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Analysis of Public Opinion on The Hashtag #AniesPresidenRI2024 on Social Media Twitter

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ABSTRACT

In expressing opinions and actively participating in political life, social media is often used and considered one of the important channels. For example, the Hashtag #AniesPresidentRI2024 became a trending topic on Twitter several times after the former Governor of DKI Jakarta, Anies Baswedan, was officially declared by the Chairman of the NasDem Party as a Presidential Candidate in the 2024 Presidential election. The purpose of this study is to determine how the Hashtag #AniesPresidentRI2024 relates to the formation of public opinion on Twitter by using three concepts: public opinion, Twitter social media, and hashtags. This research uses a mixed method that combines both quantitative and qualitative approaches in one study. The results showed that during December 8-13, 2022, there was one dominant actor on Twitter related to the Hashtag #AniesPresidentRI2024, namely @aniesmania. This account led public opinion to provide support and a positive impression of Anies Baswedan. Therefore, it can be concluded that the effect of agenda setting in the formation of public opinion related to a positive image in the Hashtag #AniesPresidentRI2024 has a fairly strong relationship.

Keywords: Public opinion, agenda setting, Twitter hashtags

ABSTRAK

Dalam mengekspresikan pendapat dan berpartisipasi aktif dalam kehidupan politik sosial media sering kali digunakan dan dianggap sebagai salah satu saluran penting. Tagar #AniesPresidenRI2024 misalnya, beberapa kali menjadi trending topik di twitter setelah Mantan Gubernur DKI Jakarta Anies Baswedan telah resmi dideklarasikan Ketua umum Partai NasDem sebagai Calon Presiden pada pemilihan Presiden tahun 2024. Tujuan penelitian ini adalah untuk mengetahui Bagaimana Hashtag #AniesPresidenRI2024 memiliki relasi terhadap pembentukan Opini Publik di Media Sosial Twitter untuk dukungan pada Anies Baswedan dengan menggunakan tiga konsep yaitu opini publik, media sosial twitter, dan tagar. Penelitian ini menggunakan metode campuran yang menggabungkan dua metode kuantitatif dan kualitatif dalam satu penelitian. Hasil Penelitian menunjukkan bahwa dalam media sosial twitter pada tanggal 08-13 Desember 2022 terkait dengan Hashtag #AniesPresidenRI2024 memiliki satu aktor dominan yaitu @aniesmania Pada akun tersebut juga lebih menggiring opini publik untuk memberi dukungan dan kesan positif pada anies baswedan sehingga dapat disimpulkan bahwa efek dari agenda setting dalam pembentukan Opini Publik terkait Citra Positif dalam tagar #AniesPresidenRI2024 memiliki relasi yang cukup kuat.

Kata Kunci: Opini publik, agenda setting, tagar Twitter

INTRODUCTION

On October 3, 2022, Surya Paloh, Chairman of the NasDem Party, officially declared Anies Baswedan, former Governor of DKI Jakarta, as a presidential candidate in the 2024 presidential election at the Nasdem Tower in Central Jakarta (Dirgantara, 2022). Following the declaration, many supporters of Anies Baswedan launched numerous campaigns in support of his candidacy for the presidency of Indonesia in 2024, particularly through social media platforms, notably Twitter. The hashtag #AniesPresidentRI2024 became a trending topic on Twitter multiple times after Surya Paloh's announcement. In social media, hashtags serve as metadata used to index and discover topics (Garcia & Cunanan-Yabut, 2022). Social media users express their attitudes, whether in agreement or disagreement, towards an issue or policy by posting comments accompanied by specific hashtags. These attitudes typically stem from reactions to events. Social media serves as a platform for expressing aspirations and can evoke both negative and positive impressions through its hashtags, sometimes even sparking hashtag wars (Eriyanto, 2020). These hashtags foster communities wherein individuals who are unfamiliar with or do not follow each other can engage in discussions on similar topics, sharing common attitudes, within the realm of cyberspace (Bruns & Burgess, 2012). Social media platforms offer various communication tools such as video, text, and photos, facilitating the dissemination of communication messages, particularly through platforms like Twitter. Twitter is widely recognized for its influential role in spreading political messages, evident not only in Indonesia but also in several countries, including the United States. During the 44th presidential election campaign in the United States around 2008, which resulted in Barack Obama's presidency, hashtags emerged as significant tools for communication. Notably, the hashtag #Obama was utilized for various purposes, including information dissemination, and searching, becoming a trending topic on Twitter at the time. These hashtags were accompanied by text conveying specific communication messages. A previous study titled *"Social Media in Politics: Political Campaigning in the 2020 United States Election between Donald Trump and Joe Biden"* (Akbar et al., 2021) examined the Twitter activities of both candidates. It was observed that on Donald Trump's account, hashtags such as #MAGA, #VOTE, #SCOTUS, and #Obamagate characterized his political discourse, with no focus on race-related issues. Conversely, Joe Biden's account featured tweets related to political issues marked by hashtags such as #DemConvention, #DemDebate, and #BidenTownHall. Additionally, Biden's tweets included hashtags associated with race, such as #NationalBlackVoterDay, #WomenEqualityDay, and #BlackHistoryMonth (Akbar et al., 2021). In the political arena, the use of hashtags is often perceived as contributing to societal polarization. Within certain political contexts, hashtags serve several functions. Firstly, they can be utilized to discern political leanings (seed users) and to delineate the

