

NEW DEMOCRACY IN DIGITAL ERA THROUGH SOCIAL MEDIA AND NEWS ONLINE

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ABSTRACT

The research aimed to explain the pattern of social communication on the issue of rejection of the PLTU Batang development policy. It used data on Twitter accounts involved in the rejection issue. In analyzing existing data, qualitative methods and social analysis networks were used. To see social networks in the rejection of the PLTU Batang development policy, the research used the NodeXL application to find out the patterns of social communication networks in #TolakPLTUBatang. From the results, it can be seen that in the dissemination of social networking information, the @praditya_wibby account is the most central account in the social network and has a strong influence on the social network. The @praditya_wibby account has a role in moving the community through Twitter to make a critical social movement. This means that in the current digital era, democracy enters a new form through the movement of public opinion delivery through social media. Besides, by encouraging the role of online news, the distribution of information becomes faster to form new perceptions of an issue. This is evident from the correlation network where the @praditya_wibby account has correlations with several Kompas online media accounts, tirto.id, okezonenews, vice, antaranews, BBCIndonesia, and CNN Indonesia.

Keywords: new democracy, digital era, social media, news online

INTRODUCTION

The use of social media has become an inseparable part of community communication patterns in the digital age. The use of social media in social life is a driving factor in increasing public participation in various government activities (Boulianne, 2015). The level of community response in the digitalization era has proven to be more responsive, and it makes people aware of the existence of a negative thing in the implementation of government policies. So, the use of social media is beneficial in monitoring the implementation of government policies (Kim & Xu, 2019). This is because social media is a forum for interactive patterns of community communication. Thus, high responsiveness from the government is needed to realize the formulation of policies following the wishes of the community (Nurmandi, 2014).

Data from the Ministry of Communication and Information of the Republic of Indonesia show that data on social media users in Indonesia continue to increase from year to year. In 2019, the number of social media users in Indonesia reach 150 million active users. That number increases to 20 million active media users compares to 2018. In which active social media users only reached 130 million users. From the data, it can be seen that media users in Indonesia continue to increase from year to year. It has even increased by almost an average of 20 million users each year. So with a large number of active social media users in Indonesia, it is not surprising that the response of the community is very active in various activities and public issues on social media. It can be seen in Figure 1.

In line with the increase in social media users, the percentage of Twitter users in Indonesia from year to year also continues to experience a rapid increase.

In 2019, Twitter users in Indonesia even reached 6,43 million users or around 52% of the total social media users. Although the percentage of active users on Twitter is only ranked fourth compared to other social network applications such as Instagram, Facebook, and YouTube. However, in Figure 2, it can be seen that the presentation of the use of Twitter from year to year continues to increase.

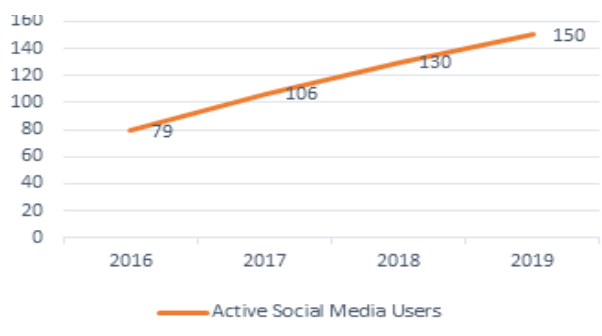


Figure 1 Active Social Media User Data (in a Million)

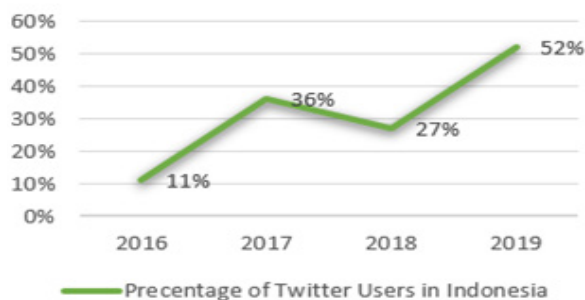


Figure 2 Twitter Active Percentage User Data in Indonesia

The high intensity of social media users has an impact on the emergence of grassroots political and social change movements which ultimately provide a new political theory movement (McKeon & Gitomer, 2019). In addition to the fast-moving information on the role of activists and political buzzers who play behind a series of information giving, they also play a significant role in generating this collective movement. This is also the background of the #TolakPLTUBatang hashtag movement on Twitter social media, where this movement is not only in the local context but becomes a movement in the national context. It causes many people who later rejected the Batang PLTU development policy.

