The role of political buzzers in the formation of public opinion supports Anies Baswedan on social media Twitter

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ABSTRACT

This article will elaborate on the role of buzzers in the establishment of public opinion on social media through twitter platform by taking the keyword Support Anies Baswedan in the 2024 election. The purpose of this study is to find out the actors involved in the formation of opinions in support of Anies Baswedan in the 2024 election and the extent of the network that has been created by buzzers. This paper uses a qualitative approach using Social Network Analytic (SNA) from Netlytic.org in the analysis of buzzer actors in the formation of public opinion Supporting Anies Baswedan in Persidn 2024. The results showed that from 1156 Tweet data occurred from November 27, 2021 to December 05, 2021, a total of 1159 Massages and Unique Poster 849 were found to have 150 accounts created in 2021 on the issue of Supporting Anies Baswedan, 10 accounts that commented and shared tweets for up to 05 Decesember.

1. Introduction

The presence of New Media or new media in some of the latest appears to dominate the use of information and communication technology and in the community (Horbinski, 2019). In the development of social media known as the networking community has four forms of power including; First, the power of networking is the power of actors and organizations that belong to the core of the global networking community (Moran & Muzellec, 2017). Second, the resulting network power can coordinate social interactions within the network. In this case, power is exercised not with the exception of the network but with the application of inclusion rules (Moreno Esparza, 2015). Third, the power of social actors over other actors in a network (Mavrodieva et al., 2019). Fourth, the power to program specific networks according to different interests and values includes following strategic alliances between the dominant actors of different networks (Klinger & Svensson, 2015).

Along with the development and switching of buzzer functions, initially only as individuals who market goods or services (marketing products) then play a role in the contestation of homeland politics, then many things are also affected by its existence (Idris, 2018). The buzzer's role in building public perceptions during political campaigns has been in the world's spotlight., In Indonesia itself, buzzers are used by politicians and political parties in building public opinion and support for a candidate for leader (Handini & Dunan, 2021). The tendency of Indonesian buzzers is to build topics using fake accounts controlled by both humans and robots in large numbers to create content that is minsinformation and disinformation (Seto, 2019). The massive message produced by the buzzer causes the topic of conversation will become a trending topic on social media (Setianto, 2019).

The term Buzzer itself comes from the realm of marketing (marketing) which was originally in the form of the term buzz marketing or marketing techniques of goods or services to generate business with the movement of information by word of mouth (Shehata & Strömbäck, 2021). The term Buzzer itself began to be popular when the development of social media technology (Barnidge et al., 2018). In the realm of social media, buzzers are not only tasked with uploading tweets but running campaigns to followers. Buzzer is considered to have the power to influence because of its ability to reach and distribute content to various social media users (Nurhayati & Suryadi, 2017).

Usually this buzzer according to demand is glimpsed by political actors such as to win elections, pileg, to the presidential election, the buzzer profession has two categories, namely voluntarily conducted elections (elections). Campaigning is all activities that are persuading. In essence, in the campaign there is a series of communication actions (Dobransky & Hargittai, 2012). Another word it is necessary to dig into the culture of the audience to be persuasiond. In the results of the study Handini & Dunan (2021) buzzers have a significant role in the formation of public opinion in new media. Meanwhile in the management of content, narratives or issues, buzzers do not work alone.

In the political phenomenon in Indonesia ahead of the presidential election has appeared various activities on social media, especially on the Twitter platform, the declaration of various candidates persiden not only support among the public, but also in the virtual community on social media (Setianto, 2019). The election in Indonesia takes place in the next 3 years in 2024, Dekalarasi Anies baswedan one of the candidates supported by the maya community in social media twitter by using the keyword Support Anies baswedan, anies baswedan declaration supported by several regions such as Lombok and Yogyakarta.

Not only Anies Baswedan, Prabowo Subianto has also been declared, the difference is Prabowo Subianto was declared by the gerindra party of West Java and is the first declaration made.Gerindra party angg Prabowo subianto still worthy to fight in the PRESIDENTIAL ELECTION based on the results of kompas R&D survey, so that the gerindra party of West Java declared Prabowo subianto to be the Presidential Candidate in 2024 (KOMPASTV, n.d.-a).

In addition, Ganjar Pranommo has been dekalarasikan by a community group under the name "TEMA GANJAR", this declaration was carried out in 25 provinces and 3 district cities for 24 hours. This declaration was formed to show the public that Ganjar Pranomo fapat is accepted in all circles (KOMPASTV, n.d.-b). Based on the results of the Kompas R&D Institute survey showed Prabowo subianto and Ganjar Pranomo had the same percentage of electability in the 2024 presidential election survey, while Anies Baswedan ranked third with a percentage of 9.6 percent of respondents.

