

Digital Movement Opinion Against the Hashtag #KTTG20 on Twitter

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ABSTRACT

Keywords

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Analysis on the hashtag #KTTG20 with the period during the 2022 G20 Summit presidency. The phenomenon of the hashtag as a media campaign for the G20 Presidency event, Twitter users can cast opinions in the form of tweets and seek information via the hashtag #KTTG20. This research uses the Digital Movement Opinion (DMO) and the NVivo 12 Plus data processing application to analyze the issues and topics discussed at the G20. The results from this study indicate that eight major issues have massive quantities in the discussion of issues. This also divides social media users into two sides, the public, who are pros and cons with this activity. Apart from that, buzzer accounts are dominating, spreading information successively, and interacting with accounts that are considered to be the opposite of their group.

1. Introduction

Group of Twenty (G20) is a major forum for international economic cooperation consisting of the world's largest economies from 19 countries and 1 European Union institution, one of the members of the G20 group is Indonesia. Because the G20 consists of many countries, the presidency or host of the G20 event is determined at the Summit (Summit) using the basis of regional rotation, which continues to change every time. In 2022, Indonesia was chosen as the host for the G20 Summit because Indonesia is the third largest democracy in the world that has experience in solving the problems of the economic crisis in Asia in the late 1990s.

The implementation of the G20 in Indonesia became the central discussion regarding issues related to economic and monetary issues after the COVID-19 pandemic (Nurjannah et al., 2022). Discussion regarding post-pandemic economic recovery, in more detail, the G20 Summit focused on related themes of economics and finance, fiscal policy, monetary, investment, infrastructure, financial regulation, financial inclusion, and international taxation.

Today's media originates from the public's desire to facilitate their mobility; the sense of comfort in this convenience causes dependence, which triggers the public to develop the technology. New media includes digital media, such as the internet and the development of social media (Chun & Keenan, 2006). In the era of the spread of new media, such as social media, the implication is the dissemination of information massively and quickly (Star & Bowker, 2006). So that became a strong reason when the hashtag #KTTG20 immediately became a trending topic on Twitter when Indonesia was announced as the next host. This also indicates that new media gives significance to the exchange of information with massive intensity between media users (Straubhaar, 2000).

This phenomenon gave rise to the hashtag #KTTG20 as a media campaign for the G20 Presidency event. Twitter user express opinions in the form of tweets and seek information through trending topics on Twitter using the hashtag #KTTG20. This is because hashtags can be used to convey opinion messages freely without mediation from various parties (Barisione & Ceron, 2017). The message conveyed in hashtags related to the public is a form of a campaign to allow content to become viral

(Jackson & Foucault Welles, 2015). Therefore, hashtags are considered the best way to distribute informational messages on the Internet (Fedushko et al., 2019).

Movements using hashtags to provide certain information on social media are designed to invite other social media users to engage in social movement campaigns and be aware of certain information (Irawan & Usman, 2021). This movement is known as the Digital Movement Opinion (DMO). DMO is a movement to follow technological developments, especially new media on social media, by spontaneously creating virtual networks between users with one commenting on existing problems (Barisione & Ceron, 2017).

DMO is usually driven by emotions such as compassion and empathy (for supporting movements) or anger (for protest and opposition movements) toward the intended party, which is conveyed directly without mediation (Tjahyana, 2020). The use of social media is spontaneous and becomes a medium for channeling the expressions and opinions of social media users. One of the media used in conveying digital opinions is Twitter. Twitter is the right tool for digital opinion movements to convey opinions directly to the intended parties without having to mediate. Researchers are interested in analyzing public opinion regarding DMO by utilizing the hashtag #KTTG20 via Twitter.

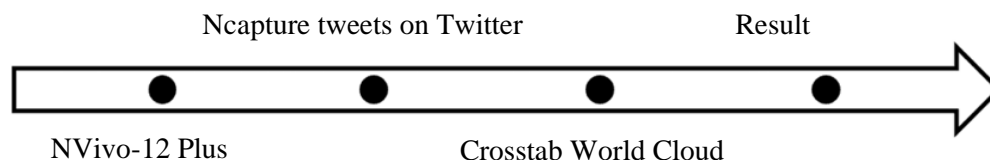
In general, there are two goals that the government wants to produce in the G20 forum, namely to improve the quality of commodities according to the demands of the international market so that they have competitive value with similar products in the global market. In addition, in the economic field, the G20 Summit activities had a good impact on Indonesia by moving the sectors that oversee the economy in Indonesia, such as tourism and culture; this was also supported because the implementation of the Presidency activities was carried out in Bali, Indonesia (Hermawan et al., 2011). The G20 presidency has also brought Indonesia to succeed in contributing US\$533 million, or approximately IDR 7.6 trillion, to Indonesia's GDP (Tobing et al., 2022).

Previous research was conducted by (Nugraha et al., 2022), which discussed the analysis of networks formed through the #G20Indonesia hashtag. With the result that the #G20Indonesia hashtag was not maximized, the @g20org account is the official account of the organizing committee.