This is inseparable from the themes raised in the issue that lead to public opinion about the negative impacts arising in the development of the PLTU Batang policy. Some opinions, such as the environment and the death of community livelihoods in areas that are affected by the construction of the power plant

becomes a long debate between the power plant development pros and the power plant construction cons. Also, other problems, such as the location chosen for the construction of the PLTU Batang, which would later become the largest PLTU in Southeast Asia, becomes another problem. The locations of the PLTU development areas that are undergoing this development process are Karanggeneng, Ujungnegoro, and Ponwring. The three villages are the largest and most populous villages in the PLTU construction site.

Even with the increasingly aggressive movement of rejection to the construction of the PLTU Batang inhibits the construction of the PLTU Batang in a fairly long period, which is about four years. Increasing awareness of the community on environmental issues creates a major obstacle. This makes the people in the area not willing to sell their land to the private company as the holder of the development project. It can indeed arise in the digital era, such as now where the encouragement and rapid flow of public information can lead to the public perception of a policy carried out by the government. This then becomes interesting that social media is currently able to be a place for the people's aspirations to criticize a policy carried out by the government. The research gives benefit to government so that the government must be more active in providing information to the public about policies such as benefits of the policy and environmental safety. It becomes essential for society to know about objectification information. Therefore, the research wants to explain the use of social media that can be a new force of criticism in influencing policy in government.

The main issue in the research is the social movement of rejection that is initially carried out by a large activist community that is engaged in environmental circles as well as several communities in Batang regency. It later becomes a national social movement with the hashtag #TolakPLTUBatang. The research answers two research questions: (1) what is the strategy of the #TolakPLTUBatang movement activist?; (2) What is the role of online news in the #RejectPLTUBatang movement?

METHODS

The research uses social networking analysis method to see the pattern of communication networks in the ##TolakPLTUBatang (reject Batang power plant). Researchers use the form search network tool to retrieve communication network data in #RejectPLTUBatang on NodeXL. While to see the relationships of each Twitter user involved in the communication pattern, the researchers use the Ncapture feature on the NVivo 12 Plus by capturing some of the highest-ranked Twitter users. For data analysis, the researcher uses the Cluster Analysis feature on NVivo 12 Plus to see the correlation between top Twitter users in the #RejectPLTUBatang communication pattern. Whereas in NodeXL,

researchers use the graph matrices feature to see the communication patterns of Twitter users who are most influential in the network communication patterns, as seen in Figure 3.

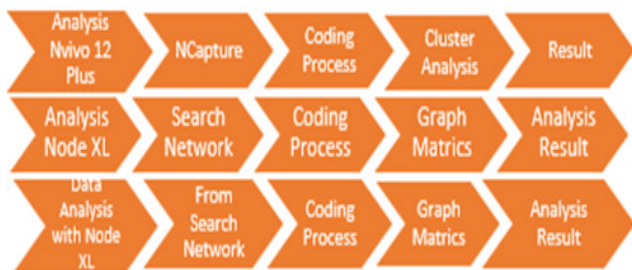


Figure 3 Process Analysis

RESULTS AND DISCUSSIONS

The rapid development of the times makes the use of social media today inseparable in various patterns of social life. In fact, social media can become a very potential forum to encourage the creation of democratic governance. Besides being able to become a potential container for the use of social media, it also provides great benefits to improving relations between the government and the community. In the government context, the use of social media will be beneficial to provide information related to a policy that will be made. On the contrary, within the scope of society, the use of social media provides close space to provide various opinions and get involved in making a policy (Bertot, 2019). New ideas from the community certainly make a policy that will be more in accordance with the wishes of the people with the concept of democracy (DeNardis & Hackl, 2015).

The wave of rejection of the PLTU development policy in Batang is clear proof that social media is a forum for interactive patterns of society to provide a variety of opinions and ideas to provide input on a policy made by the government. In fact, in the digital era, the level of community participation has become more responsive in responding to government policy (Eom, Hwang, & Kim, 2018). This also happens in the wave of rejection of the construction of the PLTU Batang. From the Twitter user dataset with the word sample #TolakPLTUBatang shows that the communication patterns on the communication network that shows directed graph patterns (Figure 4). This means that social networks in the social movement rejects the development policy of PLTU Batang have a path that is integrated into the direction of the central vertex. It is undeniable that the magnitude of the social network of critical social movement is a consequence of the development of the era in the digital era, which in turn eventually forms a new democratic concept (Rosenberg, Mano, & Mesch, 2019).

