ABSTRACT

Political actors will always use disasters as a platform to raise their self-image for political investment and are now engaging in philanthropy to communicate using social media. This paper discusses the social media framing of the Twitter accounts of the Governor of DKI Jakarta, Anies Baswedan, and West Java Governor Ridwan Kamil in the COVID-19 pandemic era. This study explains how the public's perception of the two governors' philanthropic activities in the COVID-19 period is based on Twitter activity. Drawing from discourse and semiotic analysis, the author examines the ways of communication of the two governors in handling COVID-19 and community welfare. Tweets were analyzed for themes, hashtags, and images conveying the philanthropy of the two Governors. This study uses an analysis tool, Nvivo 12 Plus. The results obtained is that the Governor of DKI Jakarta were more dominant in modern philanthropy with a total value of 34%, followed by traditional philanthropy with a discount of 16%. Meanwhile, Ridwan Kamil dominantly provides traditional philanthropy with a large amount of 27%, and modern philanthropy models that are not too significant with a total value of 23%.

Keywords: Public Perception, Philanthropic Politics, Pandemic COVID-19, Self-Image.
1. INTRODUCTION

COVID-19 is a virus that was first discovered in the city of Wuhan, China. This virus spread rapidly worldwide and has become the warmest conversation in the media, both offline and online. Its ability to spread quickly resulted in countries worldwide feeling the impact [1]. The COVID-19 pandemic is referred to as a non-natural global disaster. According to the World Health Organization or WHO, on January 30, 2020, designated as a "Public Health Emergency." The COVID-19 case in Indonesia was first discovered on March 2, 2020, involving two patients, mother, and daughter in Depok City. However, because the transmission process of COVID-19 is speedy, by April 9, 2020, patients infected with COVID-19 have reached 3,293 [2]. Data until July 3, 2020 shows the number of sufferers in Indonesia approaching 60,755 people, and recovering people approaching 27,568, 3,096 people died, and 30,091 active cases [3].

The Indonesian government continues to suppress the growth and distribution of COVID-19 by issuing strategic policies, such as Large Scale Social Restrictions, Social Distancing, Physical Distancing, Work From Home, and Study From Home, to counteract the distribution pattern of COVID-19 [4]. The Work From Home policy turned out to be a problem for some people. Due to the policy, some communities that work as farmers, fishers, drivers, construction workers, hotel business people, restaurants, or traveling merchants experience difficulties. Their work cannot be done by staying at home. They become unemployed because they do not have income due to the Work From Home policy. They have no income even though expenditures related to meeting daily living needs continue [5]. The discourse of social assistance through cash or distribution of groceries by the government to meet the community's needs is still not practical due to data errors. The large number of people affected by the COVID-19 pandemic, both in terms of health and economics, is the right moment for public officials to speak with them by communicating with their citizens to absorb their aspirations.

Social media has become one of the principal means by which people find scientific information. Although Americans and British adults tend to look more to the Internet for scientific data, social media usage has increased worldwide. The abundance of interactive Web-2.0 media has expanded our ability to discuss various scientific issues [5]. Twitter is a social microblogging platform and has become a significant environment for sharing opinions in real-time, interacting with experts and non-experts, and disseminating information about various issues ranging from politics [6]. Research shows that Twitter is the most widely used social media platform to share information quickly through a population, at a lower level, as a source of information from people who testify to an event. Twitter is also a way for the public to contribute to generating awareness through retweeting relevant information [7].

Social networking is an online medium that enables users to engage, share and build content quickly, including blogs, social networks, wikis, forums, and virtual worlds. The most popular type of social media used by people worldwide is blogs, social networks, and wikis. According to I Crossing's Antony Mayfield, social media is about getting human [8]. The fact that social media allows people to be themselves is why social media popularity is increasing exponentially, besides the fact that it allows information to be accessed and spread in seconds. No exception, a desire for self-actualization and personal branding need to be developed [9].

There is the opportunity to produce limitless political knowledge and simple political images. Including naming political candidates, because of the contemporary political communication method. Political brands use strategic methods of branding consumers to build political image [10]. The original model was introduced to allow for the relationship and order between personal and social factors. This study finds that several factors influence social media acceptance, particularly user-friendliness, relationship factors, and the demand between individual and social factors, which give a significant impression of acceptance and use [9].

