacts of policy measures on corruption levels". The purpose of this study is to answer the challenges of the needs of science and technology-socio cultural by real sector users.

The aim of the study is to find out, analyze, and discuss about: aspects of anti-corruption campaign exposure on social media Facebook and Instagram. The novelty of this research is the use of social media in the use of anti-corruption campaigns. None of these studies have specifically examined social media exposure in relation to anti-corruption campaigns through the comparative test of two social media. With this research it is hoped that there will be something new for which social media policy is more effective for followers or netizens, so that the next anti-corruption campaign on social media will be able to pay attention to the pattern of effective use of social media for the benefit of this campaign.

II. METHOD

Noting the problem formulation, and the stated research objectives, the research team determined the research method

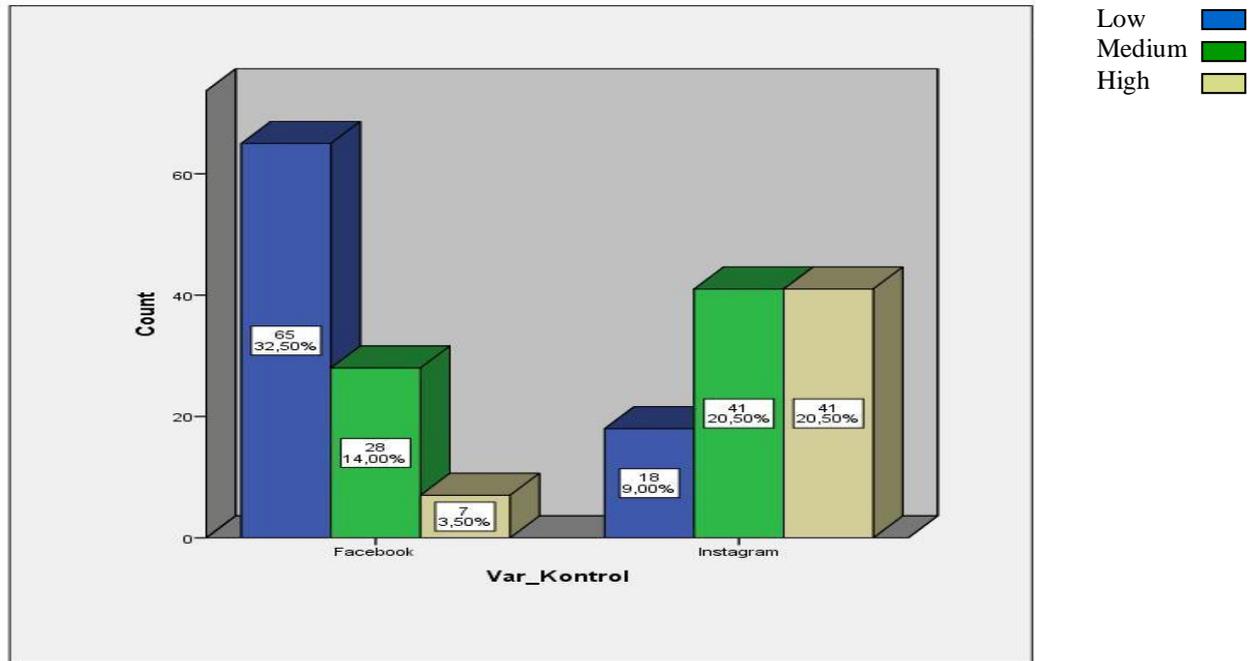
to be used was the survey method through descriptive analytical studies.

Research informants or research subjects are those who understand the information of the research object as the actors as well as other people who understand the research object. The object of research is an anti-corruption campaign carried out by the Corruption Eradication Commission through Instagram and Facebook. The population in the study were 361,000 netizens from Instagram and 1,341,951 from Facebook. Sampling uses the Slovin formula with $\alpha = 0.1$, so we get a sample of 100 Instagram netizens and 100 Facebook netizens. Total sample of 200 netizens. Data collection techniques carried out by distributing questionnaires, observation, and study of literature. The data analysis technique was done through a descriptive table with the percentage of research results.

III. RESULTS AND DISCUSSION

A. Exposure of Anti-Corruption Campaigns on Social Media of Facebook and Instagram

The results of research on the use of Facebook and Instagram can be seen in the following figure 1:



(Source: Field Research Results, 2019)

Fig. 1. Exposure of anti-corruption campaigns on social media of Facebook and Instagram.

Low exposure is big enough on Facebook that is 32.5%, moderate exposure is 14%, high exposure is 3.50%. Exposure on Instagram shows high and moderate by 20.50%, while exposure is low by only 9%. Thus, it is clearly seen that Facebook occupies the first position compared to Instagram for the most effective exposure related to the anti-corruption campaign which has advantages because the format used in Facebook in delivering this anti-corruption campaign is broader in terms of messages, longer in terms of time, and

more varied in terms of the form of Facebook service availability for its users and more diverse in terms of recipients (various circles), while Instagram, time is limited, followers are relatively young, the variation of messages is relatively less than Facebook.

