FOLLOWER PERCEPTION ANALYSIS OF A TWITTER STATEMENT FROM A FORMER PRESIDENT (CASE STUDY: TWITTER STATEMENT OF SBY)

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Abstract

*In this era of globalization the internet has become an important part in this life. Social media is a medium to interact with each other without being limited with space and time (Saumi, 2012). Indonesia is the 3rd ranked twitter users in the world and 2nd ranked facebook users in the world. Twitter is the simplest social media of all social media platforms that exist today. The simplicity of twitter is reflected in the limits of use of 140 characters for each Tweet. Twitter users in Indonesia are not only among young people, students or employees, even government officials and politicians using Twitter, one of them is the 6th Indonesian President, Mr Susilo Bambang Yudhoyono (SBY). One occasion he wrote the twitter status via @SBYudhoyono which was " Ya Allah, Tuhan YME. Negara kok jadi begini. Juru fitnah & penyebar "hoax" berkuasa & merajalela. Kapan rakyat & yg lemah menang? *SBY*". Most readers interpret that SBY wrote about his concern about Indonesia's situation while President Joko Widodo (Jokowi) on duty. According to SBY, people who are having power in Indonesia are the ones who always spread lies and tend to defeat others. SBY's tweets make a lot of controversion in the community, therefore researchers want to know the perception of students against SBY's tweets. The expected benefits of this research can be a reference for public relations practitioners to define strategies in social media, especially in politics. The methodology in this research is quantitative descriptive with a positivist approach. The result of this research is based on 3 samples of SBY's tweets that indicates defensive nature. Defensive is categorized as a negative because of the behavior or expression of attitudes that arise when a person perceives a threat. This behavior is generally based on the motive to look win, can avoid negative perceptions of society.*

Keywords: Social Media, Twitter, Perception

INTRODUCTION

I n this era of globalization the internet has become an important part in life. People can easily search for information. One place to look for information is social media. Social media is a medium for socializing; searching for information online and it's accessible all the time. One example of social media is Twitter. Twitter is an internet-based social media, and can be used to exchange messages, personal information and send messages broadly with certain restrictions called *tweets*. By Twitter, this *tweet* is limited to 140 characters or letters in each post, but it does not restrict us to discuss anything within the *tweet* itself.

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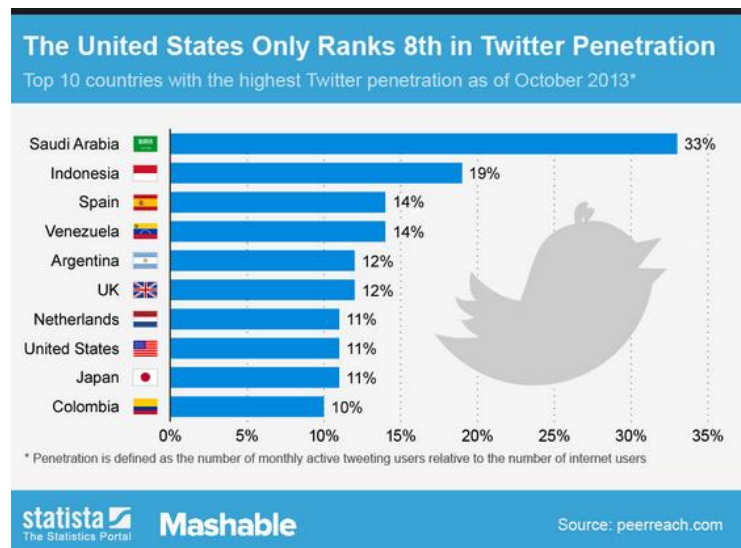ISBN: 978-602-6309-44-2

Picture 1. Digital User in Indonesia (We are Social Survey)

Indonesia is one of the biggest twitter user in the world and contribute 19% twitter user. Indonesian has three characteristics in their twitter posting: creative, expressive, & Active. Indonesian can use twitter to a long campaign although the twitter capacity only 140 character.

Twitter can also be used as a media campaign, sales, government campaigns and more. Substantial numbers of youth are engaging in political life through "participatory politics" - which is like traditional political activity because they address issues of public concern. But, unlike traditional political activity, participatory politics are interactive, peerbased, and not guided by traditional institutions like political parties or newspaper editors. Young people might start a new political group online, write and disseminate a blog about a political issue, forward a political video to their social network, or take part in a poetry slam. We found that 41% of all youth participated in at least one of these activities during the past year. This is the same percentage that said they voted, or said they intended to vote - if they were then under 18. It is just below the 45% who said they engaged in forms of politics more directly tied to institutions by, for example, working on a political campaign or donating money (Kahne & Middaugh, 2012). Therefore, many politicians use Twitter. One of them is Susilo Bambang Yudhoyono which we will later refer to as SBY. The use of Twitter for political communication has changed the way constituentsconnect with politicians. As this social media website continues to expand and become adopted by more and more users, it becomes increasingly important for communication scholars to study the impact it has on politics in America. Although Twitter is sometimes regarded as a series of mindless tweets consisting of no more than 140 characters, the results from this study showed that individuals are turning to Twitter for political information and empowerment (Howell, 2015)

