Public Engagement in Social Media Opinion: PPKM Policy Level 3 Christmas and New Year 2022

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Abstract. This research aims to find out public opinion on the cancellation of PPKM Level 3 policy at Christmas and New Year (Nataru) in the social media dimension. The research method used is qualitative by using a case study approach to PPKM level 3 policy. Primary data sources are social media data and secondary data that includes articles and news of the mass media. Data analysis using Nvivo 12plus software presented in the form of crosstab analysis, User account activity, user response folder, and word cloud analysis. The results of this study showed that public opinion in the cancellation of PPKM level 3 majority agreed with segmentation believing in government policies. Although there are some opinions that reject because it is considered that there is no consistency of the government in describing the decision. Some other opinions such as neutral, unclear (have no relevance to the topic of discussion) and opinions supported and reject. The analysis of user account activity showed that the highest intensity was in the @hilmi28 account with a percentage of 15.63% more discussing the cancellation of PPKM Level 3. Furthermore, based on the results of the analysis of user response folders that show many users or users involved in the discussion, the highest distribution is in Indonesia and several of such as America. North, Africa, Australia, and Europe. Result from Word cloud analysis, in the topic of PPKM level 3 words policy that often appears, namely PPKM, Nataru, government, level, and holidays as a word material that is used as public discussion material.

Keywords: PPKM · Nataru · Government · Twitter

1 Introduction

In early 2020, the whole world was faced with the coronavirus pandemic, this pandemic caused a crisis in various worlds including Indonesia [1]. The Indonesian government is trying to solve the crisis due to the Covid-19 pandemic in various sectors. Various efforts made by the government in minimizing the impact of the Covid-19 pandemic are one them by implementing Community Activity Restrictions (PPKM) throughout Indonesia [2]. Ahead of Nataru 2022, the government issued a PPKM Level 3 policy but it did not last long, the policy was canceled. The cancellation of PPKM Level 3 is considered already a high percentage of the number of people who have participated

in vaccination, even as a substitute for PPKM Level 3, the government prepares strict rules at Christmas and New Year to prevent the spread of covid-19 [3]. But before the cancellation of the PPKM Level 3 policy, the government has consulted this with experts, then the implementation of PPKM Level 3 at Christmas and New Year 2022 has attracted a lot of attention and community response, especially through social media [4].

One of the platforms in conveying public opinion is through social media [5, 6]. It becomes a multidimensional concept consisting of behavior, cognitive, and emotional (feelings) to convey arguments for individuals to respond to something [7]. Public engagement is also seen as media interaction in clicking (participation) in conveying public opinion. The existence of a medium and one of the social media has given an online paradigm shift to interact between users [8]. The only thing is through the social media platform twitter which is a means of opinion from the public [9].

From some of the identification of the problems that have been described above, this study was agreed to see how public engagement in social media opinion on the cancellation of PPKM Level 3 when Nataru through social media twitter.

2 Research Method

This research is qualitative research using case studies on PPKM Level 3 policy. This study used primary data sources, namely social media data and secondary data that include articles and news of the mass media. The analysis used by conducting six stages in collecting social media data by utilizing twitter social media which includes the process of collecting data, analyzing data using Nvivo 12Plus, and understanding the model of using social media as a medium of public opinion [10]. The data in this study uses a literature study method, namely the PPKM Level 3 Policy narrative by retrieving via NCapture from Web Chrome. Furthermore, it uses Nvivo 12Plus analysis in terms of data collection, data coding process, validity, and interpretation as well as data presentation [11]. The indicators used in this study are the public opinion [12]:

1. Favorable or supportive
   This opinion is an argument of support from the public for the policies carried out by the government, especially on changes and policies of Nataru.
2. Unfavorable or rejected
   The rejected opinion which is a form of public dissatisfaction or distrust of PPKM level 3 policy changes.
3. Neutral
   Public opinion that expresses impartiality in there are two discussions, namely supporting and rejecting PPKM level 3 policy.
4. Unclear
   Public opinion that has no relevance to the topic of discussion changes to PPKM policy level 3.
5. Favorable and unfavorable (support and reject)
   Public opinion states that there are two arguments in an opinion that is conveyed, namely supporting and rejecting the PPKM level 3 policy.

Data analysis will be presented in the form of Crosstab analysis, user activity, user response folder, and Word cloud analysis.