2. Theoretical Framework

Implementation of political economic theory in communication studies will apply the concepts of commodification, spatialization and structuring, Commodification in communication studies involves transforming messages into attractive products so that they can be sold on the market (Flores-Márquez, 2021). Structuring is the process by which social structures are guarded by social agents and each part can act to serve the other. Issues of social class, social movement and hegemony are part of the discussion of structure (Iqbal, 2020).

The political system emphasizes the relationship with the management of power and tools of control in people's lives and gives a pattern to the form of their media organizations (Weible et al., 2012). While the economic system to De Beukelaer & Spence (2018) is more related to the arrangement and arrangement of the process of production, distribution, and consumption of human economic and social resources for the sake of more humane survival.

Specifically also explained in observing the reality of media as a social institution as well as a business institution faced with three basic concepts, namely commodification, spatialization and structuring (Langan et al., 2019). Commodification refers to the process of transforming usable value, a value based on the ability to meet the needs of an exchange rate based on market interests. This commodification becomes important in communication because the process will contribute to the overall process of economic commodification (Tolkach & Pratt, 2021). In practice,

commodification can fall into three categories: content commodification, audience commodification and cybernetic commodification (Bakić-Mirić, 2018).

In shared cybernetic commodification includes intrinsic and extrinsic commodification. Intrinsic commodification is the review of audience rating services by the media, so that the exchanged is not the message or audience but the resulting rating value (Krivý, 2019). Various media research institutions research, process and sell the results of studies related to the rating as a commodity that is needed by the media to always be in optimal display in the eyes of its audience (Adams, 2016). In broadcast media such as TV, this process is widely pursued so that the importance of ratings as commander in chief for media managers (Tiago & Veríssimo, 2014). However, in print media the rating is also still considered as a survey result such as SRI or media scene to be an important reference in determining the variety of content in the future (Klinger & Svensson, 2015).

Extrinsic commodification is a commodification process that reaches all educational institutions, government information, media and culture that are expected to be a driver for audiences so that not everyone can access media products (Woods & Böhme, 2022). Thus, understanding of cybernetic commodification from Panagia (2021) makes the media as a contest for achievements that are considered public. Media becomes a representation of public perception where the diversity of content is based on the taste and public judgment will always be a parameter of success managing media (Rani, 2019).

Along with the development of media technology, political economic theory has now entered the realm of online media, in this case spatialization is an effort to overcome space and time barriers by utilizing communication technology so as to make it easier for social media users to get political campaign content, The commodification of social media campaigns takes place on social media, whose commodities may be rarely seen (Widiastuti, 2021).

Places of information production are on social media developed by social media companies, especially Facebook and Twitter that do not produce information as commodities (Putra & Ochirov, 2020). Instead, they developed sites that were interesting and used by millions of users. These companies make money from the use of social media. The greater the number of their social media users, the greater the amount of financial gain they receive (Chang et al., 2019).

Therefore, unlike television viewers, social media users are social media consumers as well as producers and consumers of social media content (Mangold & Faulds, 2009). Social media users as tech consumers are generally not required to pay to use the site. Likewise, they are not required to pay for most social media content consumption (Min, 2021). However, the consumption of both social media and social media content is not completely free. To be able to consume social media and its contents, social media users are required to provide electronic devices such as smartphones or mobile devices – allowing users to access social media – as well as for internet data services (Nosthoff & Maschewski, 2019). to connect with social media services. These social media users can be anyone from ordinary teens, employees to citizens (or voters), politicians, and election campaign professionals. Thus, user-generated social media content can be anything from spontaneous everyday conversations to commercially generated messages to political messages discussed.

3. Method

This research uses a Qulalitative approach by using Social Network Analytic (SNA) from Netlytic.org in the analysis of actor buzzers in the formation of public opinion Supporting Anies Baswedan in the 2024 Persiden Regulation, Social Network Analytic (SNA) from Netlytic.org (Creswell, 2019). The resulting data can help read information about social phenomena so as to support critical literacy that has been published in part in online and offline media (Sugiyono, 2017).