SBY's Twitter account created since March 2013 has been throwing 4,651 *tweets*. The official account is used by SBY as a forum for aspirations related to the interests of the nation and people of Indonesia. Not infrequently also SBY issued a comment and his ideas on the issue that is plaguing the Indonesian Nation.

Ahead of elections DKI 2017, SBY create many expressed his opinion on twitter account @SBYudhoyono. SBY opinion is much reaping controversy in the community. Therefore we want to know more defensive or assertive tweet from SBY during the period of Jakarta governor's election campaign 2017.

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Picture 2. Twitter Penetration

Theoretical Frameworks

Communication

The term communication comes from the word communis which means the same, "the same" means the same meaning (Effendy, 2004: 9). So communication is the same meaning that is experienced when the message is delivered from the communicator to the communicant. Two experts who have a different view of communication, Everett M. Rogers, say that communication is the process by which an idea is transferred from source to a recipient or more, with a view to changing their behavior, whereas according to Raymond S. Ross, communication is a process of sorting, selecting, and transmitting symbols in such a way as to help the audience evoke meaning or response from his mind similar to that of a communicator (Mulyana, 2005: 62).

Communication has several functions and objectives (Effendy, 2001: 8) the purpose of communication is attitude change, opinion change, behavior change, social change and communication function is to convey information , educate, entertain and influence.

The conclusion from the author that communication is the exchange of messages and send messages between one individual on another individual.

Perception

The term perception is usually used to express about the experience of an object or an event experienced. The process of psychological meaning is strongly influenced by experience, education and social environment in general. Sarwono argues that perception is also influenced by experiences and ways of thinking and the state of each person's feelings or interests so that perception is often seen as subjective. It is not surprising, therefore, that there is often a difference in understanding caused by differences in perceptions between two people towards an object. Perception is not merely recognition or understanding but also evaluate even perception is also inferential (drawing conclusion) (Sarwono). Perception, according to Rachmat Jalaludin, is the experience of objects, events, or relationships obtained by inferring information and interpreting messages. Whereas According to Ruch, perception is a process of sensory guidance and relevant past experience organized to provide a structured and meaningful illustration in a given situation. Similarly Atkinson and Hilgard argue that perception is the process by which we interpret and organize stimulus patterns in the environment. Gibson and Donely explain that perception is the process of giving meaning to the environment by an individual. Because perception is linked by obtaining specific knowledge about events at a given moment, perception occurs whenever the stimulus moves the senses. In this case perception is defined as the process of knowing or recognizing objects and objective occurrences with the help of the senses.

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As a way of view, perception arises because of the response to the stimulus. Stimulus received by a person is very complex, stimulus into the brain, then interpreted, interpreted and given meaning through a complicated process and then generated perception. In this case, perception involves receiving stimulus (inputs), organizing stimuli and translating or interpreting stimuli that have been organized in ways that can influence behavior and shape attitudes, so that people can tend to interpret the behavior of others according to their own circumstances.

So it can be concluded that perception is the process of understanding or giving meaning to an information on the stimulus. Stimulus derived from the sensing process of objects, events, or relationships between the symptoms that are then processed by the brain.

Social Media

According to (Chris Brogan, 2010: 11) mentions that social media is

> "*social media is a new set of communication and collaboration tools that enable many types of interactions that were previously not available to the common person*".

Social media has presented free public sphere to the public. Public spaces where information and communication are available can be formed either as a discussion, deliberation, outpouring, verbal abuse, contempt to black campaigns. In recent years social media has become increasingly important, every society connected to the Internet, whether through personal computers, laptops, tablets, or mobile phones, and now freely convey their ideas. Public spaces are where information is available and communication takes place as well as places of discussion and public deliberation in which public issues are discussed. Access to this public space is free, as it is the freedoms of assembly, so associations and expressions are guaranteed. It is an idealized communication venue. Civic decisions are decided through a process of discussion, this is what makes public space a fundamental aspect of the democratic system.

