

# NETNOGRAPHY STUDIES IN INDONESIAN AND INTERNATIONAL YOUTUBE COMMUNITY AT 411 RALLIES IN JAKARTA

**Dani Setiadarma & Mariko Rizkiansyah**

*Bina Nusantara University, Jakarta, Indonesia*

dsetiadarma77@gmail.com; mariko.rizkiansyah@gmail.com

---

## Abstract

*This study aims to find how online users interpret the 411 rallies in Indonesia either from international or national community in YouTube. The long-term goal of this study is to discover how the characteristics of meaning and commentary on the international and national community. While the specific target in this research is to find how the construction of opinions constructed by the campaign team of Jakarta governor's candidates and the citizen's response to 411 rallies. The study is using netnography analysis from Robert Kosicki, because netnography is able to dissect the meaning of the existing community in online media. The data comes from the YouTube selected based on the title of the demonstration case on 4 november 2016 in Jakarta. The data is titled "Documentary 411, Jakarta - Indonesia" and "Indonesia: Thousands rally against blasphemy in Jakarta". After going through the process of data selection, then the data will be analyzed using Kosick's netnography method to find out how the Youtube community define rallies from the impressions on YouTube. The results of this study are expected to add insight in the field of meaning object in the online media, especially on netnography method.*

**Keywords:** *Community, Netnography, 411 Rallies, Youtube*

---

## INTRODUCTION

Technological developments that are rapidly causing changes in media such as radio and television to adapt. Information equipment from radio and television to phone gadgets leads to continuous and unpredictable technological advancements to the extent that the technological changes cease. The effects of technological advances have an impact on the rapidly growing public demand for information and the ease with which people can comment. Internet as one means of technological development to answer the needs of the community will be the availability of information quickly. Speed and ease of access to information make people interested in using the internet as information seeker ases. The number of internet users in Indonesia from year to year continues to increase.

From data of internationals telecommunications union (ITU) reported 80 percent of people use the internet in developed countries while in developing countries, only about 40 percent of people use the internet. Meanwhile, 47 percent of the global community can already use the internet (Antara.com, 2016). According to the Association of Internet Service Providers Indonesia (APJII), the estimated number of subscribers and internet users so far and until the end of 2007 is in accordance with the following table:

Table 1. Growth of Internet Customer & Cumulative Users (cumulative) until 2014 (Detik.com, 2015):

Year	Customer	User
2014	22.113.000	81.000.000
2007	2.000.000	25.000.000
2006	1.700.000	20.000.000
2005	1.500.000	16.000.000
2004	1.087.428	11.226.143

Source: APJII

The change from analog to digital in the news production system creates a new space where the boundaries between the print media, radio, television and internet platforms are slowly eroded, causing the emergence of what is called media convergence (Aviles, JAG, & Carvajal, M, 2008) . Convergence between platforms is possible through the development of digital technology in the 21st century today (Tapsell, 2014). Jenkins and Mulligan in Tapsell state that today's digital technology and mobile devices push the media industry toward new directions in terms of integration, synchronization and conglomeration (Tapsell, 2014).

Through digitization, journalists are increasingly gaining the ease of sharing data (audio, visual and text) for use in elaborate content into a number of media platforms (Aviles, JAG, & Carvajal, M, 2008). One of the hallmarks of news in online media is online news can combine text, audio and video that can be accessed anytime and anywhere. According Fidler (Fiddler, 1997) merging multimedia in the online media is called as mixed media. The trend of media change toward media convergence takes place almost all over the world. The results of Duhe, Mormer and Chow (2004: 92) in south america show that nine out of ten television apply the concept of media convergence. According to Duhe et al, convergence occurs towards the same content and is propagated through a number of media platforms (print, television, radio and online media). The same is also found in Thurman and Lipton's research in England (Thurmon, 2008). The study shows that a number of media in the UK media has been using internet technology as the spearhead of news delivery.