Brand personality is the fabric of the brand. It comes alive by offering more open and touchable human characteristics [9]. As part of the process of creating and explaining their self-concept, the critical reason consumers think each brand has a personality is that it's the actual concept of their present self and the ideal concept for themselves later [11]. Brand personality is one of the main factors that make up a brand picture and that belong to a characteristic not related to the product. The attributes of this type of feature do not specifically influence the efficiency of the product but significantly affect the customer buying process [12]. Another concept of mark personality is according to Azoulay, with Kapferer. According to them, brand personality is a collection
of human personality characteristics that can be attributed to the brand and applicable to the brand [13].

In the COVID-19 pandemic era, Twitter became a critical medium. This media aims to expand human social interaction by utilizing internet technology and websites and create dialogical communication between many audiences. The Governor of the Special Capital Province of Jakarta, the Governor of West Java and the Governor of Central Java, and the Governor of East Java are governors active in social media and have many followers in Indonesia. Of the several regional heads, Governor Anis Baswedan and Ridwan Kamil are the most followers. The Governor of the Special Capital Region of Jakarta, Anies Baswedan, has 3,693,859 followers, and the Governor of West Java, Ridwan Kamil, has total followers of 4,054,496. A large number of followers shows the existence of state officials in utilizing social media.

The communication carried out by the Jakarta and West Java Special Capital Region governors via Twitter aims to socialize government assistance programs for those affected by the COVID-19 pandemic. Through this program, it is hoped that the community's political trust will be created towards the government. Concern and the provision of essential services are indeed effective in increasing people’s trust in the government. Social assistance programs also positively impact public confidence amid the COVID-19 pandemic and the current heavy economic pressures. Data in this study were taken from January 2020 to June 2020.

Based on the clarification above, what is the public's perception of the Governor's philanthropic policies of the Special Region of Jakarta, Anies Baswedan, West Java, Ridwan Kamil in the COVID-19 Pandemic Era based on Twitter activities? Through this research, two things can be explained; First, how do the two governors carry out the philanthropy model based on Twitter activities in the COVID-19 pandemic era. Second, are the philanthropic activities through Twitter activities in the COVID-19 pandemic era carried out by the two governors oriented towards self-image for future political investment, considering that both are incumbents who have a high chance of occupying the governorship for the coming period, second period. The study results can be a valuable lesson for prospective public officials or incumbents that self-image through political activities in the COVID-19 pandemic era for political investment can be counterproductive considering that many people are politically perceptive. The public will choose public officials who care and contribute to solving problems caused by the COVID-19 pandemic. In other words, people will not vote for public officials who use the COVID-19 pandemic as a place for self-image for political investment.

2. METHODS

This research used the qualitative method. The qualitative approach is a research technique that produces descriptive data in written or spoken words or measurable behavior. The qualitative methodology used in this research included a complete picture in the perception of reality under study using a systematic approach rather than quantifying a portion of reality [14]. Qualitative research is carried out by comparing and providing credible information that can be obtained [15]. The aim of the study was expected to provide a more comprehensive understanding of this theme. The Entman model framing analysis sees framing in two main dimensions: collecting and evaluating the problem or the importance of some aspects of reality/issue [16].

The research flow is displayed as follows:

![Figure 1. Research Process](image)

Data in this study were collected through the documentation method. The data was retrieved from Twitter and processed through the Ncapture Nvivo 12 Plus stage, then analyzed through Nvivo 12 Plus software, which was intended to analyze qualitative internet-based data, encode data, test the validity and reliability, and visualize the results of data analysis. Nvivo 12 Plus analysis analyzes qualitative data to produce more professional results (AlYahmady & Al Abri, 2013). This study focused on the intensity of public perception towards philanthropic activities carried out by the
Governor of the Special Capital Region of Jakarta and West Java based on Twitter activities in the COVID-19 pandemic era. The data analyzed were data from the Twitter accounts from each Governor, named @aniesbaswedan and @ridwankamil, from January 2020 to June 2020. Anies Baswedan and Ridwan Kamil's Twitter accounts have the most followers of any regional head in Indonesia. With the number of followers, it was inseparable from using social media twitter from every activity carried out in the era of the COVID-19 pandemic.

