

# Twitter of Jokowi: Analyzing President's Social Network

Nurul Ichسانی<sup>1a</sup>; Andi Subhan Amir<sup>1</sup>

<sup>1</sup> Department of Communication Science, Hasanuddin University, Makassar, Indonesia

<sup>a</sup> Corresponding author: nurulichسانی@unhas.ac.id

**Abstract**—President Jokowi has highest number of followers on Twitter with 6.761.730 followers that implicates intensity of the interaction with his followers, as well as implicates number of social network that formed. This paper aims to determine the social network on President Jokowi's Twitter. Tweets of President Jokowi in 2016 gained from Twitonomy Database were analyzed using content analysis to determine the most tweeted figures/individuals, institutions, and specific communities on President Jokowi's Twitter in 2016. Two findings emerged. Firstly, 117 networks were found. Secondly, 5 networks were found tweeted more than three times namely Indonesian National Armed Forces (TNI), Islam/Moslem, Indonesian National Police (POLRI), Indonesia national football team (Timnas Indonesia), and Praveen/Debby. The results are salient for political communication researchers and political researchers wishing to investigate the relationship of President Jokowi and those networks.

**Keywords**—social network; twitter; president jokowi

## I. INTRODUCTION

As media channel, Twitter can be seen as news, entertainment [1], and also as political communication platform [2, 3, 4, 5, 6]. Indonesian twitter users grow massively over the last two years. About 100 million of 262 million Indonesian population primarily use Twitter as a news source to keep-up-to-date on key issues and politics [7]. This motive is linked with Twitter's principle as "what's happening in the world and what people are talking about right now" platform. Twitter also places an emphasis on free expression and considers every voice has the power to impact the world. As President of Indonesia, Jokowi may use this massive online audience to both support and bypass mainstream media and to take his thought and voice straight to Indonesian people.

A growing body of research has examined issues related to leadership [8], influence [9] in online political networks, relationships among parliaments members [10], online political influence [11, 12]. Meanwhile, this paper attempts to identify Jokowi's social network, in which social networks are defined as interaction either directly or indirectly, with other people, institutions, and bodies [13].

## II. METHOD

This study was built on *Twitonomy Database* of Jokowi's tweets in 2016. About 386 tweets posted by Jokowi on 1

January 2016 - 31 December 2016 were analyzed using Content Analysis. Using quantitative approach, this article provides findings, which are very fundamental for researchers wishing to explore President Jokowi's social network by using qualitative approach.

## III. RESULTS AND DISCUSSION

There are three dimensions on President Jokowi's tweets emerged in this study. Firstly, institutions. Secondly, figures (individuals). Thirdly, specific group of communities.

### A. Institutions

23 institutions found in President Jokowi's Twitter in 2016. Three most mentioned institutions are Indonesian National Armed Forces (TNI) (12 tweets), Indonesian National Police (POLRI) (6 tweets), and Indonesia National Football Team (Timnas Indonesia) (5 tweets).

As to TNI, President Jokowi's tweets were mostly about expressing his condolences on TNI helicopter accident happened in Wamena and Poso. In addition, President Jokowi also tweeted encouragement to TNI to preserve pluralism and unity in Indonesia.

Through Twitter, President Jokowi congratulated POLRI on their achievement in catching bomber in Tangerang. Moreover, President Jokowi mentioned TNI and POLRI at the same tweets for three times, in which President Jokowi endorsed professional and collaborative work done by these two national forces.

**TABLE 1. FREQUENCY OF TWEETS RELATED TO INSTITUTIONS**

Name	Frequency of Tweets	Name	Frequency of Tweets	Name	Frequency of Tweets	Name	Frequency of Tweets
TNI	12	KMP Rafelia	1	Menteri	2	DPR/DPRD	1
Polri	6	OKI	1	Kemenuh	1	Angkatan Laut	1
Timnas Indonesia	5	Asia Journalist Association	1	PGRI	1	Kanwil BPN	1
Kabinet	3	Tim Indonesia	1	Pemda	1	PSSI	1
Aparatur negara	3	PPATK	1	Kepala Daerah	1	PDI Perjuangan	1
Kompas	2	KPK	1	Organisation for Economic Co-operation and Development	1		

Timnas Indonesia were also attracting President Jokowi's concern, in which Jokowi expressed his full support to Timnas and promised to give award IDR 12 billion if Timnas won AFF 2016.

### B. Figures / Individuals

66 individuals / figures were mentioned in in President Jokowi's Tweets during 2016. Three most mentioned individuals were Praveen/Debby (4 tweets), Tontowi/Liliyana (3 tweets), Gubernur (3 tweets).

Praveen Jordan /Debby Susanto are Indonesian badminton player. Jokowi started mentioning this badminton team since January 2016 with hashtag #FINALIndiaGPG. In his two tweets, Jokowi expressed his support and invited all Indonesian to support this team as well as congratulate them on their championship. In March 2016, President Jokowi posted two tweets mentioning Praveen / Debby with no hashtag. The tweets were about Final All England in which Praveen / Debby successfully won the competition.