The Youtube site was founded by Chad Hurley, Steve Chen and Jawed Karim on February 14, 2005 in California, USA. According to research from the comscore market, Youtube is the premier online video provider in the United States with 43 percent market share and more than 14 billion videos watched in May 2010 (Oreskovic, 2012). Youtube also said that about a total of 60 hours of video uploaded every minute and a third of a quarter of a billion came from outside the United States. The site also receives eight hundred million visits per month (Richmond, 2011) Youtube is currently its own media platform in broadcasting news. Many citizens use youtube as a tool to convey information. In 2011, when a tsunami disaster occurred in Japan, the majority of people around the world witnessed the disaster through cameras from Japanese citizens uploaded on the youtube website. 70 percent of traffic coming from outside the united states shows the enthusiasm of citizens in providing information or displaying audio visual content via youtube.

The demonstration 411 was a demonstration conducted by Muslims in Indonesia on 4 November 2016. The protest began with Jakarta governor Basuki Thaja Purnama mentioning the sentence in his speech to offend the Muslims. Spearheaded by Habib rizieq with the FPI organization, hundreds of thousands of Muslims gathered in front of the Jakarta governor's office. They demand justice for someone who throws a sentence to offend other religions to be tried by the government. The action began peacefully and in an orderly manner but late in the night there was a riot that left one dead and several wounded. The 411 rallies received considerable attention from both domestic and overseas media, giving rise to comments and opinions in understanding the event. Construction is

common in print and television. Similarly, the construction that occurs in production in youtube media but the audience's understanding of events is very diverse. Such understanding can be voiced in social media as an effect of free speech and influencing public opinion. Therefore, the purpose of this study is to know and compare how the Indonesian and international community in youtube understand the events of the 411 rallies in Jakarta.

The benefits of this research will be expected later to add insight in the concept of meaning made by viewers in online media. In its development, this research is also expected to provide input for the development and as the basis of the theories of media convergence, especially the theory of public opinion in the space of social media and the development of the use of research methods of netnography.

## **Literature Review**

### **Image in Politics**

In politics, influencing public opinion is very important. One aim to influence public opinion is to create a good political image. Political image will be related to public opinion and very influential on the results of voting in the system of direct election democracy by the community. Roberts says that communication does not directly lead to certain opinions or behaviors, but tends to influence the way audiences organize their image of the environment and that image affects the opinions or behavior of audiences (Arifin, 2003). Political leaders seek to control public opinion in various ways such as government policy, mass media control or through propaganda on the internet.

Political image is a picture of a person about political reality that is sometimes incompatible with the real reality. So that political image can be an artificial reality formed by the media or a group of people in communicating to groups and communities. Based on that imprecise image and often deviate from reality then comes stereotypes. Arifin said the stereotype was processed, organized and stored as political information by audiences, which subsequently formed an inappropriate political image for politicians (Arifin, 2003).

### **Propaganda in social media**

Propaganda simply refers to the control of opinions with important symbols or speaks more concretely and less accurately through stories, rumors, news images or other forms of communication (Severin & Tankard, 2009). Propaganda is made in a planned way to raise the political image of the propaganda maker. So propaganda can also be defined as a technique for influencing human actions in giving a picture of the real reality into a false reality by providing true or distorted information. Presentation of information can be by using oral, text or audio visual.

Alfred McClung Lee and Elizabeth Briant Lee provide several categories to distinguish propaganda use techniques: Name Calling is a bad labeling of an idea-used to make us reject and condemn ideas without observing evidence.

Glittering Generality connects something with a good word - used to get us to accept and approve something without examining the evidence. Card Stacking includes the selection and utilization of facts or lies, illustrations or irregularities and logical or illogical statements to provide the best or worst case of an idea, program, person or product (Severin & Tankard, 2009). Along with the development of the Internet world, propaganda is not only done through radio or television. But propaganda also penetrated through the virtual world, especially in social media like facebook and Youtube.

The presence of the Internet as one of the mass media platforms provides an opportunity for everyone to become a communicator. In the comment space, any user can comment and read by the internet user community. Berger et al discloses 6 things that will always be related and accompany social communication via the internet (Berger, Charles R., Michael E. (Elwood) Roloff, David R. Ewoldsen (ed), 2010): (1) Reduced face to face communication and tend to decrease nonverbal expression which is already characteristic in interaction through writing; (2) Dealing with people who do not know the topic or with people who are part of the topic of discussion; (3) How to depict yourself and others through absolute anonymity, pseudonymity, nominal

identification or attempts to authenticate the qualifications of others; (4) When replying to messages that are out of sync; (5) Potentially reachable audiences are much larger than the number of individuals in traditional communications.

