

How Does the Community Coalition on Social Media Respond to Pandemic Covid-19 Handling Policy in Indonesia?

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ABSTRACT

This study aims to determine the public's response through social media according to the Covid-19 Pandemic in Indonesia through Twitter. Using Twitter accounts, community coalition accounts responded to the Covid-19 pandemic in Indonesia, particularly the @laporcovid accounts. The Covid-19 case in Indonesia in early March 2020 affected all sectors. Secondary data obtained through NVIVO 12+ software is analyzed by interpretation of data obtained from May 2020 to January 2021. The government is forced to take policies in dealing with a pandemic that cannot be controlled. As the main part affected by this situation, the community tries to respond to the policies taken by the government. The community responds to the policy through various spaces. One of the spaces used is social media. Open space through social media makes it easier for people to respond to policies taken by the government. Netizens voiced responses to protests, data, education and advocacy in handling Covid-19, and the assessment of social media accounts, transparency, coordination, and participation is essential in Indonesia.

Keywords: Community Coalitions, COVID-19, Social Media Engagement, Public Response

1. INTRODUCTION

Nowadays, communities, organizations, businesses, and even nations [1]. Community, state, or nation partners join a coalition to better their situation by working together and creating possibilities that help everyone involved [2],[3].

Community coalitions are defined as groups of persons representing the people in the community and their respective factions, organizations, and parties. Their purpose is to achieve the goals of everyone involved in the coalition[4]{Formatting Citation}. The rise of coalitions has increased in the recent two decades. There are many coalitions, made

up of local governments or NGOs, which have sprouted up around Southeast Asia to further the efforts of communities focused on health matters. For example, efforts to fight tobacco use in children have resulted in coalitions of different kinds of organizations (e.g., health agencies, schools, and community-based activist groups) [5]. Environmental advocates joined forces to support their problems, such as asthma and lead contamination, and gain the necessary political power to legislate on these issues successfully. The elderly were ensured housing while the poor were given healthcare and other benefits through coalitions formed by civil and religious organizations [6].

Even though groups are commonly formed to strengthen communities, some difficulties are not found in most non-collaborative organizations [7]. One can expect to face difficulties in the formation of a coalition [8]. Resources promised to the coalition might not be made available. Further, the coalition may fail to gain traction in the community because they will have to wait for recognition for their accomplishments [9],[10]. Coalitions are not a universal solution. As a long-term project, forming a coalition should not be undertaken if the simpler and less complex structure can suffice or if the community is unsupportive of this course of action.

Community coalitions are also distinguished from other community organizations by the flow of resources within them. Using all their resources to help people reach their goals, a successful community organization got its members together. In contrast, in order to strengthen participating institutions' capacities, community coalitions must disperse resources. Furthermore, while most other community organizations are hierarchical, there is an explicit or implicit pretext of equality among community coalition participants, even when this is not true "outside the room" [11]. Many coalitions are dominated by "getting along" norms [12]. These norms, intentionally or unintentionally, perpetuate the status quo by preventing members from addressing community conflicts and inequalities. More theory is needed to explain how coalitions contribute to the community and systemic change, particularly regarding issues of equality and justice [7][13].

2. METHOD

This study is designed to use an experimental research method that relies on deductive methods to develop a conceptual framework and identify

the problem for the investigation. The research used NVivo 12 Plus software to go through past studies of community coalitions to understand the policy decisions each made. The data for this study were gathered through a literature review to identify pertinent issues and theories that support the study. Data was generated to serve as a theoretical framework that would assist in information retrieval and analysis. They used the data-processing software NVivo 12+ to both retrieve data with NCapture and then process it. NVivo 12 Plus is a software application that serves as a central location for automating data processing, allowing the study to be conducted regardless of location or time constraints, which is critical for big data studies. Following the initial literature review, the findings become analytical materials that are then adapted to the pre-existing frame of thought. The study's results were drawn from the data following the analysis. In this project, the authors use literature journals, books, and related literature as sources of information to conduct research. To obtain social media data, they use NVivo 12 Plus to process @laporcovid's Twitter account data.

3. BASIC THEORY

Social media use affects community participation and development [14], and there are many competing hypotheses about how this happens. One theory posits that social media may serve as a venue for news or information, specifically to retrieve data from people in one's personal or professional network [15]. Citizens will participate more in government and public affairs because of their greater awareness of relevant issues due to social media use [16]. According to media research, people who turn to traditional media for information about current events are possible to be politically informed and interested [17].

People are more likely to know why and how to get involved if they are on a bigger network. In networks of larger sizes, researchers have observed an abundance of loose ties that helps information flow freely, which heightens the chances of having an opportunity to participate in civic and political life [18]. [19]. For example, a large social network may increase the likelihood of seeing an invitation to sign a petition or participate in a boycott. To make a point, a powerful individual may promote another candidate via mass messaging that all people can see, influencing voter choices. Researchers have also studied participation in political or activist groups and social media to form or maintain online groups.

[20][21] [22],[23],[24],[25] [17] Individuals who belong to multiple organizations are more likely to volunteer, as these affiliations increase their chances of being asked to volunteer [26] [27][28]. By being associated with a group, people can more easily find one another to form large groups [29].

While social networks and online news are not the only theories linking social media use and participation, they dominate survey-based studies of social media and its effects on civic and political participation. A meta-analysis can ascertain which theoretical process has the greatest traction. Currently, the available literature has a variety of opinions but little indication of which theoretical framework is best for determining how social media use correlates with political participation [31].