2.1   Social Media

Social media in the modern era has been used as a relational media between public representation in an opinion of public policy themes. Public and relational is a collective public expression by among others using conversational expressions, commenting on each other, and sharing with each other's users [5]. The role of social media also contributes as a media of government transparency by increasing public engagement in social media opinion features [13]. And the contribution is also defined as the design of effective social media strategies in achieving public engagement to explore ongoing information [13].

Alexandridis [14] mentioned that social media is currently also the largest storehouse of public opinion, not least in the government. The main cause is the fact of public expression in responding to government issues in the social media dimension. Han [6] mentioned that public opinion in social media also has a broad conformity due to communication carried out based on Information Communication Technology (ICT).

In providing social media opinions there are several responses or responses from the public. Azeiteiro [15] mentions that there are several indicators of public opinion: first, favorable which is an expression of opinion in favor of a particular issue or topic that is being discussed [16]. Second, unfavorable with expressions that are rejecting or contradictory to the issue being discussed, the form of rejection of the expression can be in the form of giving advice that is constructive or even negative termination [17]. Third, favorable and unfavorable with the form of expression two at once first is supportive and rejecting (giving constructive or negative opinions). Fourth, neutral with an impartial opinion between the two sides either in favor or reject [18]. Fifth, it is not clear which is a form of public expression with correlations of opposite substances (not by the issues discussed) or even the opinion can even talk about topics outside the issue.

2.2   Public Engagement

In the world of government several goals are sustainable by participating in involving the participation of their citizens in public life. Rowe and Fewer call it a function of interaction and consultation between citizens and public sector organizations by focusing on public discussions [19]. The interaction then becomes a form of public communication between citizens and the government actively participates in it. This era of public engagement can be seen from several activities as well as in social media which is a site that provides a platform with wide affordability that is useful for engagement public [20].

In addition, Men & Tsai [21] mentioned that social media has a management function on public engagement interactions by organizing through social media. Kang [22] in his research results also found that the success of public sector organizations in media ledges has a reliance on strategy and public involvement to build partnerships or collaborations with other actors. Public involvement in several sectors of the organization is no exception to government and has positive implications for accountable governance [23]. This is due to public involvement in taking initiation in determining attitudes in the form of opinions, so that it will foster good legitimacy.

2.3 PPKM Level 3 Policy

The Government of Indonesia issued Instruction of the Minister of Home Affairs Number 66 of 2021 regarding restrictions on holidays at Christmas and New Year 2022. The regulation was enacted to restrict community activities (PPKM) level 3 throughout Indonesia [24]. PPKM Level 3 is valid from December 24, 2021 to January 2 as a policy in tackling covid-19 cases at Christmas and New Year.

The Instruction of the Minister of Home Affairs Number 66 of 2021 was then revoked and replaced with the Minister of Home Affairs Instruction No. 62 of 2021 concerning the prevention and countermeasures of Covid-19 at Christmas and Year. New 2022 [25]. The reason for revocation of the regulation considers the daily covid-19 confirmation rate below the 400 case mark [26]. In addition, the government also explained the achievement of the second dose of vaccination in Java-Bali reached 56% and the first dose 76%. This was then followed by the elderly vaccine which reached 64% and 42% of the first and second doses in Java and Bali.

3 Discussion

3.1 Public Opinion in PPKM Level 3 Policy

Social media as a communication platform in the digital era has experienced such a rapid and widely affordable development in anyone [27]. One feature provided by social media is the space to discuss one of the specific topics in it. So that it will increase the intensity of public involvement in responding to a certain phenomenon in cyberspace. The discussion is displayed in the form of opinions or arguments between social media users. The form of expression and displayed publicly in social medicine is also an expression or aspiration by participating in it [15]. The opinion can be presented in the form of expressions of support (favorable), reject (unfavorable), reject and support (favorable & unfavorable), neutral, and unclear.
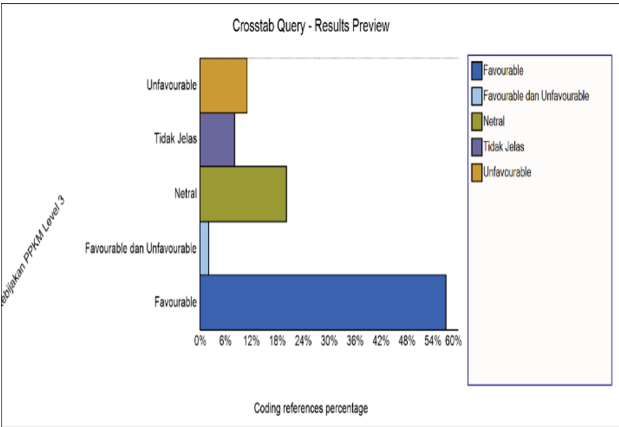

