

Civil Society Response to Presidential Election in Social Media Twitter #Pilpres2024

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Abstract:

Civil society creates opportunities for prosperity and the realization of the rights of individuals and citizens while naturally creating tools to limit the power and regulate public authorities' activities. The origin of civil society is reflected in the history of the development of civilization which can be described as the desire of thinkers of every age to create an ideal social system in which there is intelligence and justice. The creation of such a society is always associated with the improvement of the rule of law. Civil society involvement activities have the right to be involved in all aspects of political governance and the authority to make decisions and take actions that affect all levels of public life without any institutions in the interests of groups and individuals, and the legitimacy of community-based civil authorities through a political governance system to increase capacity citizens who exercise sovereignty over policies that have a positive impact. The presidential election is a democratic party that is always held every five years; this celebration is the moment civil society has been waiting for. This study aims to determine how civil society responds to the #pilpres2024 by using qualitative methods to find models using social media as mass communication. Data was collected from Twitter social media and analyzed using the Nvivo 12 Plus Application. The results of this study reveal that the effectiveness of using Twitter in disseminating information on #pilpres2024 has proven to be efficient, which succeeded in creating a direct response (observable or encouraging action).

Keywords: *Civil Society, Information and Communication Technology, Twitter, #pilpres2024*

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Respon Masyarakat Sipil Terhadap Pilpres di Media Sosial Twitter #Pilpres2024

Abstrak

Masyarakat sipil menciptakan peluang untuk kemakmuran dan realisasi hak individu dan warga negara, sementara secara alami menciptakan alat untuk membatasi kekuasaan dan mengatur aktivitas otoritas publik. Asal usul masyarakat madani tercermin dalam sejarah perkembangan peradaban yang dapat digambarkan sebagai keinginan para pemikir setiap zaman untuk menciptakan sistem sosial yang ideal yang di dalamnya terdapat kecerdasan, kebebasan, kemakmuran, dan keadilan. Terciptanya masyarakat seperti itu selalu dikaitkan dengan perbaikan penegakan supremasi hukum. Aktivitas keterlibatan civil society memiliki hak untuk terlibat dalam semua aspek pemerintahan politik dan otoritas untuk membuat keputusan dan melakukan tindakan yang mempengaruhi semua tingkat kehidupan publik tanpa ada institusi dalam kepentingan kelompok dan individu, dengan kehadiran dan legitimasi otoritas sipil berbasis komunitas melalui sistem pemerintahan politik meningkatkan kemampuan warga negara yang menjalankan

kedaulatan atas kebijakan yang berdampak positif. Pemilihan Presiden merupakan pesta demokrasi yang selalu di adakan setiap lima tahun sekali, kemeriahan ini menjadi momen yang tunggu oleh masyarakat sipil. Penelitian ini bertujuan untuk mengetahui bagaimana respon civil society terhadap #pilpres2024 dengan menggunakan metode kualitatif untuk menemukan model dalam penggunaan media sosial sebagai komunikasi massa. Data dikumpulkan dari media sosial Twitter yang dianalisa menggunakan Aplikasi Nvivo 12 Plus. Hasil penelitian ini mengungkapkan bahwa efektivitas penggunaan Twitter pada penyebaran informasi #pilpres2024 terbukti efisien, dimana berhasil menciptakan respon eksplisit (dapat diamati atau mendorong tindakan).

Kata Kunci: *Civil Society, Teknologi Informasi Komunikasi, Twitter, #pilpres2024*

INTRODUCTION

Civil society plays an influential role in democracy; civil society is an area of social interaction that includes social groups, associations, community movements, and public communication platforms formed from regulations and individual or institutional self-mobilization (Thomas, Carothers, William, 1967). In addition, a civil society response is needed, according to Watson's theory of Behaviorism (1913, 1927) which involves an explicit (observable) or implicit (unobservable) response at the cognitive-linguistic level, an active process that can be observed and no answer. Still, it can encourage action or inaction (Staddon, 2021). There will always be a stimulus link with the community's response; if the stimulus received by the community has been observed, the response from the commuMagnolia. Community participation is one way to expand the reach of the government in the function of public services and involve their role in decision-making or policy making.