inclinations of various factions within a society (Damanik, 2018). For instance, during Indonesia's 2019 presidential election, numerous hashtags emerged, including #2019GantiPresiden. These hashtags are typically employed to sway public opinion and sentiment, particularly regarding the incumbent president. In political communication, mass media plays a crucial role in disseminating political campaigns, conveying political information, and influencing audiences in matters related to politics (Tampubolon et al., 2022). Hashtag #2019GantiPresiden represents a deliberate attempt by speakers to elicit acceptance or rejection from the public towards the endeavor to change the president during the 2019 presidential election (Damanik, 2018). Such hashtag campaigns are not limited to electoral processes. Another notable instance occurred on September 22, 2019, when the hashtag #GejayanMemanggil became a trending topic on Indonesian social media platforms, particularly Twitter. This trend arose in response to protest several contentious laws and draft bills, including the KPK Law (Corruption Eradication Commission), the Criminal Code Bill and the Manpower Bill. What is particularly intriguing about this movement is the swift mobilization through social media in Yogyakarta, which was organized just one day before the demonstration (Fuadi, 2020).

Public opinion on social media naturally emerges, is time-sensitive, and inherently social (Zhang et al., 2022). Several previous studies on hashtags in digital opinion movements have indicated that hashtags can play a significant role in shaping opinions within the same group. Conversely, media actors may form their own sub-groups, leading to debates (Wonneberger et al., 2022; Wonneberger et al., 2021). Additionally, hashtags can serve as suggestive elements in the digital realm (Damanik, 2018), and they often convey emotional imagery, narratives, and clear frames in digital discourse (Eriyanto, 2019). As the 2024 presidential election approaches, numerous political battles are expected to unfold in Indonesian cyberspace, with hashtags emerging as a popular tool for such purposes. This research aims to investigate the use of the hashtag #AniespresidenRI2024 on social media, particularly on the platform Twitter. Twitter's widespread popularity renders it an excellent tool for political research, while the extraction of opinions through semantic analysis of individual tweets has proven to be valuable (Karamouzas et al., 2022). However, the application of relevant scientific advancements in analyzing collective Twitter messages using hashtags to gauge public opinion remains largely unexplored. Therefore, this study seeks to explore how hashtags function and their correlation with the formation of public opinion on Twitter, specifically regarding support for Anies Baswedan, who has been declared as a presidential candidate in the 2024 elections by the Chairman of the NasDem Party. Twitter is chosen as the social media platform of focus due to its extensive global reach, and the use of hashtags

allows researchers to narrow the scope of the analyzed data, facilitating the analysis of specific sentiments related to certain topics or events. This research will utilize two theories: agenda setting and public opinion. The agenda setting theory is commonly associated with the formation of public opinion, wherein mass media disseminates a plethora of information, issues, rumors, and phenomena through news or communication messages to the public, consequently influencing public opinion (Korniawan, 2020). Each message and information released by the mass media is often perceived as significant and becomes a topic of conversation, serving as a tool in shaping diverse opinions (Sarihati et al., 2020; Sarihati et al., 2022). Opinions shaped by media influences within society can vary significantly depending on numerous factors. This study aims to examine the relationship between the hashtag #AniesPresidentRI2024 and the formation of public opinion on Twitter, particularly in support of Anies Baswedan following his official declaration as a presidential candidate for the 2024 election by the Chairman of the NasDem Party. This study aims to analyze public opinion associated with the use of the hashtag #AniesPresidentRI2024 on the social media platform Twitter. In the context of Indonesia's political dynamics, the hashtag has become an indicator of support or criticism of Anies Baswedan's potential candidacy as President of the Republic of Indonesia in 2024. Therefore, this research is expected to provide in-depth insights into how social media, particularly Twitter, plays a crucial role in shaping and reflecting public opinion regarding relevant political issues. Additionally, it seeks to examine how social media and hashtag usage influence political dynamics, democracy, and public participation in Indonesia. This research holds significant relevance in the context of an increasingly digitally connected society and the role of social media in shaping public opinion. To achieve this, the study will utilize three main concepts: public opinion, the social media platform Twitter, and hashtags.

