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Content Analysis Twitter Usage By Governor Candidates of West Java 2018

Content Analysis Tweet Categories and Feedback Character of Governor Candidates of West Java from 15 February – 15 April 2018

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Keywords: Social media, twitter, political communication, social media feedback.

Abstract :   This study is motivated by author's interest in political communication activity which recently happens on social media, one of which is Twitter. Social media has grown to become one of the most popular media today, and also become one of the most popular platforms for political communication. Political communication that happens on Twitter is a two way communication. Which means communicator can see the feedback from the audience, thus, gives politician a new way to communicate with them. According to professionalization campaign, political communication focuses only on delivering political related messages, which is assumed to be interesting for audience. Therefore, audience will also give positive feedback toward all political related messages shared. During the era of social media, especially Twitter, politicians have more variation of content to be shared or tweeted. The question is, do political communication have same pattern with political communication described by professionalization campaign approach? Even further, how should politicians use the possibility to see and evaluate all feedback from audience? This study will focuses on Governor Candidate of West Java tweet and the feedback given by audience.

1   INTRODUCTION

Twitter has transformed into one of the most popular social media platform around the world, including Indonesia. Not only for personal usage, Twitter is also used by politicians as political communication platform. The use of social media by politicians is not a new phenomenon and it surely is growing rapidly. We can see politicians use Twitter as a communication tools in order to communicate with people. In Indonesia, we can see well-known politicians are active on Twitter, such as Jokowi, Ridwan Kamil, Fadli Zon, Fahri Hamzah, Ganjar Pranowo, etc. Some politicians share various content on their social media platform, including Twitter, regularly.

Twitter as one of the most famous social media gives politicians a new form of communication process. Previously, political communication is a one way communication process, where communicator is only able to send messages without ability to see the feedback given by audience.

However, today, Twitter gives communicator ability to see the feedback from audience instantly. Twitter provides its user a feature where user can instantly give feedback to a tweet in the form of reply. All Twitter users can reply any tweet with their own feedback in the form of short text (including images, videos, GIF or link).

On 2018, Indonesia has one big political agenda, which is 2018 Concurrent General Election. Political parties and politicians are getting ready to win 2018 Concurrent General Election by designing their political communication, including on Twitter. Politicians or communicator will design messages for political communication in order to influence audience to choose a particular political decision. This approach is known as professionalization campaign (Negrine & Lilleker, 2014). Furthermore, in professionalization campaign, political message become the priority and the most common messages shared by politicians (Stromer & Galley, 2014). All messages are always about political attributes or political campaign because it's assumed as

important messages for audience. Hillary Clinton, on 2016 US General Election used this approach when Clinton faced Donald Trump (Enli, 2017).

West Java is one of the hottest area on 2018 Concurrent General Election (www.replubika.co.id). As one of the most strategic start for aiming the Presidential roles, West Java has more dynamic in the term of political activities. Political parties and Governor Candidates' maneuver is surprisingly unpredictable. The appearance of Purnawirawan Mayjen Sudrajat is one of the interesting political dynamic happens on West Java Concurrent General Election. All 4 Governor Candidates have Twitter account and according to authors' observation, 4 of them are active using Twitter in communicating with their audience. Sobaci & Karkin on 2013 have done research about Twitter usage on Turkey, specifically the use of Twitter by mayors in Turkey. Sobaci & Karkin categorized all mayors' tweet into 11 different categories and analyzing all those categories with citizen satisfaction for better public services. Based on Sobaci & Karkin's research, the authors have done observation on all four West Java Governor Candidates and figured out that there are certain categories of tweet than regularly tweeted. This study focuses on the tweet category share by Governor Candidates and the feedback given by audience, from February 15th to April 15th 2018. Furthermore, authors want to know whether there's certain topic that used more often than others. Referred to professionalization campaign explanations, tweet about political messages, campaign and program should be the most often tweeted and get more positive feedback.

2 METHODS

The conceptual framework used in this research is presented in Figure 1. Author argue that each candidates will have different tweet categories and feedback characters.
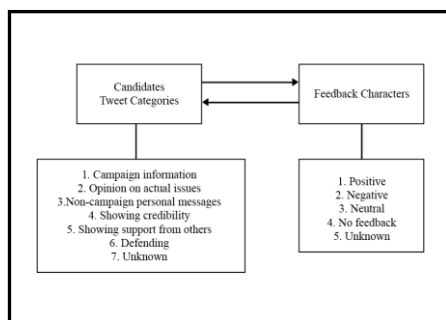

Figure 1: Conceptual Framework

Research shows that political communication will tend to focuses on political related messages, like campaign information (Stromer & Galley, 2014). Authors propose that there's differences on tweet categories and feedback character for each Governor Candidates.