3. LITERATURE REVIEW

Conceptually, the term philanthropy comes from Greek, namely philosophy, love, and Anthroops, human. Therefore, the charity can be conceptualized through donations, associations, and services. This donation is given voluntarily to other parties in need and as a way to express love. It is divided into two types, namely traditional alms, and modern alms. Traditional philanthropy relies on charity. Its actions include providing social services and striving to meet clothing, food, and shelter for the poor or needy. Compared to traditional philanthropy, modern philanthropy or social justice philanthropy emphasizes mobilizing resources to solve structural injustices that lead to poverty and injustice [17].

The implementation of charity action cannot be separated from political factors because it involves political actors with particular interests. The best form of politics is striving to achieve a good and just social order. Simultaneously, the worst thing is to fight for power, status, and wealth for your own sake. The existence of political mobilization can be proven by a political rally [18].

It can be used as a tool to forge one’s image, a perception or impression that arises from one's knowledge and experience. It is no wonder that political actors flock to use all their strategies to steal people's hearts so that they can sympathize with them to win a winning vote in elections using Twitter. They champion sympathy through self-image. Imagery by political actors can change the true meaning of democracy. Through imagery, public opinion is built that appearance is more important than ability, and the image is more important than policy [19].

With the advancement of science and technology, not a few people have become politically literate. Those who are politically literate are no longer easily fooled. The precise process of imaging political actors before the election to attract people's sympathy has been read and is counterproductive. Disasters often become an arena for imaging political actors. There are actors who suddenly or suddenly present themselves as populist figures. Likewise, in the COVID-19 era, pandemics were called non-natural disasters. The COVID-19 pandemic era became a golden opportunity for political actors to help the community maintain its image in the community's eyes. By frequently appearing or being active in social media, these actors hope that people will become familiar with their figures and then sympathize with these political actors [20].

This strategy is commonly called "Political Philanthropy" for the sake of political investment in the future. This political investment can be made by political actors who plan to hold office or by incumbents occupying positions [21]. Those who want to occupy the government seat must carry out a strategy to gain sympathy for victory. The incumbent also has an interest in continuing to exist in the community's eyes to be re-elected. Those who want to gain power or control are equally interested in shaping a positive image through philanthropic politics. Philanthropic politics is closely related to self-image, which is the concept of individual choice as an individual. There is a significant relationship between buying completeness, self-image, and self-suitability [22]. This study shows that he presents Joko Widodo in three categories: self-image of politics, society, and family. In each of Jokowi's Instagram posts, he builds an image of himself as full of openness, positive impression, modesty, and supports equality to gain support and empathy [23]. Endorse can build self-image from Instagram because endorse has personality and uniqueness so that it becomes an achievement that is favored by the public and has high popularity [24].

The intricate social, economic, and cultural factors that impact human behavior result in philanthropic activity. Finally, comprehending "any act of purposeful generosity" and its ramifications necessitates an appreciation for its diverse settings, sources, impacts, and acceptance [25]. The complete form and consequences of elite philanthropy can only be understood in what Bourdieu calls the sphere of power, which sustains the rich's supereconomic, social, and political hegemony on a national and global scale [26].
4. RESULT AND DISCUSSION

4.1 Jakarta Governor's Twitter Activity Intensity from January 2015 to June 2020

As many as 2915 tweet data were labeled manually with the intensity of activities and the presence of philanthropic activities carried out by Anies Baswedan amid the current COVID-19 pandemic conditions. The process was carried out by calculating the activity classification of each sentence in the tweet based on data using the chart frequency, cluster analysis, and word frequency features. The computed data intensity was from January to December from 2015 to 2019 and from January to June 2020.