### **Buzzer politics**

The world of social media itself there are three important actors that need to be underlined, namely buzzer, influencer, and also follower as an important entity in forming issues and political preferences. Buzzer is simply understood personally or collectively that acts as a "brain" or creator of discourse to discuss netizens in cyberspace. Named as a buzzer because it deals with the task of buzzing an issue or discourse to be accepted and captured by the public as a construction of thinking. The task of uencer own infl u role as an early recipient and endorser of the issues and discourses exhaled by the buzzer.

Influencer is the task to simplify the discourse and the issue in a language that is simpler and easier to catch follower in a more concise and clear. Influencer is interpreted as the owner of an influential social media account that has a large number of followers, while the buzzer is understood by social media activists who create trending topics in social media networks with tags (#). Both play an important role in disseminating a wide range of important issues to a wide audience through social media. The follower is the dominant in the social media arena as the recipient of the last informant who received information from influencers (Wasisto Raharjo Jati, 2016).

### **World online community**

The development of the internet world through social media has changed the behavior of society. The pattern of everyday life has changed since the internet technology, the earth seemed to be a small village that never sleeps, all kinds of activities can be facilitated by internet technology (Oetomo, 2007). Due to the ease of communicating in the internet then social media also makes it easier for users (internet users) to create communities - communities. Burhan Bungin gives an overview of the interaction in the internet world as Cyberspace where there are people who inhabit and called cybercommunity. Although we do not see it yet we can see and feel it as a real reality (Bungin, 2007.).

Space Internet activity creates an Internet movement called Cyberactivism. The movement is done by middle-class people. So that political issues are often the reason in the movement of cyberactivism. There are three important stages in dissecting cyberactivism in the case of netizen netizens in Indonesia, namely the formation of political diskursu, the war of political discourse in the internet space and the instrumentation of the political movement (Wasisto Raharjo Jati, 2016). The difference of ideology and purpose in the middle class leads to various meanings in an issue so often the meaning of reality is actually an issue covered by other issues.

## **NETNOGRAPHY AS A RESEARCH METHOD**

The development of technology in the internet caused a change in research methods. Ethnographic research is known as research that records behavioral changes in society in certain communities and then developed in cyberspace communities. One of them is known as Netnography. Kozinets memebrikan definition in netnography as a form of research adapted from ethnography that contains experience of social world interpretation in internet. Netnography can be used as an observation of the global ethics and perceptions of information exchange and how the creation of knowledge and learning through the virtual world that is reflected in the community (Kozinets 2002).

Marketing research is generally using the method of Netnography to see how the meaning of online society to their products. But some other research also involves politics and netnography research. One example is Andersson (Andersson, 2013) who investigates how the political discussion in the youth community in the online world based on the selection of music and style of dress. He finds that the user is very fond of different political views with his discussion opponents. Another

study from Campbell (Campbell, 2007)) which examines how gay people comment on a news portal on gay specials. He found that the political debate in it came from various information points of view.

There are three differences between ethnography and netnography ie 1) entering the internet community 2) collecting data and 3) meaning that the community does to an event. In this study, researchers searched the data by observing through Youtube to sort out 411 action rallied videos from both Indonesia and internationally with the highest number of comments. The data is titled "Documentary 411, Jakarta - Indonesia" and "Indonesia: Thousands rally against blasphemy in Jakarta".

After collecting the data, Kozinets advises to streamline the data based on the level of engagement with online communities and netizen activities. There are four classifications: "Tourist" is a user with minimal interest and only ask questions. "Minglers" have a strong interest in the topic but lack of activity in the community. "Devotees" has a strong interest in the topic but only occasionally throws comments. "Insiders" have a strong interest in communities and topics and often deny or approve comments from other netizens (Kozinets, 2002) The next step of Netnography is data interpretation. The most important thing in data interpretation is the analysis on the verb or sentence of the comment data. Researchers can analyze the meaning of the comment and link the meaning of the sentence with the case to be researched in the discussion forum.