1. **H1**: There's difference between candidates' tweet categories during February 15th to April 15th 2018.
   H0: There's no difference between candidates' tweet categories during February 15th to April 15th 2018.
2. **H1:** There's difference between candidates' tweet categories and feedback character during February 15th to April 15th 2018.
   H0: There's no differences between candidates' tweet categories and feedback character during February 15th to April 15th 2018.

2.1 Data Collecting

Author observed and collected all tweet shared by candidates from February 15th to April 15th 2018. In total, there are 152 tweets from all candidates. 73 tweets from Ridwan Kamil, 37 tweet from T. B. Hasanuddin, 4 tweet for Mayjen Sudrajat, and 38 tweets from Deddy Mizwar. For feedback character, author observed and collected feedback from all candidates from February 15th to April 15th 2018. Because the huge number of feedback and uneven distribution (some candidates have more than 14.000 feedbacks), author decided to collected only 25% feedback for tweet that get more than 100 feedbacks. In total, there are 2930 feedbacks. 2294 feedbacks for Ridwan Kamil, 156 feedbacks for T. B. Hasanuddin, 116 feedbacks for Mayjen Sudrajat and 364 feedbacks for Deddy Mizwar. Candidates have different number of frequency in tweet and feedbacks.

All tweet and feedbacks are coded by author and one coder. In order to get a reliable result, author use reliability test that will show the coefficient reliability. The result will be considered as reliable when $CR \geq 0.75$ (Kriyantono, 2006).

To know if there any significant differences, author use proportional test to analyze the data. Author use XL Stat to run proportional test for finding significant differences between tweet categories, feedback character from all candidates. Proportion test will use alpha value 0.05, where it

can be said there is no significant differences when power < beta.

2.2 Operationalization of Variables

In this study, authors explain tweet category and feedback character for each candidate. Tweet category is shown on Table 1. There are seven categories for tweet, which is: campaign information, opinion on actual issues, non-campaign personal messages, showing credibility, showing support from others, defending, and unknown. All categories are taken from author observation on each candidates tweet between February 15th to April 15th 2018 and supported by various theory and previous research.

Table 1 :Operationalization of Tweet Category

Category	Description
Campaign Information	Tweet related to political campaign
Opinion on actual issues	Tweet related to candidates' opinion on certain issues
Non-campaign personal messages	Candidates' personal messages that's not related to political campaign
Showing Credibility	Tweet that show candidates' credibility
Showing support from others	Tweet that show candidates' supporter
Defending	Tweet that try to defend candidates from others
Unknown	Tweet that is not understandable

For feedback characters, authors categorize feedback into five categories, which is: positive feedback, negative feedback, neutral feedback, no feedback, unknown, as shown on Table 2.

Table 2 :Operationalization of Feedback Character

Feedback	Description
Positive feedback	Feedback that support candidates' tweet
Negative feedback	Feedback that against candidates' tweet
Neutral feedback	Feedback that neither support or against candidates' tweet
No feedback	There is no feedback
Unknown feedback	Feedback that is not understandable

3 RESULTS AND DISCUSSIONS

3.1 Political Communication And Twitter

There are few different communication process models exist in communication realm. One of the models is explained by Schram who said that there are at least source, messages, channel, receiver and feedback in a communication process (Wood, 2010). Schramm's model provides two way communication, since there's feedback from receiver, such as Twitter. Twitter provides people a massive communication platform which can get feedback from receiver almost in instant. Thus, communicator can see all the feedbacks from audience and use it as an evaluation tools. It is a prominent that communicator in Twitter is able to see feedback given by its audience.

It's a good opportunity for politician, because now they have a platform that allow them see all feedback from audience thus they can evaluate the way they communicate. According to professionalization campaign, political communication is systematically designed and evaluated to achieve one political objective (Negrine & Lilleker, 2014). Political communication is done to political interest, which belong to only few persons (Arbi Sanit, 2002). Every political messages are designed by communicator with only one objective, which is to influence audience political preferences (Stromer & Galley, 2014). Twitter can help politicians get to that objective.

