

Analysis of The Governor's Communication Model on Twitter

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ABSTRACT

This study aimed to find out the communication model and pattern of the governors of Central Java and East Java through Twitter. The primary data in this study were digital big data, namely Twitter. This study employed a descriptive qualitative approach and e Nvivo 12 Plus research software to carry out the analysis. Several findings were found in this study. First, the governor's communication model in Twitter has a two-way interaction character. Second, Central Java and East Java governors conducted an echo chamber to create digital conversations with civil society by utilizing the mention, hashtag, tweet, and retweet features on Twitter. Third, the governor can socialize or distribute information related to government leadership on Twitter. Fourth, Twitter helps governors or government digital services by crowdsourcing methods with Twitter social media.

Keywords: Governor, Twitter, Political Communication, Echo Chamber.

1. INTRODUCTION

The body text starts with a standard first-level Twitter is not only a platform for human interaction in the digital world. The presence of Twitter can change the pattern of political communication. In Indonesia, political communication is related to communication by the government and society. Nowadays, this practice has made social media a tool for effective communication. In addition, political communication is also relevant to a political actor who builds a personal image and digital relationship with the public. Political actors in Indonesia who are always actively using Twitter are the governor of Central Java, Ganjar Pranowo, and the governor of East Java, Khofifah Indar Parawansa. The use of social media by public figures has become a new habit, to convey messages related to public policies, or dissemination. and normal interactions with fellow media users [1].

The use of technology such as social media enables communication to work in two directions and eliminates geographic boundaries between

audiences with internet channels through social media. The ease of communication and access to information is the cause of the pattern of political communication in the world. According to Blumler and Kavanagh in Gun Heriyanto (2018), this phenomenon is referred to as the "third age of political communication," which means the digital transformation of political communication activities in the cyber-democracy era. Before reaching the third age of political communication, the political communication process has passed through these two stages; First, the rhetoric of political messages orally, an era when internet technology was not yet developed. Second, political communication through mainstream mass media such as print and television media, or radio with a one-way communication character [2].

Political communication can also be interpreted as conveying the government's interests to political policies. In digital life, responses to political policies can occur massively on social media with digital civil society participation such as in Twitter. [3]. For example, the governor of Central Java Ganjar

Pranowo uses Twitter with the account name @ganjarpranowo and the governor of East Java Khofifah Indar Parawansa with Twitter account name @KhofifahIP. These two political actors are active on Twitter to communicate digitally with the public. From this phenomenon, this study aimed to investigate and find out the communication and interaction models carried out by political actors; Ganjar Pranowo and Khofifah Indar Parawansa on Twitter social media.

2. RESEARCH METHOD

The primary data in this study were a recording of Tweets activity at @ganjarpranowo and @KhofifahIP, recorded using Ncapture software. The results of recorded tweets were then coded using Nvivo 12plus research software to investigate the number of tweets frequency, the themes that often appear in tweets, and the number of the frequency of the dominant word. The coding limit of the recorded data was two years or from June 2019 to June 2021. After obtaining the data, a descriptive qualitative approach was used to analyze the coding results.

3. THEORETICAL FRAMEWORK

3.1 New Media and Political Communication

New media is a continuation of the development of conventional and digital technology, in its character. New media can be faster to exchange messages or communication with an internet connection [4]. The impact of the presence of new media is that many sectors of life are digitally transformed, such as the social, cultural, democratic, and political sectors. For example, political communication underwent a very significant transformation, with the entry of digital technology and new media. The change occurred in the aspects of strategy and patterns of political communication, an era when old media such as television, newspapers, and radio communications had the character of one-way communication. Political communication actors are always communicators or producers in communication activities, while the audience does not have access to reply to messages that have been produced, so the communication pattern is not interactive and only focuses on communication activities such as rhetoric, and the connotation of persuasive messages [5]. However, the new media allows political communication activities to be interactive,

and in the new media era, civil society can be directly involved in political communication dialogue in the digital era [6].

Political communication is close to the practice of propaganda and persuasion, this happens because historically, political communication was carried out during elections to win voters' votes through campaigns. In the current era of political communication: digital political communication, elements such as propaganda and persuasion always use social media as a means of interaction because social media has a very fast character to produce messages and create public opinion [7]. However, propaganda and persuasion in digital political communication shift have a new problem, namely the phenomenon; misinformation, disinformation, fake news, and hate speech, which arises due to the speed of social media [8]. Furthermore, in digital political communication, social media such as Facebook, Instagram, and Twitter, were chosen as a tool to convey propaganda and persuasion messages [9].

3.2 Echo Chamber and User Engagement in Twitter

The echo chamber in social media is a consequence of the character of the algorithm. On Twitter, the echo chamber can be found by every user. In a sense, the echo chamber is a situation where Twitter users are faced with various kinds of content, the content found is relevant to the content liked by each Twitter user. For example, for users who often see political content activity, on the Twitter account homepage or timeline, a percentage of political content is automatically available directly. However, in reference to research on social media and the echo chamber, Twitter has a high level of polarization of political content, this is related to political actors who carry out political communication through the Twitter platform [10]. The echo chamber algorithm forces Twitter users to bond with the content they like. This condition is used by communicators or opinion leaders on Twitter to maximize an issue in order to create a lot of echo chambers that will make the opinions or messages conveyed reach the digital public widely.

Interaction conversations on Twitter can create a relationship between Twitter users who are interested and focused on an issue by tweeting, retweeting, or adding comments, and with this pattern, the relationship will occur automatically with the help of the Twitter algorithm system [11]. The correlation and relationship of Twitter users with political actors

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