In social networks, there is a symbol, which is a form of interpretation of the elements of actors involved in the communication network. In the context of the #TolakPLTUBatang communication network, it

can be seen that the Twitter user @praditya_wibby has a significant role in providing information to the public. This is in accordance with the concept of the political buzzer as an actor who plays a role in spreading the main information in a social networking pattern (Lim, 2017). Buzzer politics act as the mainstream media in a social media concept. This means that buzzer politics have a role as the main actor in the dissemination of information in social networking patterns (Lotan, 2019).

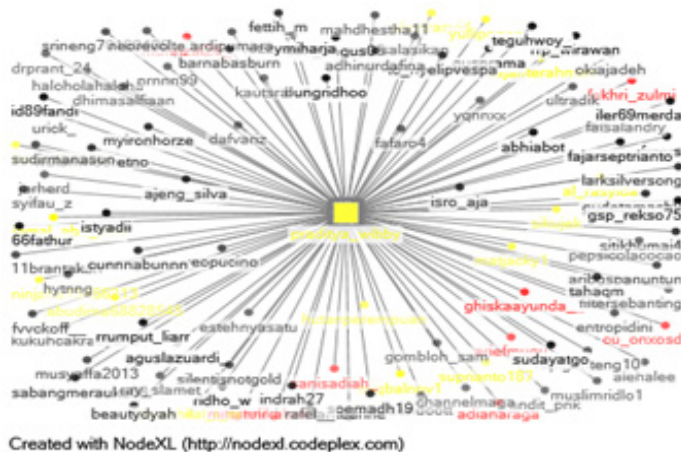


Figure 4 Graph Actor Interaction with Keyword #TolakPLTUBatang

The @praditya_wibby user account does have a significant role in creating the flow of information in the social network. The information flow will later become the mainstream media that leads public opinion against the rejection of the construction of the PLTU in Batang. In social networking, the role of information disseminators can be seen from the strategic position of an account. In the context of #RejectPLTUBatang, @praditya_wibby Twitter account has a very significant position of neutrality compared to other accounts. From the social communication network, there is only one central actor who then has a network with several other accounts. The central account is the main information that is the key actor in the occurrence of social networking. The main information media does have a huge role in influencing public issues and making these issues contentious in social media (King, Schneer, & White, 2017). Besides, there are other factors, namely the encouragement of the dissemination of information that is directly spread by other accounts as well as online news accounts to make social networking more widespread (Pakpahan, 2017). Although not all the information flow disseminated is definite information, this then raises the concept of citizen journalism as a criticism of the rapid and unmanageable flow of information because all accounts can provide any information on social media (Dharmawan, 2015).

The game behind the scenes by the activity or commonly referred to as cyberactivism is now a trend in various arising social movements. Privacy that

can be maintained is a major factor in changing the movement of activism on social media. In addition, the rapid dissemination of information is also a factor in changing social movements by activists. This is because activists can quickly provide various information strategies in cyberspace (Carty & Barron, 2019). In the use of this public opinion ploy, activists usually tend to shut down and use strategies with mentions of several fake accounts and online news accounts, as in the case of the rejection of the PLTU Batang. This becomes very interesting because the @praditya_wibby account turns out to have a connection with the @GreenpeaceID account, even though the account does not appear in the social network rejecting the construction of the PLTU Batang. Figure 5 shows the correlation of Twitter account with the news online account.