This research is different from previous research because this research focuses on positive and negative sentiment analysis using the Social Network Analysis on the hashtag #KTTG20 with the research period from the handover of the presidential leadership in December 2021 to December 2022 after the end of the presidential activities in Indonesia.

2. Method

This research is qualitative research with a case study approach. Qualitative research is research that is descriptive and tends to seek meaning from the data obtained from the research that has been done. The case study approach searches data in depth, in detail, and in detail according to research needs. The case study used to carry out this research is a case study related to the hashtag #KTTG20 which became a public conversation on Twitter.



In this study, the author's data were not made by either field observation or interviews. The data used comes from the results of literature studies, news, journal articles, and various other written sources to support this research related to Digital Movement Opinion at the G20 Summit. Furthermore, secondary data in this study also refers to data in the form of Twitter tweets that use the hashtag #KTTG20. The author uses the concept of Social Network Analysis which is assisted by utilizing the Nvivo 12 Plus application to collect and visualize data. After the researchers conducted the data coding process on Twitter tweets with the hashtag #KTTG20 using Ncapture, the data was visualized using Nvivo 12 plus. There are three features that the author uses from Nvivo 12 Plus, including Crosstab analysis and Word Cloud analysis.

3. Result and Discussion

This research obtained data related to tweet activity from Twitter users. In this section, the author will present data obtained from the findings that have been carried out from various sources.

As described in the method, the authors use the concept of social network analysis assisted by the Nvivo 12 Plus application to collect and visualize data. Previously, researchers carried out the data coding process on Twitter tweets with the hashtag #KTTG20 using Ncapture and will be processed using the Nvivo data processing application.

In the first process, the author performs a Crosstab Query analysis or groups data types according to the topics and arranges discussion directions. The code is entered in the form of text data and numeric data to identify the same variables and data patterns formed by the existence of similar sentences earlier. Second, researchers conducted word cloud analysis to find words often appearing in the discussed hashtags. This also makes it possible to find out which actors voice tweets on Twitter with the most average traffic levels. Researchers have looked at 1,029 tweets on Twitter related to the hashtag #KTTG20.