LITERATURE REVIEW

Social Media and Agenda Setting

Agenda setting is a phenomenon within mass media where certain issues are selected and repeatedly conveyed, leading the public to develop interest in these issues, consequently considering them more important than others (McCombs & Valenzuela, 2020). Agenda setting creates public awareness by emphasizing issues deemed most significant to be noticed, heard, read, and believed through mass media (Kurniawan & Irwansyah, 2021). For over 30 years, the primary concept of agenda setting has focused on the transfer of meaning and importance of an issue or how media emphasis on certain issues can heighten their importance to the public. The Agenda Setting theory, advocated by McCombs and Shaw, also

carries moral assumptions (El Alami, 2023). This theory aims to raise awareness about the manipulative intentions of the media by highlighting that the media does not merely reflect reality but rather shapes and frames it behind the scenes. It also critiques deliberate coverage bias, wherein certain issues are disproportionately covered to amplify their importance and visibility to the public (El Alami, 2023). In agenda-setting theory, the portrayal of a candidate through negative or positive media coverage during the campaign process is likely to influence the candidate's prospects in the election. This has led to the assumption that "controlling the media means controlling the public" or "controlling the media means controlling the (political) masses" (Ritonga, 2018). Even before McCombs and Shaw introduced agenda-setting theory, Bernard Cohen contended that the press served as more than just conveyors of information and opinion. He argued that the media could shape not only what people think about but also how they think about it. Consequently, individuals may perceive the world differently not solely based on their own cognition but also influenced by the perspectives presented by mass media (Hamdani, 2011). Stephen W. Littlejohn's perspective on agenda setting delineates the process into three stages (Ritonga, 2018). First, the formatting of the media agenda occurs, wherein the initiation of new issues takes place, followed by the subsequent alignment of the media agenda with public interests or specific concerns. This often raises questions regarding the extent of media's influence on public agendas and the mechanisms through which this influence operates. Finally, the policy agenda may be shaped by the public agenda and can directly interact with it. The policy agenda pertains to the formulation of public policies deemed significant by individuals (Littlejohn & Foss, 2012; Littlejohn & Foss, 2010). With the advent of the internet, social media has emerged as a prominent tool for political engagement in recent years. The accessibility of social media platforms to a broad audience provides all political actors with the opportunity to utilize these platforms for their respective political agendas employing agenda-setting techniques. Agenda-setting theory posits that the media does not directly dictate what we think but rather organizes our thoughts concerning what to think.

Social Media as Public Opinion

If public opinion is considered a 'contested and malleable concept' (Herbst, 1995), then it is crucial to understand how public opinion is constructed, especially by elites such as journalists who reflect our opinions through news coverage, to effectively practice democracy. However, the meaning of public opinion is contingent: 'The social climate, technological environment, and communications environment of any democratic country together determine the way we think about public opinion and the ways in which we measure it' (Herbst, 1995).

The emergence of social media is an important aspect of today's hybrid media systems (Chadwick, 2013), which focus on the interaction between political actors, the media, and the public. These shifting dynamics, and the communication technologies that enable and support them, necessarily reorganize the social, technical, and communication contingencies upon which public opinion is formed. Social media enables a more public, relational, and time-sensitive representation of public opinion. Political opinions expressed on social media are inherently public and relational because they are openly expressed to or for an audience. Due to its conversational nature, social media represents a public and collective arena where public opinion manifests, like public gatherings or citizen groups (Anstead & O'Loughlin, 2015). As a critique of modern public opinion surveys, Blumer (1948) argued that individuals form opinions through social interactions, which cannot be captured through personal surveys of individuals. If surveys measure anonymous attitudes expressed in isolation, then social media data offers a way to recapture the relationality of public opinion (Nuridin, 2020). Quantifiable metrics such as likes and replies are measures of interactions between individuals, while posts such as tweets or comments can be understood contextually based on audience perceptions. In addition, opinions expressed on social media extend the timeline of socially constructed public opinion. Both surveys and social media analysis offer a snapshot of attitudes at a given moment, but social media offers higher temporal sensitivity in measuring public sentiment due to its ability to capture public expressions and reactions to political events as they happen, literally minute by minute. This increased temporal sensitivity also allows for further specificity in assessing specific publics, such as viewers of televised political events (Gil de Zúñiga & Liu, 2017). Social media data, especially in quantified form, provides journalists with many of the same tools as opinion polls. Social media data and metrics offer an easy storyline for journalists to drive political news. To the extent that data is provided by social media companies to news outlets (Kreiss and McGregor, 2017), social media data also provides journalists with near-instantaneous metrics to measure political winners and losers, fulfilling news values such as timeliness and conflict, while working to support horse race-style coverage. Social media data can also be used by journalists to counter politicians' attempts to control the political narrative (McGregor, 2019).