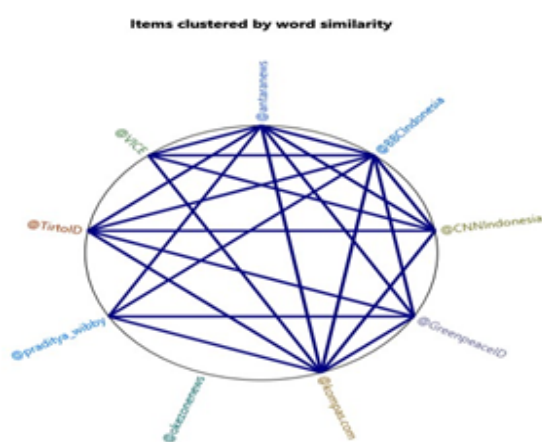


Figure 5 Correlation of Twitter Account Twitter with News Online Account

From the results of these data, it can be seen that the correlation between Twitter accounts that appear on #TolakPLTUBatang has a relationship with social media accounts belonging to GreenpeaceID, CNN Indonesia, Kompas, Antaranews, BBCIndonesia, TirtolD, BBC Indonesia, and VICE. The GreenpeaceID account, as a social community that operates in the environment that most rejects the development of the Batang PLTU, even has a high correlation value with the Kompas.com online news account with a correlation value of 0,94. This means that Twitter users in the #TolakPLTUBatang movement's social network have close links with cyberactivism strategies through the post-truth context. Online networking sites in an era like today are indeed a place for an online movement where the movement is often related to the rejection of a policy with the distribution that is also made by several online news accounts. It makes the dissemination of information very broad (Harlow, 2012). Although there is one account with a low correlation that is @okezonenews, which can be seen in the results of the cluster analysis, there are no lines to other Twitter accounts. Table 1 shows in-degree values in the #Reject PLTUBatang social network.

Table 1 In-Degree Values in the #Reject PLTUBatang Social Network

Akun Twitter	In-Degree	Betwenness Centrality
muhrizal26_	0	0,000
praditya_wibby	100	9900,000
matjacky1	0	0,000
kholikaholic	0	0,000
ninjaha15466213	0	0,000
ficusreligiosa	0	0,000
miftahn	0	0,000
ariefmugu	0	0,000
abudima68828545	0	0,000
suprianto187	0	0,000
High Score	100	9900,000

In social networks, betweenness centrality is the influence given by social media users to other accounts on social networks (Insani & Waryanto, 2012). So that the greater the value of betweenness centrality, it means the greater the influence of an account in a social network. In the social network, it can be seen that the effect of the @praditya_wibby account has a greater impact than other accounts on a social network. From the value of between centrality in Table 1, the @praditya_wibby account obtains the highest rating with the number 9900. The @praditya_wibby account has a significant influence on the highest value compared to other Twitter media accounts.

In terms of the distribution of @praditya_wibby account information, it also appears to be very active in criticizing various government policies. In Figure 6 (see appendix), the @praditya_wibby account always provides information on the latest government policy issues. In addition, the influence exerted by the central account that is @praditya_wibby can also be seen from the in-degree of the conflicting account and also the red line in the social networking graph. On social networks, it can be seen that the in-degree value of the Twitter account @praditya_wibby also has the highest value with the number reaching 100. This means that many degrees of the arc that ends on the account. It indicates that the @praditya_wibby account has received a great response from other accounts on the social network from the Tweet that this account brought up on #DolakPLTUBatang. This is not to be overlooked in the community's response to the issue raised by the political buzzer (Kim & Xu, 2019). The concept of web 2.0, which is used in social media, also encourages high responsiveness because it allows its users to collaborate and exchange content (Harding, 2019). Online networking sites in the current era can not be denied as a forum for an online movement where the movement is often associated with the rejection of a policy (Harlow, 2012).

CONCLUSIONS

The rapid dissemination of information has a significant impact on governance and community life. The level of community participation is also increasing due to the closer interaction between the government and the community. Thus, the concept of democracy is very much motivated to make a better policy. In this case, the construction of the PLTU Batang also receives a high response from the community which eventually creates a social communication network. In the social communication network, the @praditya_wibby account becomes a very central account and it is very influential in the dissemination of information. In turn, it leads to a critical social movement to reject a PLTU development policy.

In the rapid development era, the use of social media is indeed able to become a new forum for the community to express various criticisms of policy. So that the function of democracy is now stronger, and the community also has excellent power because regional policy issues can be raised to become national policy issues. So that community involvement in policymaking and monitoring the course of a policy can be done well. With a networking and strong relationships with several online news accounts, information is spreading very quickly and giving people a new perception of the various phenomena that occur. Although it cannot be denied, the use of social media and the rapid flow of information also have a negative impact on the ease of frying certain issues because they are based on politics. Therefore, objective and truthful information is important so that the public perception of policy is correct. The education of internet users must be continuously improved to avoid the bad thing about the occurrence of a critical social movement.

