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 eNvivo 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
or politicians, in conclusion, is an opportunity for access to the democratization of the state through the government and civil society Twitter users [12].

4. FINDINGS AND DISCUSSION

4.1 Profile Account and Image Visualization

Figure 1. A capture of @ganjarpranowo.

Figure 2. A capture of @KhofifahIP

Above are screenshots of the two accounts studied, the accounts of Governor Ganjar Pranowo and Khofifah Indar Parawansa verified by Twitter as leading accounts in the government and news categories. This means that these accounts have great potential to become opinion leaders in digital conversations, especially on Twitter. The advantage of using social media for political communication is that the visual aspect is strong and has meaning. Political actors or politicians will choose and prepare good visualizations for their social media displays. It is related to the personal branding of a politician and increases interest and engagement with the public [13].

4.2 Mention: Distribution of Opinions, Issues, and Digital Crowdsourcing

Figure 3. Mentions intensity @ganjarpranowo

Figure 4. Mentions intensity @KhofifahIP

The communication pattern with mentioned features is an important interaction, especially for politicians in communication activities on Twitter. Referring to figure 3 above, the intensity of mentions between the @ganjarpranowo account and other accounts is very intense. For example, governor Ganjar Pranowo always mentions official accounts related to services and leadership of the Central Java government, such as; Central Java Public Relations, Central Java Province, Central Java Communications and Information Technology, Central Java Provincial DPRD and Central Java are free of holes. The function of mentioning is to distribute and disseminate information about policies and issues. For example, when the account @ganjarpranowo is mentioned by a civil society Twitter account for a complaint or criticism, technically, Ganjar Pranowo through his Twitter account will continue to mention the related account. This is an interaction to maximize the value of the public participation sector digitally in an effort to provide services through the crowdsourcing method[14]. Referring to the diagram
in figure 4, Governor Khofifah Indar Parawangsa said that through the @KhofifahIP account to the Indonesian president: Joko Widodo through the @jokowi account, the message content of the mentioned interaction on Twitter is related to the government area.

4.3 Hashtag for Public Engagement

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Figure 5. Hashtag activity on @ganjarpranowo

Figure 6. Hashtag activity on @KhofifahIP

Twitter has a hashtag feature to create a network with a particular theme or issue. This pattern is a hashtag (#). Using hashtags can create an extensive network with the possibility of becoming a conversation trend on Twitter, a hashtag used can be replied to and retweeted by Twitter users. Moreover, the dynamic character of hashtags can shape public opinion through digital conversations [15] Referring to figure 5, the hashtag #jatenggayeng is often used by Ganjar Pranowo with other Twitter users for conversations related to demographic issues or news in Central Java. Other hashtags used are #jalan Cantik and #temanjalancatik to create a network of conversations about the problem of damaged road infrastructure. Civil society uses the hashtag to make digital complaints through features on Twitter. In addition, the hashtag #covid19 is being used to prompt conversation about the coronavirus pandemic, including message content, data on covid cases, health protocol appeals, and physical distancing. Referring to figure 6, on the Twitter account of Khofifah Indar Parawangsa. The hashtag that has a large percentage and is often used is # work work. From the analysis, the hashtag is a personal image of a politician or in this case the Governor of East Java; Khofifah Indar Parawangsa, the hashtag has the meaning or image of the governor's leadership in working efforts to serve the community.

5. CONCLUSION

Our findings conclude that the governor's communication model through Twitter social media has a two-way character, which can create direct interaction among Twitter users. The fast and dynamic character of social media supports the formation of two-way communication. In addition, the use of hashtags and mentions is used by governors to create public opinion through digital social networks. The use of these hashtags is also related to the digital bond between governors and civil society. Communications made by the governors of Central Java and East Java through social media Twitter are not only related to personal political marketing. However, having a function for digitally distributing information related to government policies, this activity can reach a wider public with the help of the dynamic and fast character of social media. And more importantly, the use of social media can also be a digital service by the governor for civil society, which we call crowdsourcing. Civil society responses and conversations with governors via Twitter can be directly received and handled by the relevant government.

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