RESEARCH METHOD

This research utilizes a mixed-method approach by combining quantitative and qualitative methods within a single study (Creswell, 2012). Mixed methods were chosen because the researcher believes this approach can offer a deeper understanding and facilitate data-driven analysis, thereby enhancing the research outcomes (Aldilal et al., 2020). Mixed methods

research entails blending or integrating both qualitative and quantitative methodologies. It encompasses philosophical assumptions, the utilization of qualitative and quantitative approaches, and the integration of both methods in a study. Therefore, it goes beyond merely collecting and analyzing both types of data; it also entails employing both approaches concurrently to enhance the overall robustness of a study compared to either qualitative or quantitative research alone (Creswell & Clark, 2017). Quantitative methods are employed to assess the network from a statistical perspective at the actor level, utilizing indicators such as Degree Centrality, Closeness Centrality, Betweenness Centrality, and Eigenvector Centrality. At the system level, this approach examines the extent of the communication network's distribution of #AniesPresidenRI2024 messages through metrics including modularity, centralization, diameter, density, and reciprocity (Eriyanto, 2014). Netlytic.org is utilized in conjunction with Gephi software to analyze interaction patterns within the communication network. Netlytic and Gephi can automatically generate network chains based on Twitter account names, thereby producing data suitable for analysis at both the system and actor levels (Utami et al., 2021). Qualitative methods are utilized to describe and explain social networks and their structures by employing text analysis to discern trends and communication patterns within the networks (Harder et al., 2015). This study explores how public opinion is shaped through hashtags on Twitter, specifically focusing on the phenomenon of the hashtag #AniesPresidentRI2024 from the perspective of Agenda Setting theory. The research encompasses seven stages, including: 1) Problem identification; 2) Collection of primary and secondary data; 3) Data processing; 4) Network modeling; 5) Analysis of network properties; 6) Examination of public opinion using Agenda Setting theory; 7) Drawing conclusions. Data collection took place from October 8 to 13, 2022, approximately one month after Anies Baswedan was declared a presidential candidate for the 2024 election by the Chairman of the NasDem Party. The sample dataset comprised 2,500 tweets from 1,433 distinct users.

DISCUSSION

The hashtag #AniesPresidenRI2024 became a trending topic on Twitter several times after Surya Paloh officially declared Anies Baswedan, former Governor of DKI Jakarta, as a presidential candidate for the 2024 election at the Nasdem Tower in Central Jakarta (Dirgantara, 2022). On social media, a hashtag is metadata used to index and discover topics (Garcia & Cunanan-Yabut, 2022). This hashtag creates a community, where social media users who do not know or follow each other can discuss the same topic, even with similar attitudes, in the online world (Bruns & Burgess, 2012). The following is the

communication network of #AniesPresidenRI2024 taken using Netlytic software from October 8 to 13, 2022, more than a month after Anies Baswedan was announced as a presidential candidate for the 2024 election by the Chairman of the NasDem Party. The sample data used consists of 2,500 tweets from 1,433 different users.

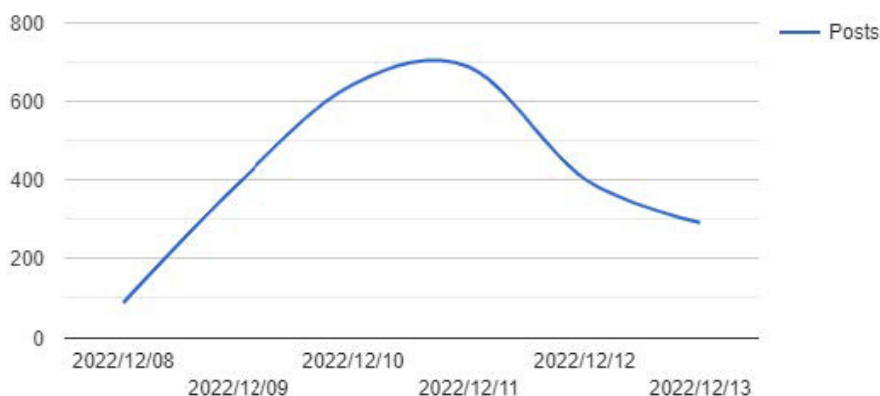


Image 1. Movement of #AniesPresidentRI2024 on December 08-13, 2022
 (Source: Data processing results with Netlytic.org, 2022)

Of the 2500 sample tweets used in the analysis related to #AniesPresidentRI2024. The frequency shows that on December 08, there were 86 tweets, on December 09, there were 86 tweets. December saw 391 tweets, the 10th December there were 643 tweets, the 11th December 688 tweets, December 12, 402 tweets and on December 13, 290 tweets. With a total sample of 2500 tweets. Apart from the number of posts, this Hashtag can also be observed from the network structure as shown in Table 1.