Fig. 1. Public Opinion in PPKM Narrative Level 3. Source: Nvivo 12plus (2021)

From the Cross Tab chart presented in Fig. 1, the favorable indicator has the highest percentage of 57% and then followed by neutral 20%, unfavorable 11%, unclear 8%, and favorable and unfavorable at 2%. In nodes or favorable segmentation indicators that arise from public opinion is a supportive attitude towards changes in PPKM Level 3 policy. Support for the policy can be seen from the large percentage displayed at 57% based on the results of the Cross Tab Nvivo 12plus above. In addition, the Notes displayed in the Cross Tab results above also show that the public has enthusiasm and certainly strong participation in PPKM level 3 policy discussions.

There are some very diverse public opinions and appeared in the discussion of PPKM level 3 changes in the community in general responded with segmentation in favor of changes and those carried out by the minister of home affairs. PPKM Nataru is also considered to be better and efficient in tackling the surge in covid-19 cases on Christmas and New Year's day. Other segmentation also appeared in the discussion room for the PPKM Level 3 policy change. The main thing that is most or often used as a discussion is about the performance of the government which has been considered successful in suppressing daily covid cases with an intensity of up to 76%. What is no less interesting is the support of the public who oppose that the policy change of PPKM Level 3 has a correlation with certain religious sentiments. Publik who supports also strongly opposes that the PPKM Nataru policy has no correlation with any religion, the government just wants everything to run well and well as optimally.

In the second percentage of intensity, namely on neutral indicators with public segmentation that does not have the enthusiasm to reject and support the PPKM Level 3 policy. The opinion comes with some arguments that tend to only follow what is narrated by some public accounts and media news. The public then follows the narrative built by the accounts of several users and mass media news responded with arguments that the majority only spread the information back without the existence of an opinion.

This neutral attitude in addition to being conveyed by the public is also done by somewhat mass media news accounts. The two actors have similarities in conveying discussions about changing the policy of PPKM Level 3 to PPKM Nataru. The Opini submitted was only based on a reset regarding covid-19 case data and most also conveyed his arguments through PPKM Nataru canceled and campaigned for the acceleration of vaccination to achieve hard immunity. Selain also publicly also narrated about what was conveyed by the government about the absence of provinces outside Java and Bali that campaigned for PPKM Level 3 and 4.

Opinions that develop in the unfavorable narrative or reject the change in PPKM Level 3 policy to PPKM Nataru are dominated by arguments that still question how effective PPKM Nataru's policy is to overcome Covid-19. In that time has a huge potential for community mobilization activities from one place to another. Oleh therefore needs to tighten as well as health protocols and well-organized ones. The public also assessed that the cancellation of the PPKM Level 3 policy would have implications for a large increase in covid-19 cases in various regions of the country.

In addition to arguments on the rejection of the policy change of PPKM Level 3, there are several sentiments that arise. These sentiments arise and contain a lot of criticism from the public who judge that the government deliberately canceled PPKM Level 3. This is due to public opinion that also links the policy to sentiments that are of a certain

religion. In addition to some of the above sentiments, there are some other public opinions that don't care about PPKM policy in the Nataru period with various regulations that have been established in the policy.

In unclear indicators, public opinion tends in the opposite direction and with the topic of discussion or theme being discussed. Unclear public opinion tends to have topics of discussion that actually lead to personal interests. This opinion is reflected in the results of the Cross Tab analysis which shows that there are several accounts that deliberately take advantage of PPKM Level 3 policy discussions by promoting a product. The promotion of the narrated product is about the sale of disinfectants that have various types and prices that they have determined. The opinion also grew a very large not only one or two posts. The last indication of other unclear is about the public who argue using narratives or words and that are not good and deviant.

The last indicator is favorable and unfavorable which is a form of public opinion with two different arguments on the one hand they support and on the other hand they reject. In the case of the PPKM Level 3 policy, the public actually judged that the policy was a very fatal mistake. Akan but on the other hand the public even still argues to always obey the rules made by the government. These opinions are a handful of opinions that developed in the topic of policy discussion PPKM Level 3 opinions that appeared the other is to continue to support the government even though it revokes the policy of PPKM Nataru as well as towards a normal life.