Social media provides a new avenue for members of Congress who want to control public message, reach a national audience , or develop routine contact with an public. Choosing to adopt Twitter, or other social media platforms, has many inherent advantages to members of Congress. These include the lack of financial commitment (currently, there user fee to "tweet," for example) and the relatively small start-costs (all members and staff have computers, smartphones, Internet access). Of course, all of these stated benefits are ampli- fied if members believe that those people they are trying to reach are likely to use Twitter (Straus, et. al, 2013)

Twitter

> "*Twitter is a great place to share ideas, an idea bank, a place to gather information, to inspire thoughts, or to see what your friends are doing*". (Chris Brogan, 2010:99).

Twitter is different. It abhors a partisan android. But that's hardly entering into the spirit of things and it certainly doesn't earn a politician a following. If anything, the 140 character limit of Twitter exposes the intellectual and emotional vacuity of such partisan political posturing (Bryant, 2013). Twitter taught us the importance of the status update-the answer to that question, "What are you doing right now?" Today, the ubiquitous status update is a central element to all social networks, but at first only Twitter did it well, or at all (Cuyler, 2011). The conclusion of twitter is a social media that can provide information for followers, containing news or such that can be accessed via the internet.

Though not 'tricks', Twitter (and social media more generally) has enabled its users to more acquainted with certain everyday aspects of fellow users' lives. For example, people follow the tweets of those they have met at conferences, they will most exposed to their daily music listening habits, sports interests, current location, ping wish-lists, amongst other things (Murthy, 2012). The conclusion of twitter is a social media that can provide information for followers, containing news or such that can be accessed via the internet.

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METHODOLOGY

Research Approach

This research uses quantitative approach and content analysis method. According to Bungin (2008: 199), a quantitative approach with content analysis methods is used to identify or identify the manifest messages of the content of the media under study. While Richard W. Budd, et al., (In Abrar, 2005: 45) describes quantitative content analysis is a systematic method for analyzing messages and the way messages are delivered.

Content analysis according to Barelson (in Sobur, 2004: 145) is a research technique to describe objectively, systematically, and quantitatively the content of visible communication (manifest). Furthermore Krippendorf (2004: 8) adds that content analysis is a research technique in making valid conclusions (valid).

Related to this research, the quantitative approach using content analysis method is used to find out or identify the tendency of message content delivered by Susilo Bambang Yudhoyono in social media Twitter.

RESEARCH METHODS

This research uses descriptive method. According to Whintney (1960), descriptive method is fact-finding with appropriate interpretation. Descriptive research studies the problems in society as well as the procedures prevailing in society and certain situations, including on relationships, activities, attitudes, views, and ongoing processes and the effects of a phenomenon . In descriptive method, the researcher can just compare certain phenomena so that it is a comparative study.

Dimension and Indicators

To determine the scale of this study using Guttman scale. The characteristic of this scale is the cumulative scale and this scale is used to measure only one dimension of a multi dimensional variable, so this scale includes having undimensional properties. This scale is also called the Scalogram method or scale analysis. The Guttman scale is very good for convincing the unity of dimensions of attitudes or properties studied, which are often called universe of content or universe attributes.

Dimensions and indicators we use for Defensive Self Presentation are:

1. Excuse: a reason to deny responsibility for a negative event.
2. Justification: justifies negative behavior, has justification reasons, and is responsible for the justification of negative behavior.
3. Disclaimer: provides an explanation before the unwanted (negative) happens
4. Supplication: presents itself as a weak / helpless person with the intention of asking for mercy.
5. Self-handicapping: attract sympathy by pretending to face adversity.
6. Apology: the disclosure of the negating thing that occurs as a recognition of liability

Dimensions and indicators we use for Assertive Self Presentation are:

1. Ingratiation: actions taken to attract sympathy, self-praise, do help, give gifts, exalt themselves, and make uniform opinions.
2. Intimidation: cause fear of the opponent, increase efficiency of threat.
3. Entitlement: claim to be responsible, boast positive results that have been achieved
4. Enhancement: influencing other people's initial opinions toward them towards a better/ positive.
5. Blasting: bad-mouthing a person / group associated with it.
6. Exemplification: shows that he is moral and has integrity.

We take three discussion of SBY tweet that we made a benchmark in this research that is

1. ***"Dear God, the Almighty, why this county becomes like this.*** *The slanderers & spreaders of "hoax" are powerful and rampant .* ***When the weak citizen will win?*SBY***

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2. *My friends who love law & justice, this time my house in Kuningan "invaded" hundreds of people. They were screaming.*SBY**

3. *"Yesterday I heard, in Cibubur Kompleks Pramuka there is provocation & agitation for students to "catch SBY".". *SBY*"*

4. *""I asked the President & the Chief of Police, do I not have the right to live in my own country, with my human rights?? *SBY*"*

5. *"The purpose of the destruction of the name of SBY by Antasari & the actors behind it ~ The lost of Agus-Sylvi election tomorrow, Feb 15, 2017. *SBY*"*