4. Results and Discussion

The Process of Engaging Political Buzzers on Social Media, The buzzer phenomenon is something that cannot be separated from the presence of new media, especially social media (Rasidi, 2019). The development of social media today is increasingly diverse and equipped with advanced

features that make it easier for buzzers to carry out various activities (Setianto, 2019). Such as writing posts (statuses, tweets, or captions) and comments, sharing information links, photos, videos, or memes related to public issues (Tabassum & Singh, 2020). These posts on the one hand seem spontaneous and individual. But in reality it's not always the case. Basically most of the buzzer activity on social media platforms doesn't just happen. In a sense before sharing a post, the buzzer is also helped by several people with different job desks. As the scheme below:


Fig. 1. Buzzer work order scheme

Source : (Fauline & Chatra, 2021)

Political Buzeer Activities with Keywords on Twitter Support Anies Baswedan, In the keyword Support Anies Baswedan on twitter penelti found 1156 twett dated December 6, 2021, in finding data researchers used the help of Netlytic.org in retrieving data on twitter and found Preview 1156 data twett (Tasente, 2020). The researchers found that bot or buzzer accounts numbered 150, this account was created in 2021 when the topic of declaration (Xie, 2021). The activity of professional political buzzers and volunteer political buzzers on social media Twitter has some differences, although the main goal remains the same, namely to campaign for a particular candidate's spouse. Professional political buzzers play more passively in, determine the campaign messages he wants to convey through his Twitter accounts (Lelkes, 2016). All professional political buzzer activities are organized and coordinated by certain parties connected through Whatsapp groups. At the beginning of joining the professional political buzzer, they were asked to create 10 accounts each on social media Facebook, Twitter, and Instagram. Each account must be assigned a specific identity to look like a real account (Setianto, 2019). Then, through these accounts these professional political buzzers will channel campaign messages in the form of daily narratives and hashtags that have been coordinated first. Twitter accounts created by professional political buzzers have their own duties. Of the ten Twitter accounts, four were cast in defense of the candidate's spouse, four were for attacking, and two were neutral.
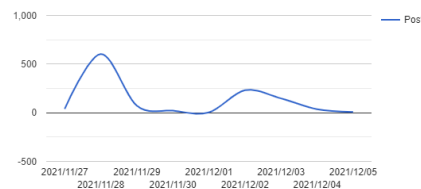
Fig. 2. Posts over Time, on November 27, 2021 05 December 2021 with total Massages 1159 and Unique Poster 849

Source : (Processed Data Researchers use Netlytic.org)
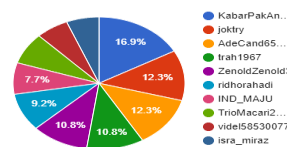

**Fig. 3.** Top Ten Posters

Source : (the result of the researcher's data using Netlytic.org)

There are four indicators of judgment in determining an actor on a communication network, including: (1) Degree Centrality, (2) Closeness Centrality, (3) Centrality of The Army (Betweenness Centrality), (4) Centrality of Eigenvektor (Eigenvector). 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 contacting other actors. Betweenness centrality is a marker of the position of actors with other actors if they have the highest value in a communication network (Li et al., 2020). Meanwhile, eigenvector centrality depicts important or popular actors in a communication network characterized by their relationships with other actors.
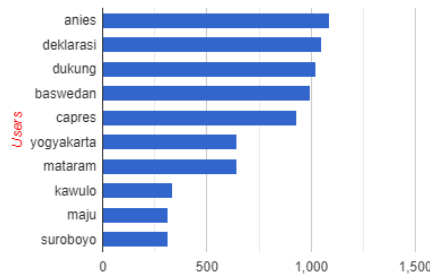
Fig. 4. Top 10 most frequently Used Words

Source : (Processed Products using Netlytic.org)
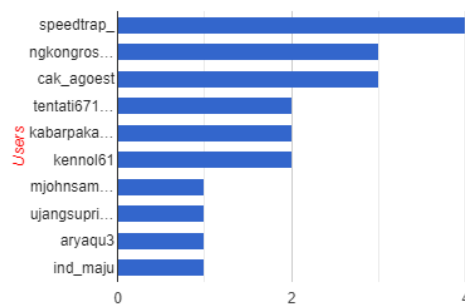
Fig. 5. Network: Top 10 Users (Based on Out-degree Centrality)

Source: (Processed researchers use Netlytic.org)

Table 1. Network Structure

Analisis	Data
Diameter:	2
Density:	0.012310
Reciprocity:	0.022730
Centralization:	0403200
Modularity:	0.366800

Aside from the number of posts, the success of this hashtag is also observed from the network structure as seen in Table 1. The diameter shown is 2. Diameter is a distance that is the furthest distance of actors to interact with other actors. Density and reciprocity indicate a density and reciprocal relationship in a group in a communication network (Mendelsohn et al., 2021). Anies Baswedan Support Network has a low density value, it can be interpreted that the interaction of most Twitter account users on the hashtag Support Anies Baswedan is only limited to mentioning, retweeting, and replying in one direction to certain actors (Zhang et al., 2020). While actors who have many relationships do not reply or mention in response to the interaction given (Bennett &