Figure 2. The intensity of Anies Baswedan's Tweets in 2015-2020
Source: Compiled by the author

Anies Baswedan's tweet data is as follows: from July-September 2015, the frequency of activity intensity was 12.49%; October-December 2016, the activity intensity frequency was 7.51%; January-March 2017, the frequency of activity intensity was 9.91%; April-June 2017, the frequency value was 8.68%; July-September 2017, with a frequency of 2.57%; October-December 2017, had a tweet data value of 7.99%; January-March 2018, tweet data frequency value of 7.58%; April-June 2018 amounted to 3.70%; July-September 2018 with a total frequency of tweet data of 5.90%; October-December 2018 with a value of 5.93%; January-March 2019, with a total of 4.12 percent tweet results; April-June 2019, with a frequency of 4.01 percent; July-September 2019, with a value of 5.56 percent; October-December 2019, with a value of 5.21 percent. However, in the months when the COVID-19 pandemic hit several countries, Anies Baswedan's tweet data from January-March 2020 was only 6.14%, and from April-June 2020 with a frequency data tweet of 2.68%.

Figure 3. The Intensity of Anies Baswedan Twitter Activities by Year
Source: Compiled by the author

According to the analysis results above, Anies Baswedan's tweets from July-December 2015 totaled 364 or 12.49 percent. From October-December 2016, 219 or 7.51 percent. 850 or 29.15 percent from January-December 2017. January-December 2018 totaled 674 or 23.11 percent, while January-December 2019 totaled 551 or 18.09 percent.

This proves Anies Baswedan's tweet data from 2015 to 2019 with decreasing intensity of activities. However, in the pandemic era, within six months, the activity intensity of Anies Baswedan's tweet data activity was only 257 or 8.82% and not more than 10% in the six months of the COVID-19 pandemic. As for the results of Anies Baswedan's tweets in 2020 that began with natural disasters that flooded settlements in the Jakarta area to the tweet data that gave information related to the COVID-19 pandemic in Jakarta. Anies Baswedan's first tweet data on January 3, 2020, during a pandemic situation, was a retweet of the @dinkesJKT account, which contains an appeal to find out more about what Coronavirus is and recognize signs, symptoms, and ways to prevent transmission. On April 11, 2020, Anies Baswedan tweeted data on monitoring the packaging of social assistance for basic needs to be provided to poor and vulnerable people during the Large-Scale Social Restrictions in Jakarta. As for philanthropic activities, it shows that the data on Anies Baswedan's Twitter account is by the duties and authorities as regional head, namely the Governor and the absence of philanthropic political practices or the politicization of disasters carried out by Anies Baswedan in the period January 2017 to June 2020 in state of occurrence of natural disasters and floods during the COVID-19 pandemic. Anies Baswedan has always prioritized the Provincial Government to provide social assistance and other needs to the people affected by the disaster, and the absence of self-imaging efforts as individuals who provide social service.
Figure 4. Anies Baswedan Philanthropy Politics  
Source: Compiled by the author

The picture above shows that Anies Baswedan's philanthropy on Twitter is in the form of giving a lot of attention or concern to the community during the COVID-19 pandemic at the beginning of the pandemic's entry to Indonesia from March to June 2020. The visible indicators of the philanthropic model used on account of the Governor of DKI Jakarta is more dominant in modern philanthropy, which gives a total value of 34% and is followed by traditional philanthropy with a discount of 16%. The modern philanthropy of the DKI Jakarta regional head is more concerned with mobilizing attention to the impact of the COVID-19 pandemic. And Anies Baswedan's Twitter social media account is also more dominant in retweeting several Twitter accounts, which have a positive effect or generosity to bridge the public and the government to prevent COVID-19 in DKI Jakarta. Modern philanthropy, commonly called the philanthropy of social development and social justice, is a form of social generosity that aims to bridge social inequalities. This bridge can be seen from the effort to mobilize resources to support activities that challenge structural injustices that cause poverty and injustice. As for traditional philanthropy, Anies Baswedan provides needs for affected people and who have difficulty consuming their daily necessities such as clothing, groceries, and shelter. Charity based on charity or compassion is usually for social service purposes, such as giving to the poor to help them meet their needs for food, clothing, shelter, and other aspects [17]. This strategy is commonly called "Political Philanthropy" for the sake of political investment in the future. This political investment can be made by political actors who plan to hold office or by incumbents occupying positions [27].