Based on the findings data, respondents who opened the Corruption Eradication Commission website on Instagram based on needs, where they deliberately indicated that

respondents had a curiosity about the campaign via Instagram media prepared by the Corruption Eradication Commission as a social service program through Instagram and Facebook. The program provided through Instagram clearly provides benefits and awareness of respondents provided by the Corruption Eradication Commission regarding the actual issues that are happening in Indonesia, such as; typology of corruption in the implementation of road budgets, characteristics of gratuities that are not required to be reported, prevention of corruption in the forestry sector, roaming the country to build anti-campaign by bus in various cities, monitor presidential and vice presidential elections, and others.

Regarding the campaign through Facebook, most also open Facebook every day. Frequency of opening the Corruption Eradication Commission's page, some of which open the web more than 4 times a day. Most respondents open the Corruption Eradication Commission website 5-15 minutes. Thus, most of the Corruption Eradication Commission's information was read by most respondents, even 22 percent read it all.

The program provided through Facebook, most of the information is in the form of video, because the space for audio visual is more flexible. So it is natural that the duration of media exposure on Facebook is longer than the duration of media exposure on Instagram.

B. Description of Analysis

Facebook and Instagram have different user characters, in Indonesia Instagram is mostly used by young people who have the intensity of using social media more than Facebook users who are generally more mature. The Ministry of Communication and Information revealed that internet users in Indonesia currently reach 63 million people. Of that number, 95 percent use the internet to access social networks. This shows that internet users in Indonesia are very numerous and almost all Indonesian citizens use this internet access for their daily needs. This data can be used for various purposes of providing information, efforts to influence, efforts to change people's behavior towards a better and build quality Indonesian citizen, including this anti-corruption. According to information released okezone.com from e-marketers, "Facebook is slowly no longer in demand by young people". Furthermore, reported by viva.com, "Facebook has become a social media for parents, now becoming increasingly reality. Findings from market research firm e-marketer show, teen users are leaving Facebook and turning to Instagram. According to research data from the online discount portal, Cuponation, until April 2019 the number of Facebook social media users in Indonesia reached 120 million, beating Mexico, the Philippines, Thailand, Turkey, and the UK. While Instagram users, Indonesia has 56 million Instagram users. This data shows that Indonesian people are listed as users of social media with a large category and are considered by online businesses and policy makers to use this mass media as a venue for persuasion, education, politics, culture, economics, and others as potential targets especially for Facebook in various user characters and for Instagram for those who are young or teenagers. Conversely, when teens don't want to use Facebook, parents actually like Facebook more than teens"

An understanding of people's interpretations of a technology is critical to understanding their interaction with it. To interact with technology, people have to make sense of it; and in this sense-making process, they develop particular assumptions, expectations, and knowledge of the technology, which then serve to shape subsequent actions toward it.

An understanding of people's interpretations of a technology is very important to understanding their interactions with it. To interact with technology, people must understand it; and in this process, they develop assumptions, expectations, and special knowledge about technology, which then serves to shape the next action against it. So that when associated with the results of research relating to Exposure will produce different findings between facebook and iInstagram. Instagram is opened and read more often because of the more dynamic features than facebook. Exposure is measured based on how much the audience is exposed to the campaign content created. [9].

But that does not mean Facebook does not have the potential as a media campaign for corruption. The character possessed by social media generally has the potential as a media campaign to disseminate corruption, because the concept of social media as stated by Nasrullah is "a medium on the internet that allows users to represent themselves or interact, work together, share communication with other users, and form social ties as virtual" [10]. So that social media with features that have the potential as an effective campaign media. It's just the selection of content that must be adjusted to the specific target of social media users. The purpose of the campaign is to change the expected behavior, in this context the campaigns carried out through Instagram and Facebook are appropriate because the contents of the Corruption Eradication Commission's campaign are in accordance with the features provided on both that platforms.

IV. CONCLUSION

From the research conducted and in accordance with the research questions, it was concluded that: Exposure of anti-corruption campaigns on social media Facebook and Instagram, shows that the program provided through Instagram and Facebook, has provided benefits and awareness of respondents about campaigns of anti-corruption that given the Corruption Eradication Commission related to the actual issue that is happening in Indonesia. The campaign on Instagram emphasizes more on visualization, while on Facebook it presents more information in the form of audio visual. Instagram with its advantages is preferred by teenagers, but Facebook also has the potential as a media campaign because it has quite rich features that can convey complete information through text, images and audio visual. That is, Instagram as social media has limited targets (teenagers), applications, and time. Meanwhile, Facebook has a variety of goals, time and application diversity. This condition is a concern for users and policy makers, both government and private institutions when utilizing this Facebook and Instagram social media.

ACKNOWLEDGMENT

Thank you to: Rector of Bandung Islamic University, Chair of the Institute for Research and Community Service, Dean of the Faculty of Communication Sciences.

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