3.1.1 Tweet Categories

Each Governor Candidates has different tweet content shared on Twitter. Based on previous research done by Sobaci and Karkin on 2013, authors have observed Governor Candidates tweets, and made categories for all tweets made. Author found 7 different categories tweeted by all Governor Candidates (campaign information, opinion on actual issues, non-campaign personal messages, showing credibility, showing support from others, defending, and unknown. The first three categories are adopted from previous research (Sobaci & Karkin, 2013). Campaign information is every tweet related to candidates' campaign. Opinion on actual issues is every tweet that contains candidates' opinion about certain issues. Non-campaign personal message is tweet that show candidates' thought that's not related to political campaign. Showing

credibility is tweet that shows candidates' credibility on certain field in order to build audience trust (Hovland, 1953). Showing support from others is every tweet that displays candidates' supporter, such as other politicians, political parties, people, or community (Pitch & Dean, 2015). Defending is tweet that counter issues throw at candidates (Garcia & Ewing, 2008). Unknown is tweet that's meaningless or not clear what the message really is.

3.1.2 Feedback Character

Even further, from the perspective of feedback, Twitter can gives politician new insight. According to the process, feedback can be divided into immediate feedback and delayed feedback (Efendy, 2005). Twitter provides immediate feedback in the form of reply, retweet and favorite. Author only focuses on feedback from reply, since it's possible to analyze the character of feedback in the form of reply. Through using reply, audience can show not only frequencies of feedback, but also the character of the feedback. Whether it is supporting candidates tweet, against it or neutral. Feedback character is categorized into positive feedback, negative feedback, neutral feedback, no feedback and unknown feedback.

3.2 West Java Governor Candidates

There are four Governor Candidates of West Java, which is: Ridwan Kamil, T. B. Hasanuddin, Mayjen Sudrajat, and Deddy Mizwar. Each candidate have their own Twitter account and active in tweeting messages to their followers.

The first candidate is Ridwan Kamil. Ridwan Kamil previously was the mayors of Bandung. Well known for his modern approach in solving Bandung problem and being active on Twitter. Ridwan Kamil who has been active on Twitter since 2009, has more than 3 millions followers. On 2014, together with Ganjar Pranowo (Central Java Governor), Ridwan Kamil got social media award for his effort in using social media to communicate with his followers. Supported by Nasional Demokrat party, Ridwan Kamil has #jabarjuara as his political campaign trademark.

The second candidate is T. B. Hasanuddin. He's previously active in legislative department. He also had military background (Purnawirawan Mayor Jendral). T. B. Hasanuddin has 2.900 followers and active on Twitter since April 2013. Supported by PDIP, T. B. Hasanuddin has #jabarhasanah as his political campaign trademark.

The third candidate is Mayjen Sudrajat. He was the director of Susi Air and also had military background. Active on Twitter since December 2017, Mayjen Sudrajat has 6.748 followers. Supported by Gerindra, PAN, and PKS, Mayjen Sudrajat has #JabarPilihAsyik as his political campaign trademark.

The forth candidate is Deddy Mizwar. Previously in charged as the Vice Governor of West Java for two periods. Active on Twitter since November 2012, and has 411.449 followers, Deddy Mizwar has #bekerjauntukmelayani as his political campaign trademark.

3.3 Reliability Test

Author observed and collected all tweet shared by candidates from February 15th to April 15th 2018. In total, there are 152 tweets from all candidates. 73 tweets from Ridwan Kamil, 37 tweet from T. B. Hasanuddin, 4 tweet for Mayjen Sudrajat, and 38 tweets from Deddy Mizwar. For feedback character, author observed and collected feedback from all candidates in the same time period.

Reliability test is needed to make sure that the instrument used in this study is consistent. From the reliability test both for tweet category and feedback characters, all instruments are reliable. On tweet category, Ridwan Kamil get CR 0.86, T. B. Hasanuddin get 0.95 CR, Mayjen Sudrajat get 1 CR, and Deddy Mizwar get 0.92 CR. On feeback characters, Ridwan Kamil get 0.99 CR, T. B. Hasanuddin get 0.96 CR, Mayjen Sudrajat get 1 CR, and Deddy Mizwar get 0.99 CR.