Policy-making which plays an important role in supervising the state in the community's interests, can build a mutual understanding within the scope of government and institutions (Hadi, 2010). The three main roles of ca vital are: The

first role is advocacy. The role or function of advocacy is to fight for interests by influencing policy making. The second role is empowerment. Civil society is actively involved in community empowerment; the third is the social control function. Civil policy making the media become sors and controllers of the democratic process (Mahardhani et al., 2020). The concept of civil society has many meanings in the contemporary version as a space for human interaction without coercion and a set of relational networks, beliefs, interests, and ideologies (Eikenberry & Kluver, 2004), with which that which community environment is concerned with morals for an with not only administrative goals.

The presidential election always provides a space for candidates to exchange ideas and gain publicity to gain Indonesian are used to organizational political battles that always strengthens before the election. Social. This time, the presidential election in 2024 is a little different because the presidential candid political parties have not determined the presidential candidate have installed their respective candidates in information technology, especially in social media, Twitter, which has become a trending trend that has received sympathy from civil society. We can know that social media users in Indonesia reached

191 million people in January 2022; that number rose to 12.35% compared to the previous year (dataindonesia. id. 2022).

The development of the internet is in line with the development of social media; the use of social media using mobile phones (Harahap & Adeni, 2020) explains that social media used by people in Indonesia is almost 99% of the total social media users who are very active in using social media through their cellphones. Therefore, the internet platform has a strong influence on interaction and changes in society and society. In addition, the impact of Covid-19 is a factor for Indonesian people to reduce outdoor activities so that activities at home can be carried out through information technology.

Twitter social media is used as a means of information. The government uses social media to provide information on the Covid-19 pandemic, Vaccines and Twitter social media is also a forum for political elites to build public trust. This shows that information technology can bridge the gap between the individual and the government, enabling the participation and influence of civil society in decision-making. So the purpose of this study is to how civil society responds to the presidential election on Twitter social media #Pilpres2024.

METHODS

This research uses a literature review, theoretical study, theoretical basis and theoretical basis study, the liter; the study does not have to go to the field to meet the respondents. The data needed for research can be obtained from library sources or documents. According to (Zed, 2014), in

library research, library searches are not only the first step in preparing research designs but also using library resources to obtain strongly influences on data, obtainer things must be in research to be scientific, and other things are needed, such as problem formulation, theoretical basis, data analysis, and concluding. This study also uses a phenomenological approach that seeks in-depth understanding and seeks to understand the meaning of events and their relation to different people in the situation.

Data retrieval using capture and then processed directly with the help of software Nvivo 12 Plus (Paulus et al., 2017) is software that is used as a place to automatically perform processing of existing data so that research can be carried out without any limitations on space and time. Time, especially in research related to big data. The Nvivo analysis compares the news from online medprocessingher media so that the subject of the analysis uses the Nvivo 12 Plus QDSA analysis technique (Kathy A, 2019). This study uses secondary data, the data obtained from observations about the research subject using the Qualitative Data Analysis (QDAS) model (O'neill et al., 2018). This study, using social media Twitter as a data source, assesses how civil society responds on Twitter to the presidential election in 2024, in which social media becomes a forum for political actors to take public sympathy to build public trust.

LITERATURE REVIEW

The involvement of civil society in the social exchange system begins when citizens hold ion-making power and works to holden and improve the quality of a country. In addition, civil society has

the right to be involved in all aspects of political government and authority to make decisions (Fries & Walkenhorst, 2011). Civil society is an organizational space not bound by the government and is independent in carrying out rights and obligations by the goals set to become a balancer for the state or government (Nampoothiri & Artuso, 2021). In addition, civil society is considered to exist in a space where collective citizen action occurs or is often associated with historical, cultural, political and political interactions in the mainstream conceptualization, especially in modern democracies between the market and the state (Setyawan, 2011). Civil society is seen as a central actor in national liberal democracy, through a democratic tradition that involves stakeholders has emerged to provide an opportunity to legitimize policy decisions made within the government environment.

If civil society wants to be strong, it must be strong in defending the interests of citizens, whether there are prominent social divisions or just individual desires. In a broader civil society argument, such as the review of the previous definition of the relationship between civil society and the state and its influence in the two cases, it is for the opposite reasons. In democratic transition, political parties have been suppressed, weakened or used as tools by authoritarian states. Autonomy from traditional politics appears to be a prerequisite for opposition advocacy (Foley & Edwards, 1996). In such a context, civil society is needed as an autonomous social power area where the state can pressure authoritarians to make changes, protect

themselves from tyranny and democratize from below.