## RESULT AND DISCUSSION

### a. Analysis of comments on video "Documentary 411, Jakarta - Indonesia"

The documentary video entitled Documentary 411, Jakarta - Indonesia discusses how the situation at the time of the demonstration took place. Impressions started from the participants of the yell - yell protests followed by clashes between the police and the protesters and ended with audio oration Fahri Hamzah, one of the members of the MPR/ DPR. The impressions have been watched as many as 210 thousand more viewers and get comments as many as 417 comments until the airing on 30 August 2017.

At the level of data clarification according to Kozinets level, there is no category of Tourist as most of the viewers' know what is displayed in the video. the majority of categories are Minglers where viewers' have a strong interest in topics but minimal activity. This category only once issued a comment then not found an account with a similar identity in the next comment comments. Minglers are often found in comments like this:

*Fahrudin Pelor9 bulan yang lalu  
menangis melihat ini... semoga Allah SWT melindungi negeri ini,para ulama,para kyai,para  
ustad dan guru" kami...  
Kal Sel9 bulan yang lalu  
Ya Allah ... Jadikanlah kami pemenang di dunia dan di Akhirat  
wati forever899 bulan yang lalu  
SubhanAllah Allahu Akbar  
zahra zet9 bulan yang lalu  
masyaa Allah! Allahu Akbar!! :) :")*

Minglers are not much different from Devotters where their difference is only the level of activity in the community or the impressions. The minglers category, the viewer just throws the comment but then ignores the other comments. However for devotters, viewers write comments in their own comments or other people's comments but with minimal activity. Comment devotters can be seen in comment comments as follows:

*Yulianto indonesia2 bulan yang lalu  
moga azab menimpa para pelaku biadab si tentara zionis itu hmm  
Yulianto indonesia2 bulan yang lalu  
bikin geram melihat aksi anarkis si tentara zionisnya hmmm*

In addition to devotters and minglers, other categories that appear but not many are on insiders. In this category, viewers have a strong interest in the topic and they will comment on their own

comment field or even comment to refuse, argue or support comments from other viewers. The comments included in the insider category are as follows

*Rudi B. Rosidi*9 bulan yang lalu

*Hanya presiden penakut yang enggan menemui jutaan rakyat nya. Memalukan.*

*gerry hutama*9 bulan yang lalu

*Rudi B. Rosidi bukan penakut... ngga penting jga nangepin pendemo 4 nov.. mending nangepin proyek2 beaar buat kemajuan negara... drpada nangepin demo ga penting*

*Rudi B. Rosidi*9 bulan yang lalu

*Jokowi kangen didemo loh :)*

*Nezhara Chan*9 bulan yang lalu

*+gerry hutama tnp rakyat pk joko ga mungkin jd presiden, bkn krn proyek pk joko bisa jd presiden.*

*aditya kusuma*9 bulan yang lalu

*Bukan penakut.. tapi ini bukan masalah penting.. dan hanya kuat di unsur politis agar agar Ahok mundur dan tidak bisa jadi gubernur DKI.. Ahok lengser itu keinginan FPI dari dulu.. FPI selalu cari cara agar Ahok lengser.. Sorry aja ini kasus ga penting.. LEBAY..*

*Gladys Gladys*9 bulan yang lalu

*yang demo orang yang g milih jokowi*

*Nang S*9 bulan yang lalu

*Jokowi ga sadar klo disumpah jbatan pakai Al Quran..!!*

*Muhammad Farris*4 bulan yang lalu

*bukan takut, nangepin orang kayak gini gak penting*

*Erry Bastari*9 bulan yang lalu

*Untuk dicatat dalam sejarah bangsa, ini adalah kumpulnya manusia lebih dari sejuta karena ulah seorang bernama Ahok*

*trashcanbin*109 bulan yang lalu

*Sejuta dari mana? 300 rb aja gak ada :)) dagelan emg manusia2 bodoh disini buzzer utube*