**TABLE 2. FREQUENCY OF TWEETS RELATED TO FIGURES / INDIVIDUALS**

Name	Frequency of Tweets	Name	Frequency of Tweets	Name	Frequency of Tweets	Name	Frequency of Tweets
Praveen/Debby	4	Tontowi/Liliyana	3	PM Hongaria Yang Mulia Viktor Orban	1	Perdana Menteri Narendra Modi	1
Gubernur	3	Eko Yuli Irawan	2	Fransiska Dimitri Inkiriwang	1	Alm. K.H.R. As'ad Syamsul Arifi	1
Sri Wahyuni	2	Ibu Iriana	2	Mathilda Dwi Lestari	1	Bhumibol Adulyadej	1
Prabowo	2	Menlu	2	Kepala Daerah	1	Pimpinan Ormas Islam	1
Petugas pajak	2	@Twitter	2	@_Joeyalexander	1	Romahurmuziy	1
Duta Besar RI	2	Lee hsien loong	2	Eko Nugroho	1	Setya Novanto	1
Bupati	2	FV.Viking	2	Louis Vuitton	1	PM Belanda Mark Rutte	2
Waljinah	2	Gusdur	1	Presiden Pranab Mukherjee	1	Tito Karnavian & Bu Retno Marsudi	1
@Pak JK	1	Presiden Uni Erona	1	JS Badudu	1	Y.M Fidel Castro	1
Presiden Park Geun-hye	1	Megawati Soekarnoputri	1	Presiden Htin Kyaw	1	YY	1
Ahok	1	Wakil Gubernur	1	PM David Cameron	1	Surya Paloh	1
Pak Habibie	1	Jaksa	1	Kartini	1	Nurdin	1
Turnbull Malcolm	1	Youtube	1	Muhaimin Iskandar	1	Arcandra Tahar	1
Kepala negara sahabat	1	Srihadi Soedarsono	1	Wakasal Laksdya TNI Arie H Sembiring	1	Empu Edhie Soenarso	1
Musa La Ode Abu Hanafi	1	Presiden Ukraina, Petro Poroshenko	1	Zulkifli Hasan	1	KH Maimun Zubair	1
Kanselier Angela Merkel	1	Máxima Zorreguieta	1				
Pasukan jaga Istana Kepresidenan	1	Duta Besar Negara Sahabat	1				
Presiden Vladimir Putin	1	Ignasius Jonan	1				

The second most mentioned individual was Tontowi Ahmad/ Liliyana Natsir. Both are Indonesian badminton player who brought gold medal for Indonesia in Olympics 2016 in Rio. In his three tweets, President Jokowi congratulated them for the achievement and considered it was a gift for Indonesia Independence Day.

The third most mentioned figure was Gubernur (Governor) in which President Jokowi did not address a specific region. In one of his three tweets, President Jokowi addressed 17 governors arrested for corruption. The other two tweets were about encouraging governor as representative of central government to get close to and deliver service to his people.

### C. Specific Groups of Community

28 specific groups of communities found in President Jokowi's tweets in 2016. Five groups are mentioned more than once, respectively Islam (7 tweets), NU or Nahdlatul Ulama (3 tweets), WNI or Indonesian citizen (3 tweets), Ulama or learned men (2 tweets), and Umat Kristiani or Christians (2 tweets).

TABLE 3. FREQUENCY OF TWEETS RELATED TO SPECIFIC GROUPS OF COMMUNITY

Name	Frequency of Tweets	Name	Frequency of Tweets
Islam/Muslim	7	NU	3
WNI	3	Umat Kristiani	2
Ulama	2	Umat Buddha	1
Tionghoa	1	Umat Hindu	1
Arema Cronus	1	Persipura	1
Atlet		Persija	1
YouTubers Indonesia		Buruh	1
Pengurus Al-Khairiyah Banten	1	Pesantren API Tegalrejo	1
G20	1	Pramuka	1
Guru	1	Budayawan	1
Persatuan Tarbiyah Islamiyah	1	Pondok Modern Darussalam Gontor	1
Jamaah	1	Tim Saber Pungli	1
Pemuda Muhammadiyah	1	Pimpinan Ormas Islam	1
SDN 3 Karangpatihan	1	Kelompok masyarakat hukum adat	1

In fact, in 2016, President Jokowi posted tweets mentioning several religious groups such as Moslems, Christians, Buddhists, and Hindus.

As to Islam/Muslim, President Jokowi extended his congratulations on Muslim's celebration such as Maulid Nabi Muhammad (Prophet Muhammad's birthday), Nahdlatul Ulama's anniversary, and Islam new year. In addition, Islam were mentioned along with President Jokowi's wishes on moderate Islam to bring peace and unity in Indonesia. In July

2016, President Jokowi posted a tweet "*Wujudkan revolusi karakter mental dalam pemantapan nilai Islam Rahmatan Lil Alamin.* (Manifesting character revolution in strengthening Islam values that bring mercies and welfare for mankind)."