Meanwhile, (Fries & Walkenhorst, 2011) show that the term civil society does not have conceptual clarity. (Anheier, 2014) realizing this ambiguity, several civil society theorists have tried to find a way out. They argue that there is a core idea of civil society behind the ambiguity and confusion: Composed of various divariously interrelated conceptions. In other words, the different approaches to civil society fall under three main categories: a society association life and a public sphere. Being a good society is the opposite of an uncivilized society. It is an area of values related to a set of nomocratic practices that distinguish it.

Political relations between communities that develop economically, culturally and legally and members of civil society develop independently of the state and about. Civil variables a high level of social, economic, cultural, ethical and social ties within the state structure that creates developing legal relationships. Knowledgeable and competitive society in a cooperative atmosphere with a universal (pluralist) human spirit. Civil society is understood with a non-essentialist concept that cannot be given a single epistemological definition as an entity or form that has been given. Therefore, there is no need to assume that the ideas of citizenship and civil society need each other than insisting that theist be seen logically. Different (Häkli, 2018). The term "civil" indicates the existence of certain normative expectations that are the basis for evaluating social actions regardless of the community in question.

Civil society is an important factor in creating a good government system in helping or providing input for solving problems both within the environment and in government. According to Gramsci (Nezar, 2009), civil society is a group with interest in forming historical blocks in the face of state hegemony which is characterized by state control which is colored by state control of aspects of life, where civil society is a supporting actor for the achievement of a good government that is free and independent. Independence is a *balanimp*. Therefore, unity involvement in social exchange systems exists when diverse social groups meet.

Starting with civil society progresses when citizens hold decision-making power, working to strengthen and improve local and regional economies. Civil society involvement activities have the right to be involved in all aspects of political governance and the authority to make decisions and take actions that affect all levels of public life without any institutions in the interests of groups and individuals, with the presence and legitimacy of community-based civil authorities through a political governance system to increase capacity citizens who exercise sovereignty over policies that have a positive impact. The participation of civil society in community groups in every mobilizing health effort is also the responsibility of the health of themselves, their families and the community. In addition, a civil society response is needed, according to Watson's theory of Behaviorism (1913, 1927) which involves an explicit (observable) or implicit (unobservable) response at the cognitive-linguistic level, an active process

that can be observed and no response, but can encourage action or inaction (Staddon, 2021).

Technological developments are considered to have a positive impact in inhibiting the spread of Covid-19, in addition to the spread of positive information that can reduce the number of people (Hua & Shaw, 2020). New media are used in society for economic, social, and political purposes by individuals, groups, institutions and state institutions. New media also function as public services by institutions and state institutions (Yuliani et al., 2020). Digital communication plays a role in reshaping the social contract (Nampoothiri & Artuso, 2021). The existence of information and communication technology is not limited. Advances in information and communication technology are used to fulfill several needs, from getting information to becoming a door for political elites to gain public trust. Social media has grown rapidly as a communication platform in the digital era, widely available to anyone. One of the features provided by social media is the existence of a discussion room with a certain topic. Thus increasing the intensity of community participation in dealing with certain phenomena in cyberspace. Discussions appear in the form of opinions or arguments between social media users. The form and manifestation of society in social medicine also manifest a desire to participate.

The emergence of the internet in Indonesia has an important position in promoting democracy so that it has a strong position in realizing civility and political equality. The internet can accommodate

citizens' creativity in producing and conveying messages, and various social and political issues present in the media continue to emerge and develop into public discourse. Create a new public space that can issue public discussion into a movement in people's lives. In the era of digital communication that allows people to express their opinions through various forms of presentation on social media, with various hashtags appearing on Twitter, it becomes an opening space to attract the attention of people who use social media.

RESULT AND DISCUSSION

The Covid-19 pandemic has also brought significant changes to interaction patterns on social media (Sutera Aru Persada, 2020). Media can be used to socialize by bringing up virtual community interactions, with changes compared to the mass before the pandemic. Social media is one of the unavoidable sources of information for most Indonesians and provides education, opportunities for interaction, and directions for information development. Social media is also used to spread positive news related to developing issues and as an alternative source of answers to daily questions related to the 2024 presidential election.