*I One I One Asgar*9 bulan yang lalu

*trashcanbin*10 „tinggal tunggu harinya klo ahok tdk jg di hukum bkn satu juta lagi bahkan 10 jt biar kamu keinjak2

*Rantau Rasau*9 bulan yang lalu

*I One I One Asgar lebay..... lu kira indonesia punya nenek loe ? klo bs dibuktikan, mari qt kumpulkan massa yg suka sama klian dan tdk suka ma klian mana lbh banyak... sok 10 jt, pasukan nasi bungkus aja belagu, ditnya 1 1 pada ga ngerti demo knp dan apa yg dilanggar ahok, sana lu buktikan sndiri tny 1 1 bnyk yg ngerti apa gak,*

*trashcanbin*109 bulan yang lalu

*Nang S gak bs menerima kenyataan dr pernyataan gw? jutaan my ass. kek gitu aja gak ngerti makanya lo gampang di bodohin*

*Nang S*9 bulan yang lalu

*trashcanbin*10 makin gagal paham gw, loe awal comentnya sejuta dari mana? ratusan aja ngga ada,.. emang loe buta ga punya tipu ga liat berita mngknya jgn nonton metrotipu jd gampang ketipu,..bsok tgl 211 loe itungin umat muslim Insha Allah lebih dari 411 kalo ga suka loe koar" deeh di aksi super damai besok gw tunggu dimonas..!!!

#### **b. Comment analysis on the video "Indonesia: Thousands rally against blasphemy in Jakarta"**

The video entitled "Indonesia: Thousands rally against blasphemy in Jakarta" discusses how the situation at the time of the demonstration took place. The impression began with a clash between the police and the protesters and the looting, then continued with. The impressions have been watched by 27 thousand more viewers and get 290 comments commentary until its airing on August 30, 2017.

There is no category of Tourist because most of the viewers' know what is displayed and the content of the video. The majority of categories are Minglers where viewers' have a strong interest in topics but minimal activity. Minglers are often found in comments like this:

*Melito of Sardis*10 months ago

*A great youtube channel for challenging Islam is 'Acts 17 Apologetics' by David Wood. He would be dead in a New York minute if he ever went to Jakarta.*

*PB RedCoat French*10 months ago

*those Peaceful Muslims, at it again*

*nature albums*10 months ago

*You should not need to defend a God if he exists. He must be a weak one if that is the case. Although there is something wrong if the majority voice is not represented and only a minority group controls.. this is the problem in Syria.. Assad only represented a minority 10% Alawites in a majority of Sunni muslims nence the rebellion.*

*Muhammad Adlan*10 months ago

*that wasn't really a protest to 'defend' islam or the qur'an. just stupids religion fanaticism being used as a political tool.*

Meanwhile, devoters write comments in their own comments or other people's comments but with minimal activity. Comment devoters can be seen in comment comments as follows:

*STEVEN LEW ENTERPRISE*10 months ago

*stupid people do things like that..God bless u Pak Ahok*

*STEVEN LEW ENTERPRISE*10 months ago

*God bless you*

In addition to devoters and minglers, other categories that appear but not many are on insiders. They have a strong interest in the topic and they will comment on their own comment field or even comment to refuse, argue or support comments from other viewers. The comments included in the insider category are as follows:

*PB Red Coat French*10 months ago

*those Peaceful Muslims, at it again*

*David J Yeoh*10 months ago

*I know, this Muslims just so darn kind and peaceful. Oh those horrible Christians and hateful Jews!*

*David J Yeoh*10 months ago

□□□

*Little Finger*10 months ago

*Imagine a Muslim being the president of USA and speaks ill of Christianity , will christians of USA protest then ?*

*Shaifudin Baruchah*10 months ago

*Maybe... Only The God knows. They love The God and the divine scriptures that's why they did it.*

*Reza O'Line*9 months ago

*lol,, we are peaceful before Ahok talking about the verse of Al Maidah.. besides,, we are supporting other people from other religion.. if we are not supporting other religion,, how can Ahok become the governor..?? meanwhile he is not a muslim.. we still voting him,, because he is indonesian too..*