Table 1. Network Structure

No	Analysis	Data
1	Diameter	4
2	Density	0.000747
3	Reciprocity	0.008259
4	Centralization	0.413200
5	Modularity	0.235600

Source: Data Processing Results with Netlytic.org 2022

The diameter shown is 14 Diameter is a distance which is the furthest an actor can go to interact with another actor. Density and reciprocity indicate the density and reciprocity of groups within a communication network. The #AniesPresidentRI2024 network has a low-density value, which means that the interaction of most Twitter account users on the #AniesPresidentRI2024 Hashtag is only limited to one-way mention, retweet and reply activities to certain actors. Meanwhile, actors who have many relationships do not reply or mention in response to the interactions given. This shows that the digital opinion movement on #AniesPresidentRI2024 is aimed at only one direction. as the existence of support messages related to Anies Baswedan's candidacy as President of the Republic of Indonesia in 2024. Density can be increased if the interaction between actors is getting closer, marked by activities that show mutual interaction such as replying to mention messages on Twitter so that communication is two- way. Centralization is a depiction of concentration in a communication network on several actors. At network #AniesPresidentRI2024 interesting because the results of relatively high centralization (0.413200) indicate that there are dominant actors in social media who direct the content of Twitter conversations to users and the communication network is also centered on certain actors.

Meanwhile, the relatively high modularity with a value of 0.235600 indicates that there are important actors in the clusters. The data in Table 1 shows that #AniesPresidenRI2024 has successfully carried out a digital opinion movement among Twitter citizens who want to show the existence of a message of support regarding Anies Baswedan's candidacy as President of the Republic of Indonesia in 2024. The low density and high centralization in the analysis of the hashtag #AniesPresidenRI2024 indicate that interactions among Twitter users related to the hashtag are likely limited. This means that conversations and discussions within the #AniesPresidenRI2024 hashtag are influenced by dominant actors or specific groups, resulting in a narrower range of opinions and perspectives. The high centralization within the #AniesPresidenRI2024 hashtag indicates the presence of a dominant actor playing a significant role in directing the conversation and shaping opinions associated with the hashtag. This dominant actor may have considerable influence in determining the direction and narrative of the discussions taking place on social media.

Actors in the #AniesPresidentRI2024 Digital Opinion Movement Network

There are four assessment indicators in determining an actor in a communication network, including: (1) Degree Centrality, (2) Centrality of Closeness Centrality, (3) Betweenness Centrality, (4) Eigenvector Centrality. Degree centrality shows actors with their level of popularity in a network. Closeness centrality is the closeness that occurs between actors

involved in a network by contacting or being contacted by other actors. Betweenness centrality is a marker of an actor’s position with other actors if it has the highest value in a communication network. Meanwhile, eigenvector centrality describes important or popular actors in a communication network characterized by their relationship with other actors.

Table 2. Actor Degree Calculation

Actor	Degree	Indegree	Outdegree
aniesmania	1154	1153	1
Shalihin_nad	41	29	12
Bejoaja93664427	23	15	8
pendozatobat	20	0	20
abdulrachim88	19	18	1
dfighter_____	18	17	1
hazhasibuan	17	17	0

Source: Data Processing with Gephi Software, 2022

Table 2 shows that in a communication network, there are one dominant actor, namely @aniesmania, while other actors only have a small communication network and have a large difference with the actor @aniesmania. The greater the total degree, the more dominant the actor is. Dominant actors have a greater number of indegree scores than outdegree. The high number of indegree scores means that the actor has a high level of degree. Digital campaigns are generally led by certain actors or social organizations. It is designed to invite social media users (netizens) to be involved in a social movement campaign (Lindner & Riehm in Eriyanto 2019). Though, digitally, social media users in this campaign have a clear, spontaneous goal to express their opinion by interacting with each other without encouragement or control from an actor (Prihantoro et al., 2021).