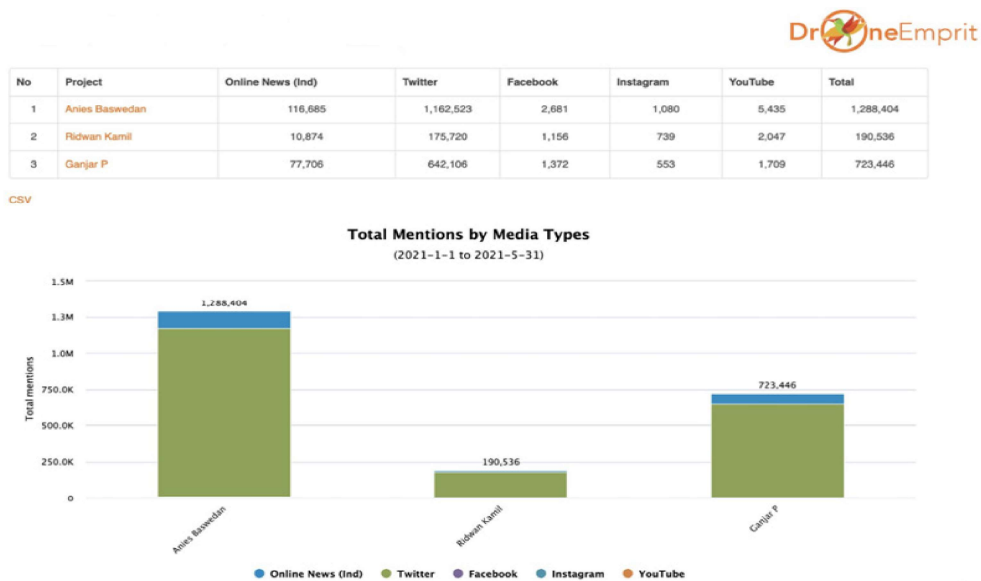
In five (5) months of 2021, the highest account of political actor @aniesbaswedan reached 1.28 million, @ganjarpranowo 723 thousand and @ridwankamil 190 thousand. Based on several platforms, Anies Baswedan is the highest, while Ganjar Pranowo is ahead of Ridwan Kamil on news, Twitter

and Facebook. Ridwan Kamil is ahead of Ganjar Pranowo on Instagram and YouTube. People interact with government and society, creating new social and political phenomena, opportunities and challenges relevant to society as a whole (Chen et al., 2019). In addition, social media can allow for the operational generation and dissemination of information by enabling the flow of knowledge and ideas. Primarily social media is used to disseminate or distribute information to large audiences. The dynamics of the advancement of social media networks mean that people with political interests connect and build relationships using the most common activities that exist on social media (Goodness et al., 2022).

According to Brian Kernighan and Dennis Ritchie (Permatasari & Trijayanto, 2017), they used hashtags (#) in programming languages which are then used in networks to group labels and topics. Hashtags are also used to mark individual messages relevant to specific groups and issues across networks, beginning with the hash mark.

The popularity of hashtags, currently called hashtags, has increased since they were used on social media, with the function of classifying more specific themes or topics to make it easier for civil society to find related topics. In addition, the popularity of hashtags .