6. *"Haven't you satisfied to continou slander & destroy my good name since November 2016, for the lost of Agus-Silvi's electability *SBY*"*

To know more inclined towards defensive or assertive tweets of SBY we use the following measurements;

Tabel 2. Indicator Measurement

NO	INDICATOR	SCORE	JUDGEMENT
1	*Excuse*	1	
2	*Justification*	1	
3	*Disclaimer*	1	
4	*Supplication*	1	
5	*Slef-handicapping*	1	
6	*Apology*		
	Defensive Self Presentation Dimension	6	1-2 low 3 medium 4-6 high
1	*Ingratiation*	1	
2	*Intimidation*	1	
3	*Entitlement*	1	
4	*Enhancement*	1	
5	*Blasting*	1	
6	*Exemplification*	1	
	Assertive Self Presentation Dimension	6	1-2 low 3 medium 4-6 high
	Self Presentation Variables	2	***Defensive Self Presentation or Assertive Self Presentation***

RESULT AND DICUSSION

Tweet in the first discussion fits more towards the dimension of Defensive Self Presentation. This can be proven from the existence of four informants who argue that the tweet is included in the self-handicapping indicator because the tweet is clearly seen that SBY attracts public sympathy by arguing that he and the people of Indonesia, have not gained justice in the state of Indonesia in the form of honesty from the Indonesian government . In this tweet there are also 3 informants who agree that this tweet is supplication with the reason in this tweet is seen that SBY gives the impression that he and the Indonesian people feel harmed by the Indonesian government.

There are two informants who stated that this tweet also entered into the indicator of intimidation, because SBY seemed to corner the government through the losses received by the

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people of Indonesia. In addition to cornering, criticism delivered by SBY included in the blasting indicator according to four informants.

In the tweet to 2 there are four informants who stated that the tweet is entered on the supplication indicator. It is clear on the tweet " *Saya bertanya kpd Bapak Presiden & Kapolri, apakah saya tidak memiliki hak utk tinggal di negeri sendiri,dgn hak asasi yg saya miliki*?" That he shows that he is a bullied person and has difficulties that indirectly seek sympathy of others as included in the category of self-handicapping expressed by three informants. According to four informants on tweet fragment also entered the indicator intimidation that looks that on this tweet SBY persisted and cornered some parties even though he felt threatened. Therefore in the second tweet more skew towards Defensive Self Presentation.

Four informants stated that in the 3rd tweet included in the supplication indicator, seen on the tweet snippet " *Apa belum puas terus memfitnah & hancurkan nama baik saya sejak November 2016, agar elektabilitas Agus hancur & kalah* " that SBY declare that he is defamed and oppressed. These tweets can also be categorized on the informal three intimidation indicator, judging by the delivery of SBY which disputes one party directly. The 3rd Tweet also goes to Defensive Self Presentation.

Based on the research conducted on 5 respondents, concerning the tweet of SBY during the period of Jakarta Governor's Election Campaign 2017 can be concluded that:

1. From the results of analysis, based on SBY's tweet on the first tweet discussion the results show that the tweet is defensive. This tweet can be said defensive because it offends the State as if he defended the weak people when tweet was shown to defend himself that describes him weak.
2. Results Further analysis based on SBY's tweets on the second discussion of the results indicate that the tweet is defensive. In the tweet is said cuitannya leads to things that give the impression of blaming the government for what happened.
3. Results The last analysis based on SBY's on the third discussion of the results indicate that the tweet is defensive. In the tweet is said cuitannya leads to things that blame others and slander others because not necessarily what he whistled on Twitter

From the results of the overall analysis of Twitter tweets on Twitter social media can be projected that all tweets in the three discussions show defensive nature. Defensive is categorized as negative because of the behavior or attitude expression that arises when a person perceives a threat or to anticipate a threat. This behavior is generally based on the motive to look win, can avoid negative perceptions of society.

As a former President of the Republic of Indonesia who is well known and very meritorious to the State of Indonesia, SBY should be able to maintain a good image of himself. Starting from small things like writing something on social media twitter with the name of the weak people to be a controversial thing. As community leaders, they should be able to provide good examples for their people and be able to control their emotions while experiencing a problem. Moreover, when SBY wrote the tweet is being held election campaign of Jakarta Governor 2017 that involving his Eldest Son, Agus Yudhoyono.

This phenomenon shows twitter's micro-blogging service has become one of the most relevant communication spaces in current politics. Its users, specially the young ones, have a larger predisposition to establish interactive communication with the rest of users based on political debate, as well as increasingly using images, along with text or by themselves (Olmo & Diaz, 2016)

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