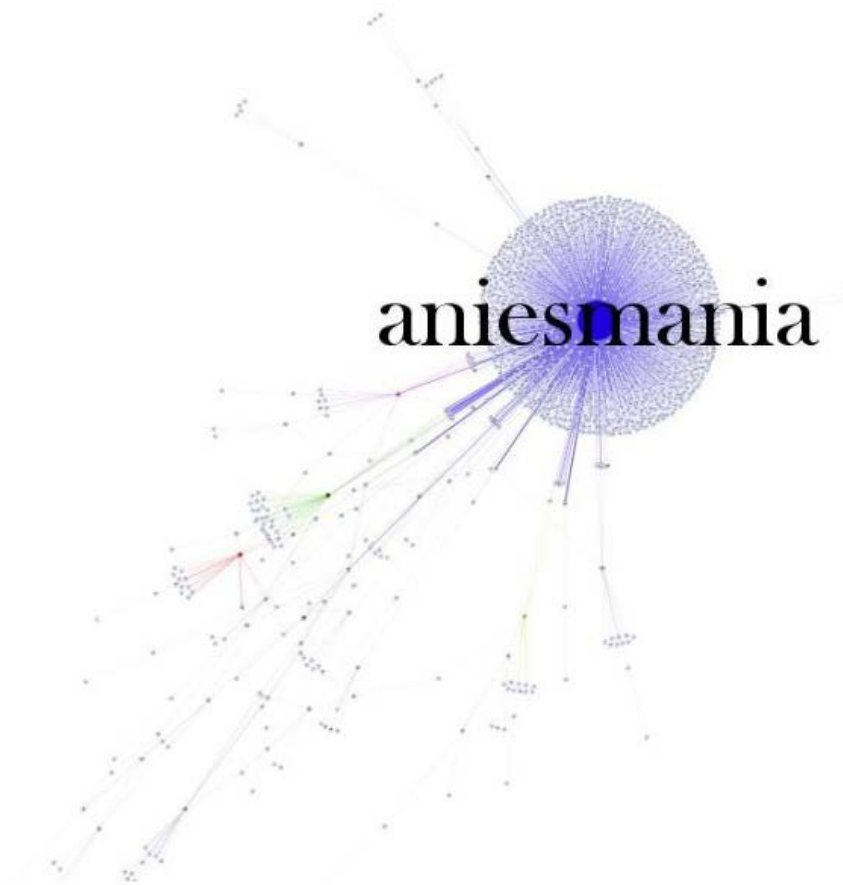


Image 2. Network Visualization on #AniesPresidentRI2024
Source: data processing using Gephi Software, 2023

Popularity in a communication network and the actor is accessed, contacted by Twitter users in the communication network. Meanwhile, the highest number of Outdegree indicates that the actor has a level of popularity in a communication network to contact, access, or reply within the communication network. To be able to reach out to all actors in the communication network, it is necessary to have a closeness between the actors. Table 2 shows that in a communication network, there are one dominant actor, namely @aniesmania, while other actors only have a small communication network and have a large difference with the actor @aniesmania. The analysis results indicate that the presence of a dominant actor in a communication network can influence the dynamics of digital opinion dissemination and the accessibility of other actors within the network. The digital opinion is relatively not freely spread due to the presence of dominant actors.

Public Opinion Formation Through Twitter Social media

The public refers to a group of individuals who share common interests and concerns regarding a particular issue. It is important to note that the public is distinct from the general public, as it is defined by the specific issue being faced and discussed by the interest group, leading to the development of opinions and perspectives on the matter. The term public is controversial, and there is a process of discussion within it. Opinion thoughts, feelings, and proposals expressed by private citizens against policies taken by government officials who are tasked with achieving social order in situations involving conflicts, disputes, and disagreements about what to do, and how to do it (Riswandi, 2009).

Public Opinion related to the issue of Anies Baswedan’s candidacy as President of the Republic of Indonesia 2024 also often appears on social media, one of which is Twitter, the Hashtag #AniesPresidentRI2024 has often become a trending topic in the days since Anies Baswedan was declared as a presidential candidate for the 2024 presidential election Cby the Chairman of the NasDem Party. Figure 3 for example shows that in the time span of December 08-13, 2022, the sample of tweets using the Hashtag #AniesPresidentRI2024 was 2,500 in total.

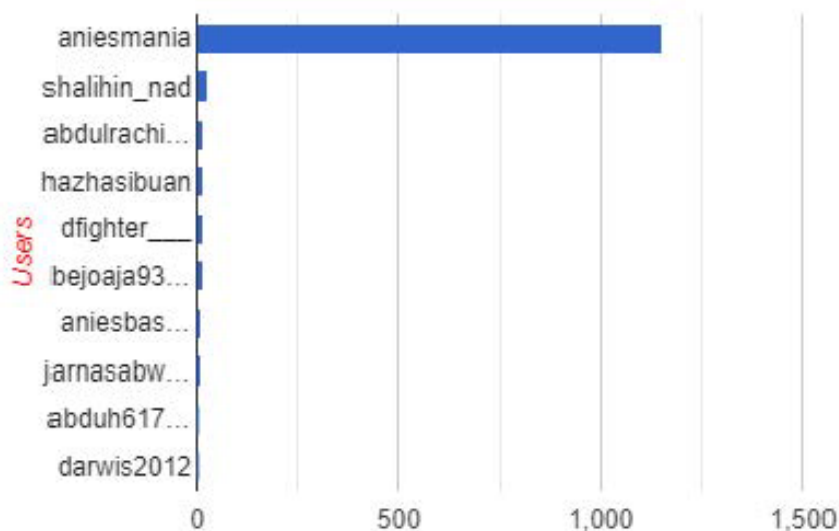


Image 3. Number of Tweet Networks
Source: Data Processing using Gephi Software

#Anies #AniesBaswedan **#AniesPresidenRI2024**
Anies Bandara Baswedan berjumpa Buton Darah dibayar disambut dll Erina foto Gak
 hadir Hasanuddin Indonesia kemajuan Luwu Makasar masyarakat Membludak meneriakinya
 menyerah mudah Pangkep Papua pejuang perbaikan Persija perubahan Presiden Pulau
 Puluhan RI ribu ribuan sambut Selayar semangat Sukarela Sultan udah warga !! ❤️ ID 😊
 😊

Tweeted by one account with a total tweet percentage of 1534 tweets, namely the @aniesmania account. Followed by @Shalihin_nad account with 41 tweets and followed by other accounts namely @Bejoaja93664427 and @pendozatobat. With the number of selections that are very much different from the first account @aniesmania which is ranked first. In analyzing the content of tweets using the #AniesPresidentRI2024 Hashtag through netlytic.org, there is the same tweet narrative and has a repetitive network. Among others,

“Anies Baswedan for Change, Improvement, and Progress ID #Anies #AniesPresidentRI2024”

written by the @aniesmania account has a total of 106 Retweets and 527 Likes. Then

“The blood of warriors does not easily give up with the situation and continues to be enthusiastic for change, improvement, and progress ❤️ ID #Anies #AniesPresidentRI2024”

written by the @aniesmania account has 134 Retweets and 512 Likes.