Figure 5. Word Frequency Twitter Anies Baswedan  
Source: Compiled by the author

The picture above shows that Anies Baswedan's tweet data from July 2015 to June 2020 has used many “DKI Jakarta” sentences. This means that Anies Baswedan, as the Governor, has carried out his duties and authority and is responsible for handling all disasters in the Jakarta area. In addition to the DKI Jakarta sentence, the sentence frequently spoken by Anies Baswedan is us, together, congratulations. This means that in a situation that does not allow Anies Baswedan to politicize philanthropic activities, the language used is to appeal to the community to continue promoting cooperation and cooperation to help each other to those affected by COVID-19 epidemics.

4.2 The intensity of Twitter activity in West Java Governor in the middle of COVID-19 Pandemic

A total of 2975 tweet data were labeled manually with the intensity of activities and philanthropic activities carried out by Ridwan Kamil amid the current condition of the COVID-19 pandemic. The process is carried out by calculating the activity classification of each sentence in the tweet based on data using the chart frequency, cluster analysis, and word frequency features. The data displayed is the intensity of the tweet of the Governor of West Java, Ridwan Kamil, from April 2016 to June 2020.
Based on the picture above, it can be explained that from April to June 2016, the Ridwan Kamil tweet data with an activity intensity frequency of 16.00%, followed by July to September 2016 with an activity intensity frequency of 21.88%. For October to December 2016 with a frequency of activity intensity of 9.75%, than for January to March 2017 with a frequency value of 5.68%, from April to June 2017 with a frequency of 3.23%, in July until September 2017 has a tweet data value of 2.25%, while in October to December 2017 with a frequency of tweet data values of 2.86%. From January to March 2018, it was 6.32%, from April to June 2018 with a total frequency of tweet data of 3.87%, from July to September 2018 with a value of 4.71%. It entered October to December 2018 with a total of tweet data of 6.62%, January to March 2019 with a frequency value of 3.36%, April to June 2019 with a discount of 3.46%, from July to September with a value of 2.55%, and from October to December with a value of 1.82%. However, months when the COVID-19 pandemic was exposed in several countries, Ridwan Kamil's tweet data from January to March 2020 was only 2.12%, and from April to June 2020 with a frequency of tweet data rates 3.53%.

Figure 7. The intensity of Ridwan Kamil Tweet Activity by Year
Source: Compiled by the author

The results of the analysis above show that Ridwan Kamil’s tweet data from April to December 2016 was 1417 or 47.63%, and became the highest intensity of tweet activity. In contrast, from January to December 2017, it was 417 or 14.02%. Entering January to December 2018 was 640 or 21.52%, from January to December 2019 it was 333 or 11.19%, and in January to June in 2020, it was 168 or 5.65%. This proves that Ridwan Kamil's tweet data from 2016 to 2019 with relatively stable activity intensity is above 10%. However, during the pandemic period of six months, the power of Ridwan Kamil's tweet data activity was only 168 or 5.65% and not more than 10% in the six months of the co-19 pandemic era. The results of Ridwan Kamil's tweet in 2020 began with natural disasters that flooded the settlements in West Java to the tweet data that gives information related to the COVID-19 pandemic in West Java. During a pandemic situation, Ridwan Kamil's first tweet data on February 12, 2020, provided information about COVID-19, which shows that on February 12, 2020, there was no confirmed exposure to COVID-19 in West Java. However, there were four patients supervised, and all were negative coronaviruses. On March 27, 2020, Ridwan Kamil tweet data related to cash assistance and food worth 500 thousand rupiahs per month for several months will be given to new poor, vulnerable families due to the COVID-19 pandemic, divided by one-third cash and the majority for food. Whereas for the philanthropic politics of the Governor of West Java during the Covid pandemic 19 periods was not found because the language used by the Governor of West Java on Twitter uses the word provincial government instead of mentioning a personal name.