3.2   Users Account Activity

Along with the development of technology and communication that is so fast and expansive. Many media platforms have been adopted and one of them is social media [28]. The development and users of social media that are considered high are certainly the main reason social media was adopted as a communication platform. Therefore, social media can be used as a communication tool for all people in terms of public sphere which is then expected to be an effective communication media [29]. In addition, the existence of social media as a means of communication and participation can also create an interactive and participatory communication for all those who access it.

One of the social media adopted by the government in terms of electronic-based communication is using twitter media [30]. In social media twitter all users or users have equal access to obtaining data and information that is developing. One topic of discussion that is being hotly discussed is about the cancellation of the PPKM Level 3 policy in the Nataru period. The public can then personally assess the cancellation of the policy. In addition, there are several activities carried out by the account in the PPKM Level 3 policy discussion on social media, namely as follows.

The context of the PPKM Level 3 policy based on the results of Fig. 2 shows that the highest intensity or percentage of accounts is the largest in the @hilmi28 with a percentage of 15.63% then followed by the second account, namely @marina_idha with a percentage of 9.74%, @boediantar4 with a percentage of 6.79%, and @viva.coid with a percentage of 4.87%. All four accounts has the highest intensity compared to other accounts that only have a percentage below 4%. Then was followed by other accounts that have a low intensity that also has relevance to the topic of discussion of PPKM Level 3 policy.
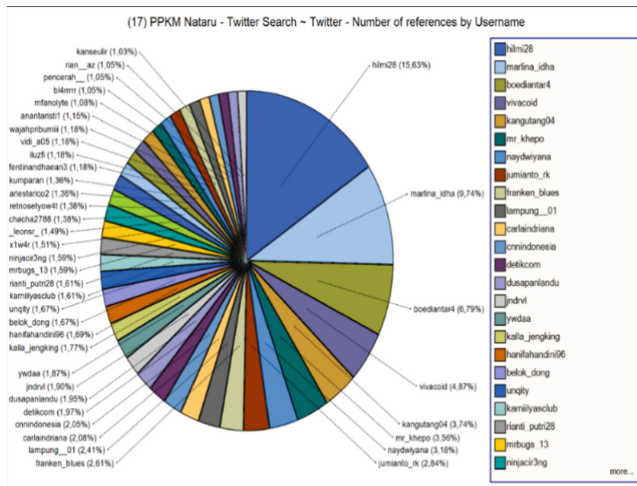
Fig. 2. Users Account Activity. Source: Nvivo12plus (2021)

Account @hilmi28 has the most activity, and the menu contributes the most massive narrative. This activity is reflected in the number of retweets made by other accounts against tweets spread by the @hilmi28 account. The activity in the @hilmi28 account is dominated by retweets made by other users. The growing narrative is about the development of the PKKM Level 3 policy which will not cause a spike in covid-19 cases. In other respects the opinion that developed in account @hilmi28 also discussed the impact of covid-19 on Muslims. The Opini is based on Muslims who will face PHBI at the beginning of the year, Isra Mi'raj, Ramadan and Lebaran. The argumentation was then discussed by many other *users* who basically considered that PPKM level 3 is expected to run as well as possible and without any discrimination, especially in terms of certain religious sentiments.

The second percentage is on the @Marina_Idha account which has an intensity of 9.74%. The activity carried out by the account is widely discussed because many other users are tweeting activities on the post. Opini developed which is classified in a neutral position that only discusses the news of the implementation of PPKM Level 3 in Jakarta. Consistently the @Marina _Ida account held a discussion on the policy carried out by the Governor of DKI Jakarta Anies Baswedan who still enforces PPKM Level 3 at Christmas and New Year Marlina_Ida. Level 3 in all regions of Indonesia.

The third intensity is on the @boediantar4 has an intensity of 6.79% and the dominance of opinions that develop in the akun tends towards the negative. Hal can be seen from the results of the graph analysis above which is detailed that the @Boediantar4 is too much to explain the comparison of two different perceptions between the two Ministries yakni Luhut and Tito. The two different arguments on the two Ministers then become the material or topics discussed. Public assessed that there was an inconsistency made by the government, especially in the implementation of the PPKM Level 3 policy in the Nataru period.

Hal was based on a statement from Luhut who said that PPKM Level 3 in the Nataru period was canceled but Tito stated that the policy of PPKM Level 3 in the Nataru period

was canceled but only changed the title point so that the conclusion that could be drawn from the discussion was that the public judged the Jokowi government did not have a foothold. The strongest in making decisions, especially those that are urgent in this case, namely suppressing the increase in covid-19 cases during the Nataru period.