Figure 2. Analysis of Drone Emprit 2020

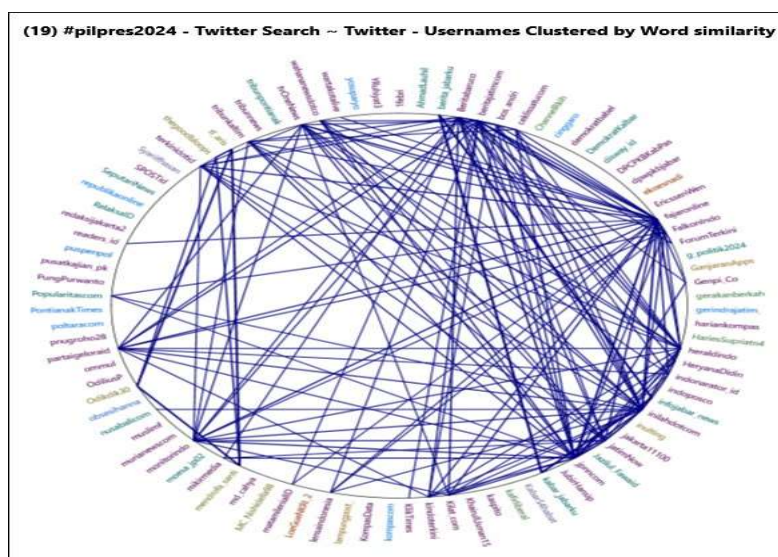


Source: Document of Drone Emprit

has increased since it was used on social media Twitter with the hashtag label on Twitter proposed by Chris Messina. An open-source software advocate who wrote the first hashtag on Twitter. The use of hashtags on social media is now increasingly popular, significantly when

the digital marketing field is proliferating. This makes hashtags one of the marketing strategies on social media to reach civil society targets. Hashtags can also be used to identify products, services, or communications for countless hashtags.

Figure 2. Word Similarity in Nvivo 12 Plus



Source: Processed by Author 2022

The Civil Society response on Twitter social media hashtags for the 2024 presidential election is based on the data above, which has been processed by researchers using the Nvivo 12 Plus application to see how the response or community interaction on Twitter is related to #pilpres2024 various political parties such as the Democratic Party, the Democratic National Party, the Democratic Party Gerindra, the National Awakening

Party, the Indonesian Democratic Party of Struggle and others became trending on Twitter. One of the responses from the civil society said that the Twitter account (heralding) said that “the presidential candidate and the vice-presidential candidate for the Prosperous Justice Party are a combination of a pair of leaders who are not only able to win the contest. But also can lead and unite our country”.

Figure 3. Map in Nvivo 12 Plus



Source: Processed by Author 2022

Civil society’s response to social media can be seen from several interrelated accounts. As evidenced by the data above, the answer to the presidential election in 2024 has become a topic of discussion on Twitter and social media. Some people carry the names of presidential candidates, such as the response from the Twitter account (wartakotalive) saying that “Ganjar Pranowo’s chance of running in the 2024 presidential election through Nasdem is improbable and could lead

to conflict”. Before the democratic party or the presidential election, social media became a place for party campaigns to gain public trust in carrying the name of political party representatives to advance in the #pilpres2024.

Based on the picture above, explains that civil society’s response to #pilpres2024 on Twitter social media reached responses in various regions in Indonesia. The presence of Twitter social media does not escape the various terms that appear on social media,

such as netizens, followers, influencers to buzzers. Moreover, the Twitter social media method has its appeal for political actors to gain public trust; ahead of the presidential election in 2024, efforts by political parties have been made to notify the public of their candidates or party representatives participating in the 2024 presidential election. These efforts are to build branding for political parties. In social media, it can be seen that the response from civil society in Indonesia is widespread from the islands of Sumatra, Java and Kalimantan. Responding well to #pilpres2024 in the context of campaign communication is all persuasive activities. During the campaign, a series of communication actions occurred aimed at public trust in the presidential candidate. Professionally, political actors approach the community through campaign messages on social media (Felicia & Loisa, 2019). In addition, social media is a form of convergence between personal communication. Public media can directly exchange information with close relatives via an internet connection (Budiarti et al., 2020).

The involvement of civil society in responding to the presidential election through social media has become the dynamics of competition for elite political candidates in digital technology. Social media is also a relatively easy campaign for civil society to reach, especially those who use social media Twitter, not just looking for information. Social media, as a marketing medium or a means for the political elite to gain public trust in the 2024 presidential election.

CONCLUSION

Civil society in social media Twitter has a role in assessing the running of the presidential election, seeing how the branding game involves mass communication. Even though social media is a campaign often reached by civil society. Due to the use of social media accounts in Indonesia, the majority are used by civil society to interact and seek information, and this moment is a step for political actors to seek votes for their candidacy for the 2024 presidential election.

Civil society's response to the hashtag #pilpres2024 revealed that the effectiveness of using Twitter in disseminating information #pilpres2024 proved efficient, which succeeded in creating an explicit response (observable or encouraging action) in the 2024 presidential election. On social media showing the candidates who appeared on Twitter.

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