*Reza O'Line*9 months ago

*i use democracy as a hilarious joke.. lol..*

*tommo9*110 months ago

*wow, the hypocrisy of rallying against blasphemy but then looting is crazy.*

*John Doe*10 months ago

*tommo91 the ppl that looting isn't the part of rallies ppl. Not sure whats their motive but they are loots cigarette, pampers, baby milks, and other cheap goods. I think Jakarta problem isn't about Religion but more to poverty and social inequality.*

*tommo91*10 months ago

*+John Doe a combination of all of the above.*

*thinkcat01*10 months ago

*John Doe, You are not correct. They said Ahok insulted their quran. It has nothing to do with poverty and social inequality as the cabinets are filled with muslims and President is always a muslim. There are many poor people in the world who are christians, buddhists, hindus, etc but never rioted or protests or commit suicide bombings.*

*John Doe*10 months ago (edited)

*thinkcat01 may be, but i can assume that was happen there, because you can read in media that ppl whos looting are from north of jakarta which very poor and ahok want to evict them. they also trying to attack ahok house directly while rallies still in front of istana negara. and as we know poor ppl never take anything from Jakarta development except get evicted from their home if u learn sociology u may know racist might be happen because social inequality, envy or arrogant.. for commit suicide bombing its not in this topic but that also can be setted by some agenda. may be as we know there is an international agenda to make moslem country (country that have lot moslem) secular. and hey there are lot of terror in the world by non moslem but not spread so much at media. and fyi moslem terror act happen since that international agenda begin. and why they make this agenda? because they think non secular moslem are bad for investment, they cant sell alcohol, prostitution, and other forbidden entertainmant so much in the country that have syariah moslem but its not a problsm for secular moslem country*

*thinkcat01*10 months ago

*John Doe I can tell you I was from very poor family when young and all my friends and relatives but none have become racists. Also poor people are found in Philippines, in Thailand, Vietnam, India, Nepal etc. None rioted. In fact, do you know that poor people also can be happy. I was happy when I was young.*

### **c. Discussion of commentary on video "Documentary 411, Jakarta - Indonesia"**

In the category analysis according to kozinets, there are three categories in Documentary 411 video, Jakarta - Indonesia ie minglers, devoters and insiders. These three categories give rise to different meanings of the rallies that occurred on 4 November 2016. When viewers commented by saying Allah's name as Allahu akbar or prayer to Allah SWT, not many denied or responded. Response to a new comment is given when mentioning the name "Ahok" or "President Jokowi".

In this documentary, there are several meanings that appear around the issues that are displayed. The meaning is divided into two pro issues and contra issues. On the pro issue which supports the punishment of ahok, his comments are summarized into issues such as guilty ahok and get punished like the following comments:

*Nang S9 bulan yang lalu*

*Yang ga suka dgn aksi bela Islam silahkan bkin aksi bela Ahok, seberapa kuat kalian!!! Dah jelas bukti Nyataa hampir seluruh penduduk jkrta, bhkn bkn Dr jkrta Dr luar pulau Jawa dll turut protes keras mreka smua tidak suka dgn kepemimpinan Ahok terutama umat muslim yg punya Akhlaqul Karimah..!! Allah telah menunjukan siapa Ahok sebenarnya melalui ucapan menghina kitab suci Alquran, yg kami anggap sebagai pedoman hidup kami sbgai umat Islam..!!!!*



*In addition, some comments also blame police for the unrest that occurred ahead of the end of the rally. Some comments even praised the TNI's stance on participation in reducing clashes between police and protesters.*

*buta brantas9 bulan yang lalu (diedit)*

*Di video ini tampak bedanya Polisi dengan TNI. Polisi harus bertanggung jawab. Diusut tuntas. TNI manunggal dengan Rakyat.*

*Zunaidi Nusa3 bulan yang lalu*

*Terimakasih yg tak terhingga buat bapak2 anggota TNI yg telah rela membantu saudara2 kami yg ikut Aksi Bela Islam 411. TNI bersama rakyat semakin kuat.*

Some comments attribute this issue to the inability of the president to take care of the state. The absence of the president as the protesters rallied was also discussed in the comments on the video. The comments are as follows:

*kamal superbay9 bulan yang lalu*

*ketahuan, blusukannya jokowi selama ini hanya settingan para setir yang ada dibelakangnya, semoga setelahnya Indonesia mempunyai presiden yang jauh lebih baik*

While the counter remarks to the issues brought by the documenter maker regarded the participants inedible provocation in the name of religion. Various comments try to give the image as a payee to the participants of the rally. Some of the comments that show the image are as follows:

*guwe pinter9 bulan yang lalu*

*nasi bungkus dimana-mana.... wakakaka.. bahahaha.. "bersihkan" mereka pak polisi...*

*rob rock9 bulan yang lalu*

*mungkin mereka butuh liburan, ke bali dong jangan ke jakarta. tp klo ke bali ongkos dan biaya sendiri ya. gak ada nasi bungkus, amplop dan mewe minta diantar pulang. hahahaha.*

#### **d. Discussion of meaning in video "Indonesia: Thousands rally against blasphemy in Jakarta"**

In the video category analysis "Indonesia: Thousands rally against blaspheme in Jakarta", there are three categories: minglers, devoters and insiders. These three categories give rise to different meanings of the rallies that occurred on 4 November 2016. Response to a new comment is given when insinuating "Islam" or "Muslim".

In this video, there are some meanings that appear around the issues that are displayed. The meaning is divided into two pro issues and contra issues. Counter-counter comments that arise consider the participants inedible provocation in the name of religion. Various comments try to give a bad image of Islam and the participants of the rally. Some of the comments that show the image are as follows:

*Salahuddin usman10 months ago*

*If you want your country to be safe, you should ban all moslems from your country, because moslems are forbidden to have non-moslem leader and at the right time the moslems will do violence to take down the non moslem leader. it happens in Indonesia*

*sivan ferna10 months ago*

*islam having the same affect all around the world, truly one of the greatest evils humanity must battle*

*EchoVids2u10 months ago*

*Stupid conservative religious people. Weak*

*Muhammad Adlan10 months ago*

*that wasn't really a protest to 'defend' islam or the qur'an. just stupid religion fanaticism being used as a political tool.*

Some comments state the error is on the Ahok video spreader who edited the Governor's talk and had to be punished. The comments are as follows:

*Fandy Yasin* 10 months ago

*Buni Yani, as the culprit that has twisted the words Ahok not been legally processed. There are two things to be lodged for his actions, namely: 1. Misrepresentation of the majority religion of Islam with a transcript of the video edits that is not true with the intent to accuse incumbent upon the actions of blasphemy that may be imposed by the Act ITE to a complaint of fraud 2. Misrepresentation in question, accompanied by a bombastic title of the links they're sharing is the phrase the question of "defamation of religion?" herding opinions led to accusations that the incumbent Governor of DKI Candidates are suspect blasphemers. This is done without regard to the presumption of innocence and due process of law should first be executed before the fall of the charges. 3. The action in question also cause provocation resulting effect on the rise of anger Muslim majority, and can be categorized as an effort to destabilize the government and homeland security.*

On the pro issue which supports the punishment of ahok, his comments are summarized into issues such as ahok is guilty and emphasize the number of participants.

*Lintang Kencono* 10 months ago

*indonesia is peacefull country, only one man "ahok" that make indonesia damage, beause of his controversial says " don't believe with man use QS:al maidah 51 " in campaign, he said that at his working visit,*

*Roughnight* 10 months ago (edited)

*thousands ? there were like 5 millions people marching.... Go Habib Go Habib Go.....*

## CONCLUSION

In a study from Silvia Majo-vazquez stated that the internet has changed the habit of information consumption on netizens. There are improvements from users while filtering the source of information for publication. Meeting with other users led to a very active debate and controversy (Joan Balcells, Albert Batlle & Albert Padró-Solanet, 2015). In the comments - comments in youtube impressions there is a debate to each other dropped the image of each opponent. Pro issues are trying to lead bad opinions to Ahok, President Jokowi and the Police while counter-issues are trying to lead to the idea that Islam is a violent religion and protesters are merely paying participants.