

The Role of Social Media In Forming Political Polarization In Public

(A Case Study on Universitas Negeri Jakarta Student on the Hashtag War Between #jokowi2periode and #2019gantipresiden on Twitter)

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ABSTRACT

Nowadays, the increase of social media users in Indonesia has emerged a new trend of a communication model that more efficient and effective than the conventional communication model. But along with the increasing of social media user also surely cause new problems. One of the problems is a new platform to do some criminal thing and political polarization that we can see obviously when the presidential election in April 2019. The purpose of this study to understand and observe the impact of social media especially Twitter on the political polarization phenomenon in the presidential election's era. the research's method is using the post-positivist paradigm with a qualitative and descriptive approach. From the result of the research, we know that twitter plays an important role in spreads political polarization all over the country.

Keywords : *Social Media, Political Polarization, Presidensial Election.*

1. INTRODUCTION

It is undeniable that the development of communication technology has brought a myriad of changes that sometimes without us knowing it has happened in our midst. In the last decade we have been confronted with the ability of new types of media, or what we know as social media, has become an important phenomenon where communication can take place more easily with a broad audience.

In the midst of the development of the social media industry, we cannot close our eyes, that social media at this time has experienced a very significant increase. Not only limited to being able to receive information, but the public can also be active as a disseminator and even newsmaker. This is certainly a new topic because then the level of community participation indirectly in dealing with a phenomenon will be very high, making it vulnerable to friction between groups. New media and technology have given us the opportunity to obtain news or new ideas, the ability to communicate with other people or groups will also be.

With the presence of social media, there will be a major change in the process of delivering messages or information. This is in accordance with the statements of Philip Kotler and Kevin Keller which states that social media is a means or facility for consumers and also the public to access various types of information in this world ranging from videos, images or news from one consumer to another consumer or from consumers to companies and vice versa [1].

Twitter is a new form of media that allows people to interact with others. Twitter, Inc. is based in San Francisco, California, and has more than 25 workplaces around the world [2]. The ability to establish interactions that are the basic values of new media [3]. The ability to interact and communicate in this case means being able to understand the symbolic processes of others [4]. Social Media also has a myriad of benefits if it can be used optimally. Puntodi says that some of the benefits of social media include (1) The way for someone to create his personal branding will be very broad because the audience will provide the assessment, and will open a space for discussion and communication between users of social media. (2) Social media also allows for the audience to be able to communicate more intensely with content creators in the media. So that media makers can better know the habits of consumers, this allows the occurrence of deeper communication. According to Kietzmann, the function of social media can be known through a honeycomb framework [5].

In connection with the function above, we can see the role of social media from the 2019 Election period as a means to campaign and become a source of information in spreading influence and information to the widest possible audience. The successful teams of the two sides are equally competing in strengthening their social media strength lines, we can see that with the variety of social media platforms that are used as the main spearhead in the campaign process.

One platform that has many users and can have a big influence is Twitter. Twitter is a website or application in the form of a microblog so that it opens opportunities for users to carry out interactions commonly referred to as Twitter or tweets. Since its establishment in 2006 by Jack Dorsey, Twitter has managed to be excellent for internet users to communicate. Twitter also developed its features and services in order to pamper its users and to attract potential users to be tempted to use Twitter compared to similar applications or sites [6].

In fact, various social media platforms that allow us to communicate in both directions are included in the form of Computer-Mediated Communication (CMC) [7]. Computer-mediated communication (CMC) alludes to human communication through computers and incorporates numerous diverse shapes of synchronous, offbeat or real-time interaction that people have with each other utilizing computers as apparatuses to trade content, pictures, sound and video, so every one can use this features to help them finish their work [8]. Computer-mediated communication can be broken down into two shapes: synchronous and offbeat [9]. A.F Wood and M.J Smith stated that CMC is any form of interpersonal communication or can also be interpersonal to groups or vice versa using computers and internet networks as a means of communication. CMC has emerged new modality of communication [10]. Social media is the assortment of stand-alone and built-in social media administrations right now accessible presents challenges of definition; be that as it may, there are a few common highlights [11].

If we enter the topic then we find the fact that the 2019 Election war has begun with the hashtag war on Twitter of each candidate pair. The pair number 01, Jokowi - Ma'ruf Amin, used the #jokowi2periode as their flagship hashtag to show their support and ambition to make Jokowi successfully regain the seat of president a second time. Meanwhile, candidate pair number 02, Prabowo - Sandiaga, used the hashtag #2019gantipresiden as a form of their campaign in realizing the dreams and aspirations of the supporters of this candidate to successfully replace Jokowi in the period of leadership. Quoted from tirto.com reached 151,403, which was taken on July 25, 2018 until 19.30 WIB. While #2019gantipresiden only reached 76,440 range and 157,718 impressions were recorded until July 25, 2018 at 19.30 WIB [12].

In legislative issues, polarization (or polarization) can allude to the dissimilarity of political states of mind to ideological extremes [13]. Nearly all talks of polarization in political

science consider polarization within the setting of political parties and law based frameworks of government [14].