As to WNI or Indonesian citizen, President Jokowi expressed his concern on 10 Indonesian sailors held hostage by Abu Sayyaf Islamic militants in the Philippines. President Jokowi posted three tweets specifically about this concern. "*Alhamdulillah, 10 WNI yg disandera dibebaskan. Mereka akan dipulangkan. Terima kasih pemerintah Filipina & pihak yang membantu.* (Praise be to God, 10 Indonesian citizens held captive are free. They will return home. Thank you for the help of the Philippine government and other parties)". Further, President Jokowi tweeted "*Kita terus bekerja keras untuk pembebasan 4 WNI lainnya. Kita intensifkan patroli bersama agar tidak terjadi lagi.* (We keep working hard to release the remaining four Indonesian citizens. We intensify patrols so no kidnapping happen again)."

Ulama (man who possess the quality of knowledge in widest sense) were mentioned during President Jokowi's visit Banten, Jabar, and Makassar. President Jokowi posted that Ulama are pillar that support NKRI (The Unitary State of the Republic of Indonesia).

In 2016, President Jokowi extended his wishes to Christians celebrating Easter in March and Christmas in December. It said "*Semoga Paskah membawa harapan dan semangat baru untuk kita semua.* (May Easter bring hope and spirit to all of us)."

Related to NU (Nahdlatul Ulama), President Jokowi posted his congratulations to the 90th anniversary of NU in January 2016, to the 70th anniversary of Muslimat NU in March 2016, and to Congress of Muslimat NU XXVII in November 2016.

Contradiction was found in President Jokowi's tweet related to NU. It said "*Jakarta tidak panas, hanya hangat. Ada ibu2 muslimat, Jakarta jadi sejuk. Selamat Kongres Muslimat NU XVII, jaga kemajemukan bangsa* (Jakarta is not hot, but warm. We have Muslimat women, Jakarta become cool. Congratulations for the Congress of Muslimat NU XXVII, keep the pluralism in our nation)."

## IV. CONCLUSION

Three dimensions on President Jokowi's tweets emerged in this study. Firstly, institutions. Secondly, figures (individuals). Thirdly, specific group of communities. Two key findings emerged. Firstly, 117 networks were found. Secondly, 5 networks were found tweeted more than three times namely Indonesian National Armed Forces (TNI) mentioned in 12 tweets, Islam/Moslem mentioned in 7 tweets, Indonesian National Police (POLRI) mentioned in 6 tweets, Indonesia national football team (Timnas Indonesia) mentioned in 5 tweets, and Praveen/Debby mentioned in 4 tweets.

## REFERENCES

- [1] J.H. Parmelee, & S.L. Bichard, How tweets influence the relationship between political leaders and the public. New York: LexingtonBooks, 2012.

- [2] A. Jungherr, The Logic of Political Coverage on Twitter: Temporal Dynamics and Content, *Journal of Communication*, 2014. International Communication Association.
- [3] J.N. Druckman, M.J. Kifer, and M. Parkin. The technological development of congressional candidate web sites how and why candidates use web innovations. *Social Science Computer Review* 25 (4), 2007: 425–442.
- [4] S.P. Robertson, R.K. Vatrupu, and R. Medina. Off the wall political discourse: Facebook use in the 2008 US presidential election. *Information Polity* 15 (1), 2010: 11–31.
- [5] Z. Tufekci, and C. Wilson, Social media and the decision to participate in political protest: Observations from Tahrir Square. *Journal of Communication* 62 (2), 2012:363–379.
- [6] A.O. Larsson, Online, all the time? A quantitative assessment of the permanent campaign on Facebook. *New Media & Society* 18 (2), 2016: 274–292.
- [7] D. Kılıc, Turkish general elections in the eyes of columnists via Twitter, *Asian Politics and Policy*, vol. 9, number 3, pp. 505-521. 2017. Wiley Periodicals.
- [8] S. Gonzalez-Bailon, and N. Wang, “Networked Discontent: The Anatomy of Protest Campaigns in Social Media.” *Social Networks* 44, 2016: 95–104.
- [9] E. Dubois, and D. Gaffney, “The Multiple Facets of Influence: Identifying Political Influentials and Opinion Leaders on Twitter.” *American Behavioral Scientist* 58 (10), 2014: 1260–77.
- [10] H.L. Hsu, and H.W. Park. “Mapping Online Social Networks of Korean Politicians.” *Government Information Quarterly* 29, 2012: 169–81.
- [11] M. Valle, R. Bravo, *Leaders or Brokers? Potential Influencers in Online Parliamentary Networks*, Policy & Internet, 2017. Wiley Periodicals.
- [12] A. Gruzd, and B. Wellman. “Networked Influence in Social Media: Introduction to the Special Issue.” *American Behavioral Scientist* 58, 2014: 12651–59.
- [13] D. Hansen, B. Shneiderman, and M. Smith. *Analysing Social Media Networks With NodeXL*. Burlington: Elsevier, 2011.