Entman, 2001). This shows that the digital opinion movement on Supporting Anies Baswedan is intended only as a message related to the handling of the Minister's Regulation. Density 0. 012310 can be improved if the interaction between theors is closer by characterized by activities to show interaction such as replying to mention messages on Twitter so that communication is intertwined both ways. Present data and facts based on calculations, and clear observations If there are images or other visualizations make sure they are good skinned and caption the image below the image pay attention to the following example:

Centralization is a depiction of concentration in a communication network in several actors. Anies Baswedan's Dunukung network is interesting because the results of relatively low centralization (0403200) show that there is no dominant actor on social media who directs Twitter conversational content to users. In addition, the digital opinion movement is quite free to spread on communication networks without being centered on certain actors (García et al., 2019).

Meanwhile, high modularity with a value of 0. 366800 shows that many important actors are scattered in clusters. Table 1 data shows that Support Anies Baswedan has successfully conducted a digital opinion movement from among Twitter netizens who expressed opinions about the support of net citizens in support to Anies Baswedan in the 2024 presidential election.

Activities or activities that are often done by buzzers are in the form of campaigns in various forms. Campaign (Arianto, 2021), is an effort organized by a group (change agent) aimed at persuasion targets in order to accept, modify or discard certain ideas, attitudes and behaviors. Based on the information of informants, it is known that there are three types or forms of campaigns carried out by buzzers. First, the Black Campaign aims to convey lies that lead to slander. Second, negative campaigns or negative campaigns are carried out by collecting and conveying negative facts to attack the opponent or weaken the character of the opponent in public (Berelson, 1952). Then third, positive campaigns or positive campaigns aim to lift the good or positive things that exist in the client (Faulina & Chatra, 2021).

The Formation of Public Opinion : The role of buzzers basically does not stop when a content / issue goes viral. But all that is obtained by a design or formulation that is done by a number of people. Although a content/issue spread by 2000 buzzer accounts can not necessarily change people's opinions and perceptions. Until the issue can convince those who are able to simulate the data to new facts (Jia, 2019).

This quote illustrates that requires an understanding in looking at the interesting side of the issues. As well as how the buzzer in designing the sentiment (based on the wants and needs) of the audience. Buzzers on new media or social media platforms are as follows that make it what it is (real) or turn it into fake. In addition, buzzers must also understand how to simulate the issue (Faulina & Chatra, 2021).

5. Conclusion

The buzzer phenomenon is something that cannot be separated from the presence of new media, especially social media. The development of social media today is increasingly diverse and equipped with advanced features that make it easier for buzzers to carry out various activities. Buzeer Political Activities with keywords on Twitter Support Anies Baswedan In keywords Support Anies Baswedan on twitter penelti found 1156 twett dated December 6, 2021, in finding data researchers use the help of Netlytic.org in retrieving data on twitter and found Preview 1156 twett data.

The activity of professional political buzzers and volunteer political buzzers on social media Twitter has some differences, although the main goal remains the same, namely to campaign for a particular candidate's spouse (Idris, 2018). Top Ten Posters Source: the results of researchers' data using Netlytic.org, There are four assessment indicators in determining an actor on a communication network, including: (1) Degree Centrality, (2) Closeness Centrality, (3) Centrality of The Army (Betweenness Centrality), (4) Centrality of Eigenvektor (Eigenvector). Closeness centrality is the closeness that occurs between actors involved in a network by contacting or contacting other actors. Anies Baswedan Support Network has a low density value, it can be interpreted that the interaction

of most Twitter account users on the hashtag Support Anies Baswedan is only limited to mentioning, retweeting, and replying in one direction to certain actors.

Present data and facts based on calculations, and clear observations If there are images or other visualizations make sure they are good skinned and caption the image below the image consider the following example: Centralization is a depiction of concentration in a communication network on several actors (Setianto, 2019). Anies Baswedan's support network is interesting because the results of relatively low centralization (0403200) show that it is not the dominant actor on social media who directs Twitter conversational content to users. Meanwhile, the high modularity of 0.366800 indicates that the large number of important actors scattered in clusters (Tasente, 2020). Table 1 data shows that Support Anies Baswedan has successfully conducted a digital opinion movement from among Twitter netizens who expressed opinions about the support of net citizens in support to Anies Baswedan in the 2024 presidential election.

Acknowledgement

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