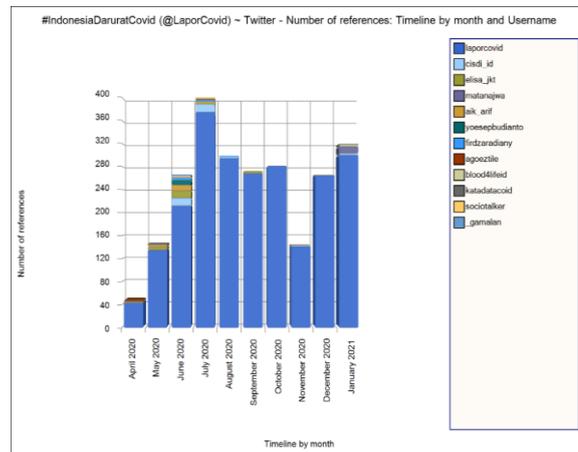
Twitter and Facebook are the most widely used social media platforms for communication by politicians and governments. Even though these platforms vary in how well they convey message content, both are still widely used by both government and political actors. Statistics show that during the Indonesian election season, 95 million Twitter users sent a tweet each. The number of users demonstrates Indonesians' enthusiasm for social media, particularly Twitter[30]. However, the use of social media in Indonesia has not been adequately protected by law due to the Electronic Transactions and Information Law (ITE), which frequently limits the amount of criticism that can be expressed via social media. Some studies have investigated the precise use of social media by public sector actors, including politicians and members of the executive branch.

In research conducted by Salahudin et al. [30], the Indonesian government's capacity to confront and control Covid-19 was mapped by tracking information on Twitter. A recent study shows that all central and regional stakeholders have a shared vision to find a solution by examining Jokowi's (the president of Indonesia) Twitter feed. Covid-19 utilizes multiple approaches based on context, so its coordination model differs. Moreover, during the first wave of covid in May 2020 – January 2021 in Indonesia, a Twitter account named @laporcovid became one of the coalition community's channels to engage with the public. The @laporcovid account eventually created a community coalition related to the pandemic itself during the first six months after the account was created. Using Nvivo 12 plus, the @laporcovid account was captured and analyzed to see how the community coalition responded to government policy through Twitter.

4. FINDINGS & DISCUSSION

Website 2.0, as a two-way communication tool in social media, enables users to create and exchange content. Thus, it affects how people communicate in their communities because it enables easy access to all information, but social media can also provide opinions and perceptions of various individuals. Social media can facilitate citizen interaction with the government and leverage technology to transform communication into an interactive dialogue with the government. Without a doubt, Twitter usage is widespread in Indonesia. It demonstrates substantial numbers, and even Twitter's Chief Executive Officer (CEO) has stated that Indonesia is critical to its business development [32]. To fulfil the role of social media in government, Twitter's CEO must be transforming it into a tool that enables information dissemination to the community and management of community aspirations while fostering community confidence to maintain the government's reputation, which will require innovative approaches from the government agencies.

Figure 1 Timeline by month and Username.



One of the social media platforms that promote information dissemination via mass communication is tweeting, where people can exchange messages with varying intensity levels. The information presented above (see Figure 1) was gathered using NVivo 12 Plus, and it confirms the existence of the Twitter account @laporcovid during the pandemic. As illustrated in the figure above, @laporcovid has been actively tweeting throughout the pandemic to raise awareness of the virus and articulate the currently implemented policy. Therefore, it also can be seen that the interaction that happened is more likely to happen one way, especially during August to December. Coming in second place, @cisdi_id,

front-liners who died during the first wave will reach 220 by 2020. The second most popular hashtag was #laporcovid, one of the government's strategies for tracing infected people by enlisting the public's help. Meanwhile, the #kawalcovid hashtag was made by the community called "Kawal Covid", formed by some "Kawal Pemilu" volunteers, and they launched the "Kawal COVID19" initiative to become a trusted source of information about COVID-19 in Indonesia. This initiative was launched in response to concerns about the misinformation about COVID-19 that was circulating in Indonesia.

5. CONCLUSION

Coalitions are an effective strategy for multiple groups to work together on projects that benefit everyone involved. Thousands of groups all over Southeast Asia have formed, and governments and NGOs support them to improve the health of communities. Social media will provide more information about political issues, facilitating citizens' involvement in politics and civic life. Members of large networks may be more exposed to information about why and how citizens should become engaged. Memberships in multiple organizations increase the likelihood of being asked to volunteer, which increases the number of people who volunteer.

The Electronic Transactions and Information Law (ITE) has allowed social media in Indonesia to contribute thoughts and perceptions to the election. Therefore, even though the Electronic Transactions and Information Law (ITE) has allowed social media in Indonesia to contribute thoughts and perceptions to the election, rather than being sufficiently protected by law due to the existence of the Electronic Transactions and Information Law (ITE). The social media tool that can facilitate government involvement must be adapted into something that helps officials spread information to citizens while also helping with project management. Innovative approaches to be used in government agencies will maintain the government's reputation. The tweets came from Makassar, Sulawesi, and Jakarta, Java's capital, Jakarta.

The Twitter Sociogram, which shows the public's reaction to regional issues, does not indicate any regional level action taken by the local government. Previous research has shown that Twitter is the most commonly used social media platform for politicians and governments, and yet it

appears that those findings were mistaken.

ACKNOWLEDGMENTS

We would like to thank Lembaga Penelitian, Publikasi dan Pengabdian Masyarakat Universitas Muhammadiyah Yogyakarta for the research support and resources that have enabled us to complete this study. Thanks to our editors and reviewers for the pieces of advice on how to make this article better.

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