Figure 8. Ridwan Kamil Philanthropy Politics
Source: Compiled by the author

Figure 8 shows that Ridwan Kamil's social media Twitter account is more dominant in providing traditional philanthropy, with 27%. As long as the COVID-19 pandemic entered Indonesia in March, the West Java Governor's Twitter account was always active to continue to pay attention to the needs or desires of the people of West Java. The traditional philanthropic model is prioritized in the social media of Ridwan Kamil's Twitter account, in the conventional philanthropic model of Ridwan's Twitter, which always provides basic needs for people affected by COVID-19, and offers social services to detect the COVID-19 virus in West Java. And Ridwan Kamil's social media Twitter account
does not retweet many other accounts that often have ties to Ridwan Kamil's history or the West Java Provincial Government. While the modern philanthropic model in Ridwan Kamil's Twitter social media account is not significant, there is a total value of 23%. A current charitable model intends to provide information and mobilize every version of West Java residents to continue to fight the spread of COVID-19 and support social and economic growth. Those who want to occupy the government seat must carry out a strategy to gain sympathy for victory. The incumbent also has an interest in continuing to exist in the community's eyes to be re-elected. Those who want to gain power or control are equally interested in shaping a positive image through philanthropic politics. Philanthropic politics is closely related to self-image, which is the concept of individual choice as an individual. There is a significant relationship between buying completeness, self-image, and self-suitability [22].

5. CONCLUSION

The philanthropic model used in the account of the Governor of DKI Jakarta is more dominant in modern philanthropy, which provides a total value of 34%, and is followed by traditional philanthropy with a discount of 16%. The modern philanthropy of the regional head of DKI Jakarta is more concerned with mobilizing attention to the impact of the COVID-19 pandemic. And Anies Baswedan's Twitter social media account is also more dominant in retweeting some Twitter accounts that have a positive effect or generosity to bridge the community and government in preventing COVID-19 in DKI Jakarta. Modern philanthropy, commonly called philanthropy for social development and social justice, is a form of social generosity that aims to bridge social inequalities.

Ridwan Kamil is more dominant in providing traditional philanthropy with a large amount of 27%. During the COVID-19 pandemic entering Indonesia last March, the West Java Governor's Twitter account was always active to continue to pay attention to the needs or desires of the West Java people. The traditional philanthropic model prioritized the social media of Ridwan Kamil's Twitter account, in the conventional philanthropic model of Ridwan's Twitter, which always provides basic needs for COVID-19 sufferers and provides social support services to detect the COVID-19 virus in West Java. And Ridwan Kamil's social media Twitter account does not retweet many other accounts that often have links to Ridwan Kamil's history or the West Java Provincial Government. Meanwhile, the modern philanthropic model on Ridwan Kamil's Twitter social media account is not so significant, with a total value of 23%. A current charitable model intends to provide information and move every history of West Java residents to continue to fight the spread of COVID-19 and support social and economic growth. As many as 2975 tweet data were labeled manually with the intensity of activities and philanthropic activities carried out by Ridwan Kamil amid the current pandemic COVID-19 condition. On March 27, 2020, Ridwan Kamil tweet data related to cash assistance and food worth 500 thousand rupiahs per month for several months will be given to new poor, vulnerable families due to the COVID-19 pandemic, divided by one-third cash and the majority for food.

Anies Baswedan's tweet data from January to March 2019 with the amount of tweet data was 4.12%, from April to June 2019 with a frequency value of 4.01%, from July to September 2019 with a
value of 5.56%, from October to December with a value of 5.21%. However, there were months when the COVID-19 pandemic period was exposed in several countries around the world. Anies Baswedan's tweet data from January to March 2020 was only 6.14%, and from April to June 2020, a frequency data tweet of 2.68%. However, in the COVID-19 pandemic period with six months, the activity intensity of Anies Baswedan's tweet data activity was only 257 or 8.82% and no more than 10% in the six-month epidemic COVID-19 period. During the COVID-19 pandemic, the Jakarta Governor's tweet, Anies Baswedan, contained an appeal to find out more about Coronavirus and recognize signs, symptoms, and ways to prevent transmission. Anies Baswedan always prioritizes the Provincial Government to provide social assistance and other needs to the people affected by the disaster, and the lack of self-image as individuals who offer all services.

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