In most two-party frameworks, political polarization encapsulates the pressure of its twofold political philosophies and fanatic characters. Concurring to DiMaggio et al. (1996), "Polarization is both a state and a prepare. Polarization as a state alludes to the degree to which suppositions on an issue are restricted in connection to a few hypothetical most extreme. Polarization as a handle alludes to the increment in such restriction over time"[15].

Seeing from the two hashtags that get a big reaction and response from the community, it will be a big problem because it allows friction or grouping in politics or what we know about political polarization in the community which is feared will endanger the sense of unity and unity of the Republic of Indonesia, therefore the author think this topic is quite relevant and appropriate to be appointed as research.

Reflecting on the background of the problem, there is a problem that is the main focus to be discussed and studied to measure and prove the relationship of this hashtag war with the phenomenon of political polarization in society. Considering this problem has become a big issue during the 2019 elections, which often gets the spotlight on how clearly there are groupings in a society based on differences in who will be elected. Departing from that problem, researchers are interested in conducting research on the role of social media in shaping political polarization in society by taking case studies of individuals involved in using the hashtags #jokowi2periode and #2019gantipresiden on Twitter during the 2019 elections. In detail, the problems examined are (1) How strong is the influence of the hashtag war going on Twitter in shaping political polarization in the public.

The purpose of this study are (1) Knowing what level of political awareness in young people, (2) Knowing what the role of social media is in shaping political polarization in society ? The results of this study are expected to make a small contribution to the development of political communication studies. This research is also expected to provide more information for further research on social media symptoms that can affect life in the real world.

The implication of this research is expected to be a learning and evaluation for all elements of society in addressing the differences in choices in channeling the suffrage of each individual in the election performance

2. RESEARCH METHOD

The research paradigm that researchers took in this study is the post-positivism paradigm. Where in the paradigm aims to refute the view positivism paradigm in viewing a reality or phenomenon is absolute realism. The post-positivism paradigm views a phenomenon with critical realism, which emphasizes that a realist exists and occurs in accordance with natural law, but rejects the claim that the researcher can see the object being examined as it is.

The approach that researchers took is a qualitative approach. A qualitative approach is an approach that is interpretive or uses interpretation in processing the data. This study tries to describe the conditions or conditions in society that tend to be affected by political polarization during the 2019 Election, so as to support the research process, this research is descriptive in nature, which is trying to explain and explain a phenomenon or event.

Primary data sources are data sources obtained directly to the desired subject [16]. In this case, primary data obtained from interviews with three students from Universitas Negeri Jakarta who are active on Twitter.

Secondary data sources are types of data obtained that are useful for supporting data or primary data source reinforcement [16]. In this study, secondary data obtained from several books, and journal.

3. RESULTS AND DISCUSSION

The results of this paper study were obtained from in-depth interviews with three informants. The interview was conducted in person by telephone. The informants are part of the university students who actively use social media Twitter. In analyzing in-depth interviews and data findings researchers divide into several categories. These categories are (1) Background of the Informant, (2) The intensity in using social media twitter, (3) Knowledge of the hashtag #jokowi2periode and # 2019gantipresiden, (4) Informant responses to the hashtag #jokowi2periode and # 2019gantipresiden, (5) Informants' opinions on the influence of Twitter social media on political polarization.

3.1 Background of the Informant

Three informants were students at the Jakarta State University who actively used social media, especially Twitter. The initials are RR (Male), KKA (Female), and RS (Male). These three informants followed or knew what was being talked about on Twitter.

3.2 Intensity in Using Social Media Twitter

Informant 1 RR uses Twitter social media every day in his spare time, Informant 2 KKA very often uses Twitter social media, Informant 3 RS uses Twitter social media 5 hours a day. From the data obtained by researchers can analyze that the three informants use Twitter social media quite often

3.3 Knowledge of the hashtag #jokowi2periode and # 2019gantipresiden

When asked questions about the knowledge of the two hashtags, all three informants have similar answers, they know the hashtag from the trending topic on Twitter. Because at that time the two hashtags were very booming on Twitter social media.

3.4 Informant responses to the hashtag #jokowi2periode and # 2019gantipresiden

The responses from the three informants differed from the two RR and KKA informants responding to be neutral towards the hashtag while one informant assumed that the hashtag could cause conflict.

3.5 Informants' opinions will influence Twitter's social media on political polarization

All informants do not understand exactly from political polarization, so researchers must explain what political polarization is. After obtaining the resolution, the informants gave different responses. The RR informant considered tweets containing hoaxes to be neutralized with the hashtags, causing an increase in political polarization. Unlike the informants, the KKA suggested that there be social media that is easier to exclude from previous opinions which must be fiked first. Meanwhile, according to hospital informants, user policy in using social media has an interest in making political polarization.

4. CONCLUSIONS

Based on the information provided by three informants, we conclude that social media, especially Twitter, has a role in polarization in society. One of our subjects is the use of the hashtag #jokowi2periode and #2019gantipresiden during elections which causes political polarization in Universitas Negeri Jakarta students.

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