In the end, the research has contributed to the government to be more aware to provide information and explain clearly to the public. It is essential to clarify the information because the main information in the digital era can make the social movement. However, the research also has a limitation, in which the research cannot explain the fake account on this Twitter. So, for future research, it can discuss the role of fake accounts in the social movement network because it is essential in the social movement to make the big wave critic movement in cyberspace.

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APPENDIX

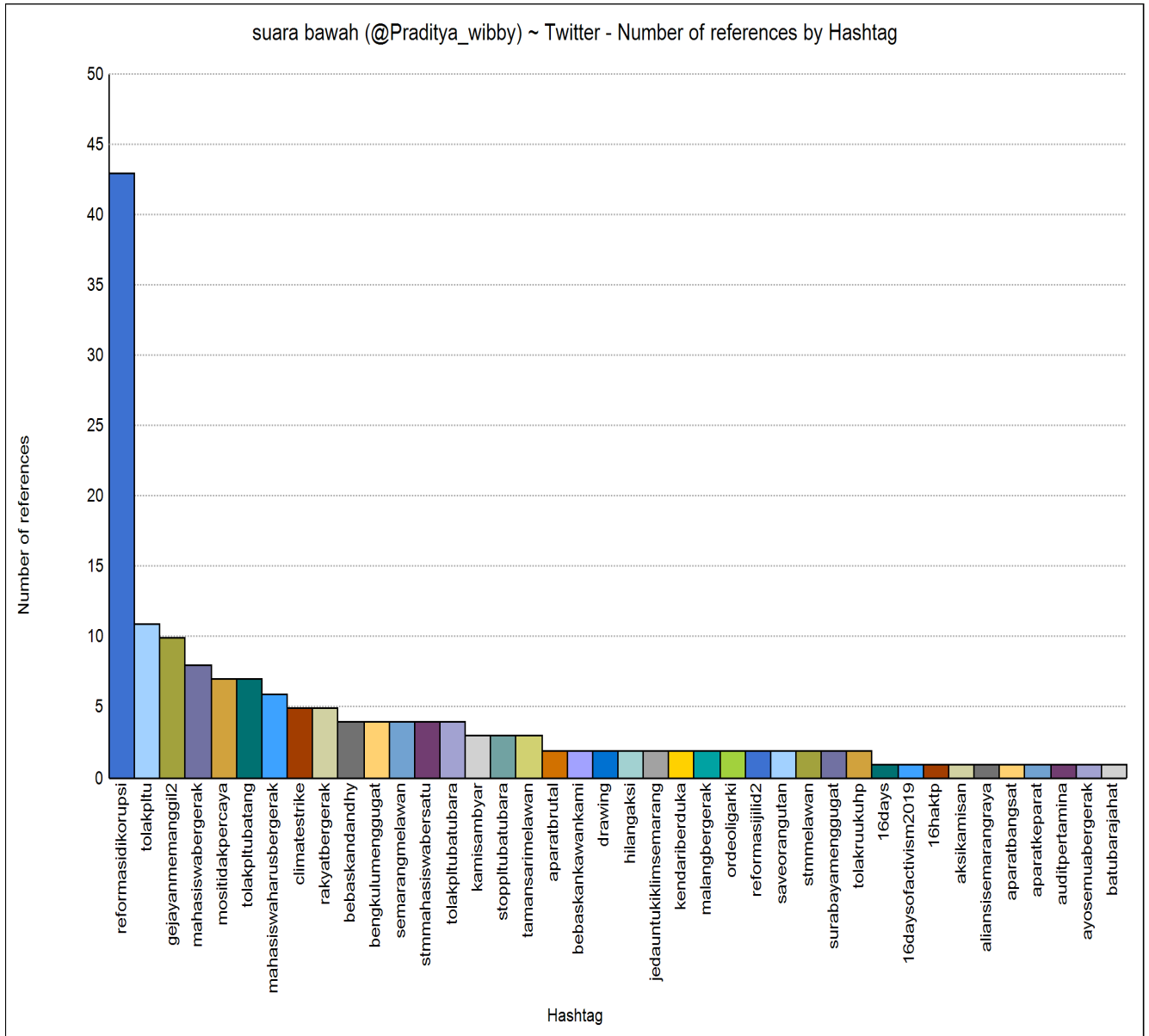


Figure 6 @praditya_wibby Account Crash