“Overflowing < p Mr. Anies arrived at Sultan Hasanuddin Airport, Makassar to be greeted by thousands of residents who shouted at him: President! President! #Anies #AniesPresidentRI2024”

written by the @aniesmania account has 433 Retweets and 1,732 Likes. Lastly, the tweet

“Such a sweet welcome from the Papuan people to Pak Anies who just arrived ❤️ ID #Anies #AniesPresidentRI2024”

written by the @aniesmania account has a total of 118 Retweets and 574 Likes.

A word cloud analysis was conducted to identify frequently expressed words regarding #AniesPresidenRI2024. In several word cloud analyses, each sentiment was compared to show commonly used words in tweets with positive or negative sentiments (Wijaya et al., 2021). The largest and most extensive network of tweets using the hashtag #AniesPresidenRI2024 was written by a single account, @aniesmania, with tweet content containing positive words and praises for Anies Baswedan. This illustrates how a single account, @aniesmania, has played a significant role in disseminating positive opinions and praises for Anies Baswedan, thereby influencing the overall narrative regarding his potential candidacy for the Indonesian presidency in 2024. Additionally, the analysis revealed that within the communication network related to the #AniesPresidenRI2024 hashtag on Twitter during the period of December 8-13, 2022, there was a tendency towards public opinion that was more supportive and favorable towards Anies Baswedan. As seen in Figure 4, among the 30 most dominant words in the 2,500 tweet samples, the top 10 words found in these tweets were words of praise and positive expressions. In the word cloud of tweets containing positive sentiment, it can be observed that frequently used words include: #AniesPresidenRI2024, #Anies, Anies, Welcomed, Overflowing, Pangkep, Change, Improvement, President, and Citizens. This indicates that within the communication network related to the #AniesPresidenRI2024 hashtag on the Twitter social media platform during the period of December 8-13, 2022, there was a tendency towards a higher public opinion to provide support and positive impressions for Anies Baswedan as a presidential candidate for Indonesia in 2024. In each word cloud, it can be observed that each sentiment contains words with opposite meanings. For example, tweets with positive sentiment contain words with positive meanings such as “welcome,” “change,” and “goodness,” while tweets with negative sentiment contain words with negative meanings such as “paid” and “surrendered.”

Agenda Setting Theory

Public opinion and agenda setting theory are related, specifically when the mass media create or package various information, rumors, issues, or news phenomena and then convey them to the public, it will automatically generate public opinion (Korniawan, 2020). Above findings indicate that the hashtag #AniesPresidentRI2024 contains predominantly positive news and information elements related to supporting Anies Baswedan’s candidacy as President of the Republic of Indonesia in 2024. The purpose of this hashtag, as indicated by the data, is to influence and organize public opinion by fostering discussion within it on Twitter. It has indeed become a trending topic on the platform. However, within the

communication network regarding #AniesPresidentRI2024 on Twitter during the period of December 08-13, 2022, one dominant actor emerges, namely @aniesmania.

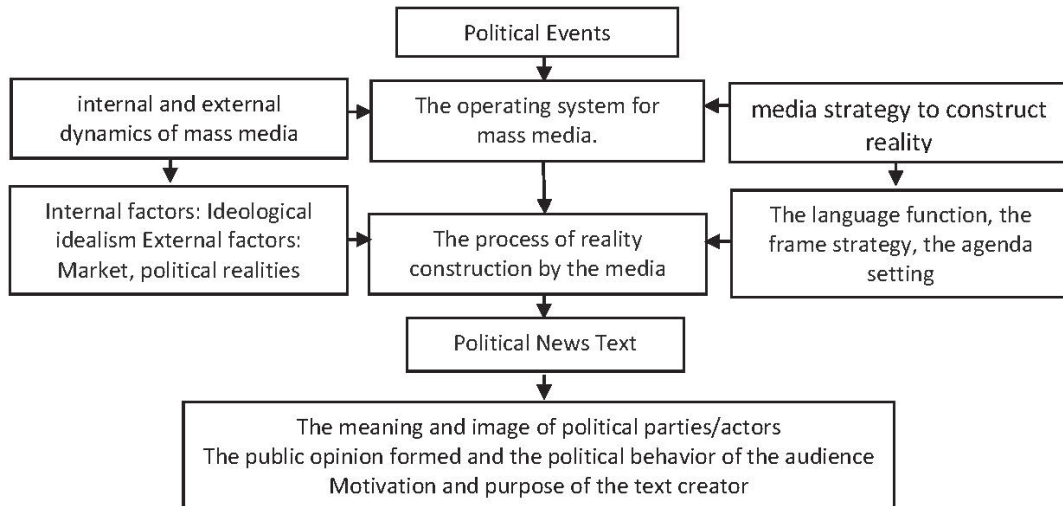


Image 4. The Mechanism of Media Work in Forming Opinions.