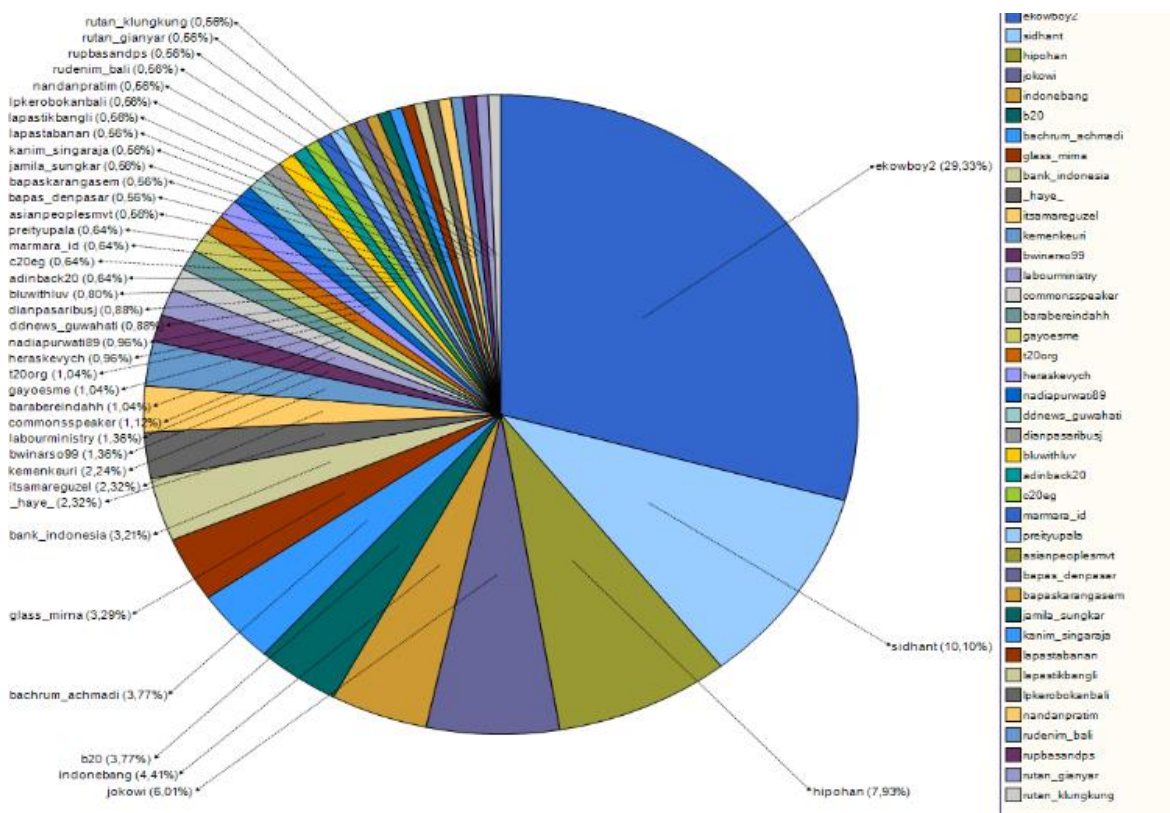


Fig. 1. Hashtag Percentage Chart #KTTG20

From the data obtained using Ncapture, the number of tweets with the highest average traffic is held by @ekowboy2 (29.33%), followed by @sidhant (10.10%) and @hipohan (7.93%) and then followed by @jokowi (6.01%), @indonebang (4.41%), @b20 (3.77%), @bachrum_achmadi (3.77%), and @glass_mirna (3.29%).

The first data is the result of manual coding by classifying topics using certain keywords, and researchers do this to find out the number of tweets with different topics. After coding a total of 1,039 tweets, there were eight keyword topics discussed in the tweets with the hashtag #KTTG20. In addition, the researcher also classified keywords that lead to sarcasm or forms of tweets from opposition parties and can be categorized as positive and negative.

Figure 3.4 shows negative sentiment (contra) word cloud data for G20 activities taken from the hashtag #KTTG20 on Twitter. Words that are often used are "g20", "Indonesia," "country," "perception," "index," and "people" this is also indicated by sentences that contain negative affirmations, namely "corruption," "disaster," "prohibited," "ott," "glorification," "opposite" and other supporting sentences.

The results of this study directly intersect with the research objectives, namely to find positive and negative sentiments on the hashtag #KTTG20 on Twitter with the concept of Social Network Analysis through the Nvivo 12 Plus application as a data processor. This research shows that social media Twitter has a significant position in disseminating information, and it is effortless to make opinions that are brought to the public. The results from this study indicate that from the discussion of issues, there are eight issues that have a massive quantity on social media.

This research provides new knowledge regarding social media. *Twitter* is a place that is quite sacred for carrying out social opinion movements, especially using the hashtag #KTTG20. This is also supported by the existence of many sentences that lead to the digital opinion movement. The movement of public opinion is always motivated by events in an area inhabited by certain groups. A movement pioneered by individuals and mobilized spontaneously from the public masses, this concept is observed from the behavior of virtual actors who go according to what they want to achieve, namely making theoretical understanding, dividing groups, elaborating public opinion, and understanding the development of collective action that has a wider network but is individual (Prihantoro in (Susilowati & Sukmono, 2021)).

This also divides social media users into two sides, the pros, and cons public. The phenomenon of pros and cons of this activity cannot be separated from the role of the buzzer or buzzer. This arises because the tweets are dominated by buzzer accounts that spread information successively and also carry out interactions that contain attacks on accounts that are considered to be the opposite of their group.

The buzzer is the interpretation of cyber actors who carry out word-of-mouth activities or informal communication between private parties regarding the evaluation of goods and services (Anderson in (Mustika, 2019)). According to (Rinaldi Camil, 2017), the buzzer has general characteristics, including having an extensive network, writing persuasively and being able to grab audience attention, having special skills in producing content and packaging information, and having a journalistic background.

The buzzer then splits, voicing the tweets according to their respective roles. The pro buzzer glorifies with the words "dukung", investor," "sukses", "baik", "kontribusi", "pemerataan", "stabilitas", "mengatasi", "positif", "capaian", "strategis", while the buzzer cons use the phrases "corruption", "bencana", "dilarang", "ott", "glorifikasi", "kebalikannya" and other supporting sentences.

The sentence uttered by the buzzer is called propaganda. They are competing to bring people's belief in something. Propaganda has the same form as other forms of communication; it is also the same in terms of methods, media, characteristics, and elements of communication (Nurudin, in Zakiyuddin, 2018). According to him, one of the striking forms of propaganda techniques is the actor using a bad name or something that has a negative connotation toward the intended opponent.

Several times the buzzer on the hashtag #KTTG20 uttered sentences containing negative connotations by making a play on the names of government actors and buzzers that were pro-government. The phrase "achieved" is attacked with "glorification." Besides that, several buzzer tweets contain positive connotations, namely "equality," which is attacked with the phrase "the opposite," which indicates a counterattack from the buzzer against the government.

4. Conclusion

Based on the research results, the hashtag #KTTG20 in the period December 1st 2021 - November 30rd, 2022 shows an enthusiastic public response to the G20 Presidency's activities. With a sample of tweets taken by researchers, it shows that the G20 can provide a broad space of opinion for the public, with different responses from each individual/group, of course.

To get maximum results, future researchers can conduct research related to public opinion on the results that have been discussed in the presidency and the impact on society after this presidential

activity; this is to find out how successful the presidential activities were yesterday and can be of benefit to the public, especially the Indonesian people as masters House.

5. Acknowledgement

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