3.3.1 Candidates Tweet Category

Based on candidates tweet category, authors find that each candidate have different distribution of tweet category. There's one candidate that has all the variation of tweet category, and there is others that has only a little variation. Ridwan Kamil is the candidate who have all variation of tweet category (seven categeory), and Mayjen Sudrajat is the one that have least variation. Tweet category, campaign information is the most tweeted of all. From all 152 tweets, there are 52 tweets about campaign information. Showing support from others is the second most tweeted. There are 28 tweets about showing support, followed by 19 unknown tweets, 17 opinion on actual issues, 15 showing credibility, 14 non-campaign personal messages and 7 defending tweets.

After using proportional comparison on XL Stat, authors find that there is no significant differences between each category tweeted by candidates. There are differences between category, shown by various category tweeted in various number of frequency. But, there is no significant distinction between all category. To help reader understand the category tweet shared, below is Figure 2.
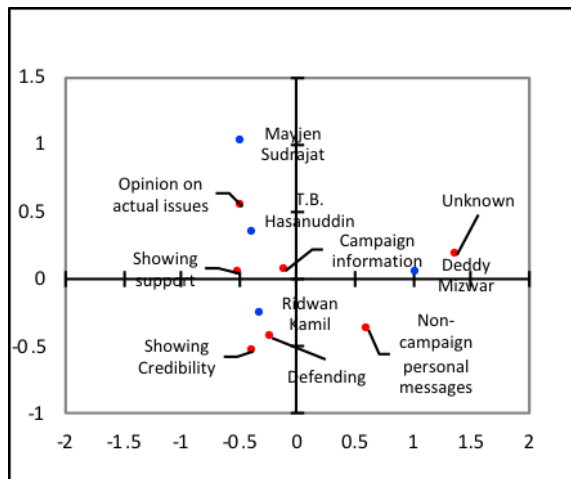

Figure 2: Tweet Category Distribution

3.3.2 Tweet Category and Feedback Character

Authors also analyze all tweet category and its feedback characters. In total, there are 2930 feedback for 53 tweets. 1043 feedbacks for campaign information, 459 feedbacks for opinion on actual issues, 259 feedbacks for non-campaign personal messages, 350 feedbacks for showing credibility, 609 feedbacks for showing support from others, 147 feedbacks for defending, and 63 feedbacks for unknown tweet. Campaign information gets the biggest number of feedbacks, which is 1043. It shows that campaign related content is the most interesting topic for audience.

After using proportional comparison on XL Stat, authors find that there are some category and feedback character that is different significantly. Positive feedback is significantly contributed by campaign information. It means campaign information is the type that gets the most positive feedback compared to another category. On positive feedback, campaign information compared to six others categories result is beta <0,0001 and power = 1. This indicates that there is significant difference. It aligns with the professionalization campaign approaches that stated if information about political

messages will be the most interesting content for audience. The distribution of tweet category and feedback character can be observed in Figure 3.
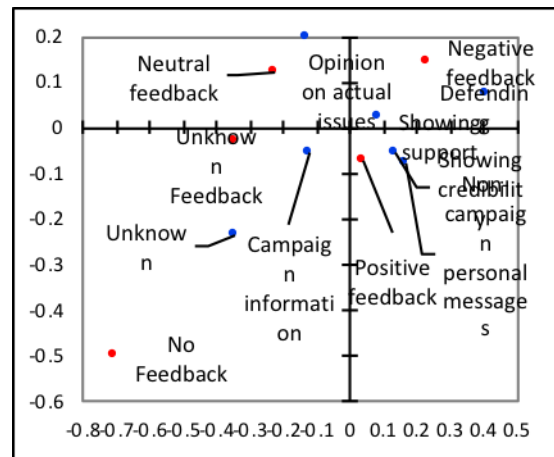

Figure 3: Tweet Category and Feedback Character Distribution

4   CONCLUSIONS

This study is a subject to some limitations which may provide fruitful avenues for future research. Authors have chosen to focuses only on feedback in the form of reply. However, feedback on Twitter is not only from reply. There are other feedbacks such as retweet and likes which also can be observed and analyzed. Authors also have limitation by only choosing Twitter as the media. Social media is rapidly growing and is used as new political communication tools, which means similar research can be done for different platform of social media.

In conclusion, this research responds to the phenomenon of social media, and more specifically political communication on Twitter. Future research may enrich author initial findings about category of content shared by politicians and the feedback given by audience.

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