Source: (Hamad, 2004).

Globally, the explanation of the chart is as follows: The process of political news always begins with political events, involving both political organizations and political actors. The formation of political reality and certain images depends on the factors of the existing mass media system (Hamad, 2004). The hashtag #AniesPresidentRI2024 emerged on the social media platform Twitter after Surya Paloh, chairman of the Nasdem Party, declared Anies Baswedan as a presidential candidate. The main actors behind #AniesPresidentRI2024 attempted to shape positive perceptions of Anies Baswedan by displaying word clouds that portrayed supportive sentiments for his candidacy as President of the Republic of Indonesia in 2024. A politician's image is constructed on social media through various approaches, both positive and negative. The hashtag #AniesPresidentRI2024 on Twitter reflects how an issue or support can go viral and garner widespread attention through social media, highlighting the role of social media in agenda setting, where certain topics can capture public attention due to their popularity on the platform. The process of agenda setting in campaigns or elections occurs in almost all countries (Astari, 2021), whether it happens overtly and on a massive scale, or covertly and less extensively.

The use of media as a propaganda tool by government institutions was prevalent during the 18th and 19th centuries. Politicians and governments of that era recognized the significance of media as a means of propaganda and other persuasive tactics to maintain or bolster their authority. To achieve this objective of societal control, they initiated the creation, establishment, and funding of media outlets, particularly newspapers, to disseminate various forms of information. Consequently, these media platforms evolved into battlegrounds for shaping public opinion on social, political, and religious issues (Choiriyati, 2015). Furthermore, topics aligned with predetermined agendas can also be introduced through politicians' social media accounts, which are then amplified by mainstream media coverage. Mass media plays a crucial role in the agenda-setting process, acting as a significant disseminator of information and garnering trust from its audience. Agenda setting not only brings attention to general issues deemed important but also determines which aspects of these issues are considered significant (McQuail, 2011). On the other hand, social media platforms assist mass media in news dissemination. Discussions initiated on social media platforms facilitate the rapid spread of news, allowing for immediate assessment of the success or failure of agenda setting efforts. In the context of modern political campaigns, both mass media (such as newspapers, television, and radio) and social media play pivotal roles in shaping public opinion and setting the political agenda. While traditional mass media outlets have extensive reach and serve as primary sources of information for the public, social media platforms like Twitter have gained increasing influence in recent years, contributing significantly to information dissemination and opinion formation.

CONCLUSION

In the communication network related to the hashtag #AniesPresidentRI2024 on Twitter during the period of December 8-13, 2022, a dominant actor emerged, namely @aniesmania. This study concludes that opinions formed through tweets using the hashtag #AniesPresidentRI2024 and displayed in the word cloud contain predominantly positive sentiments, resulting in greater public support and a positive impression of Anies Baswedan as a potential candidate for the Indonesian presidency in 2024. Discussions and issues on social media facilitate the rapid dissemination of news and information, thus enhancing the agenda-setting effect on the formation of public opinion and a positive image in the context of the hashtag #AniesPresidentRI2024. The emergence of the hashtag #AniesPresidentRI2024 on the social media platform Twitter occurred after the declaration of Anies Baswedan as a presidential candidate by Surya Paloh, chairman of the Nasdem Party. The main actors behind #AniesPresidentRI2024 attempted to shape positive perceptions of Anies Baswedan by

displaying word clouds that portrayed positive support for his candidacy as President of the Republic of Indonesia in 2024. A politician's image is constructed on social media through various approaches, both positive and negative. The hashtag #AniesPresidentRI2024 on Twitter reflects how an issue or support can go viral and receive widespread attention through social media, illustrating the role of social media in agenda-setting, where certain topics can capture public attention due to their popularity on the platform. The data analyzed originated from Twitter users who utilized the hashtag #AniesPresidentRI2024. This may introduce a bias in the sample as it only represents Twitter users interested or active in discussing the topic. Users who do not use or are not interested in the hashtag will not be reflected in the data, thus diminishing the representation of the entire Twitter user population. This study only utilizes a relatively small sample of data because it is confined to the period of December 8-13, 2022. Therefore, it is hoped that future research will analyze a more extensive timeframe to comprehend how public opinion evolves over time and how the use of certain hashtags can influence public views in the long term.

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