The highest account activity is @vivacoid which is an account from the mass media. The akun activity of the awakened narrative is dominated by the implementation of the PPKM Level 3 policy in Jakarta during the Nataru period. This is motivated by the policy carried out by Anies consistently wants to continue to enforce PPKM Level 3. The implementation of PPKM Level 3 also has a reason and which basically wants to reduce the rate of covid-19 in the Nataru period. Selain the narrative other topics of discussion also discuss the activities of entrepreneurs who do not bother about Nataru PPKM and also news about the regulation of Aparatur Sipil Negara (ASN) who should not take leave during Nataru. The general secara narrative developed by @vivacoid has a neutral attitude without taking sides it's one of the growing discussions.
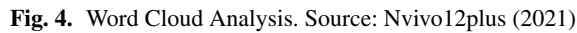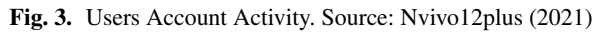
3.3   Users Response Folder

In public engagement, especially in the results of the user response map analysis that shows all social media accounts that participate and discuss PPKM Level 3 policy. There are many users or users involved in the discussion the highest distribution is in Indonesia which is dominated by its own citizens. This is also because Indonesia is a case that is used as a realization of the PPKM Level 3 policy.

However, the policy discussion also did not rule out the possibility of an international public response that participated in the form of opinions in it. Several responses emerged from continents in the world such as Asia which includes the regions of Japan, South Korea, Taiwan, and China. Then also continents in Europe such as the Netherlands, Britain, Turkey, and Austria. Other continents that also participated are North America, Australia, and Africa. All users both nationally and internationally all provide arguments or opinions on the PPKM Level 3 policy (Fig. 3).

3.4   Word Cloud Analysis

Word Cloud Analysis displays a word that is often used and in discussions on a particular topic [31]. The theme of PPKM Level policy 3 words that often appear, namely PPKM, Nataru, government, level and holidays and some other words that are often used as discussion or chat. PPKM word itself chose a count of 368 and became the material of public opinion in conveying arguments. This is also because PPKM itself is a policy that is being realized by the government. The second is Nataru which has a count of 310 which is also often used in mentions of the Christmas and New Year holidays. Third, said the government of 165 count who is a policy-making actor in running PPKM Level 3. Fourth, the word level that has a count of 145 is used as a discussion material on the use of level 3 sentences. Fifth, a holiday word with 108 count that is used as a chat material during the New Year holidays. In addition to these five words from the results of world cloud analysis also displays other words that become public opinion in conveying their arguments as well as words: during, supervision, strict, community, easing, case, covid, and other words. This can be seen in the following word cloud analysis results (Fig. 4).

Fig. 3. Users Account Activity. Source: Nvivo12plus (2021)

Fig. 4. Word Cloud Analysis. Source: Nvivo12plus (2021)

4   Conclusion

From the above discussion it can be concluded that based on the graph Cross Tab on the favourable indicator has the highest percentage of 57% and then followed by neutral 20%, unfavourable 11%, unclear 8%, and favourable and unfavourable at 2%. In nodes or favourable segmentation indicators that arise from public opinion is a supportive attitude towards changes in PPKM Level 3 policy. Support for the policy can be seen from the large percentage displayed at 57% which shows that the public has enthusiasm and certainly strong participation in PPKM Level 3 policy discussions. Some opinions from the public are very diverse, some assume that PPKM Level 3 which was later

changed to PPKM Nataru is considered more effective and efficient in efforts to prevent the surge of Covid-19 in the future.

Based on analysis using user account activity shows that the highest intensity is in @hilmi28 accounts with a percentage of 15.63%. The activity in the @hilmi28 account is dominated by retweets made by other users. The growing narrative is about the development of the PKKM Level 3 policy which will not cause a spike in covid-19 cases. There are many users or users involved in the discussion the highest distribution is in Indonesia which is dominated by its own citizens. Finally, based on the results of Word cloud analysis, in the topic of PPKM Level policy 3 words that often appear, namely PPKM, Nataru, government, level and holidays and some other words that are often used as discussion or chat. Kata PPKM itself chose a count of 368 and became the material of public opinion in conveying arguments. This is also because PPKM itself is a policy that is being realized by the government.

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