

Jokowi versus Prabowo Presidential Race for 2019 General Election on Twitter

Suraya Suraya^{1*}, Fransiskus Emilus D. Kadju ²

Master of Communication Studies Department, Mercu Buana University, Jakarta, Indonesia

*Corresponding author: Suraya Suraya

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Abstract

The aim of study is to analyze how does the political leadership of the two candidates is being represented on Twitter?; To what extent does the topic mapping of online-news coverage could affect Jokowi's electability and Prabowo's electability?; To what extent does black campaign on Twitter could affect Jokowi's electability and Prabowo's electability? Method of this research using quantitative content analysis. Data were gathered by using crawling technique. This technique uses the help of the Drone Emprit engine to capture all topic maps from online news coverage and Twitter conversations during the period 1 September 2018 at 12.00 AM Western Indonesia Time (GMT+7) until 31 December 2018 at 11:59 PM Western Indonesia Time (GMT+7) is amounting to 7,876,727 mentions with the following details: 257,819 articles from online news and 7,618,908 conversations on Twitter. Based on the Drone Emprit analysis, negative sentiments related to news and discussion about Jokowi and Prabowo did not dominate the conversation. Jokowi gets more negative sentiments in the form of SARA attacks, defamation, bodyshaming, Propaganda, hoaxes, fakenews, negative campaign, and black campaign with a comparison ratio of 9:1 to Prabowo. Interpretatively, it can be said that the supporters of the opposition have done more than black campaigns and negative campaigns rather than carrying out rational political ideas.

Keywords: Presidential Race; General Election; Twitter; Jokowi; Prabowo; Hoax.

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INTRODUCTION

Jokowi and Prabowo, the two national figures that have always been featured on Indonesia's political landscape, will once again racing against each other on the 2019 presidential election. Both of them have become opponents since the 2014 election. Billboards that exhibiting the characters of candidates for presidency as well as representative council members have begun surfacing everywhere along public roads. Numerous infographics that shown these candidates' visions and missions also started to spread massively on social media by buzzers and loyal supporters. The aim is to increase candidates' popularity and acceptability.

The popularity factor (well-known), acceptability (accepted), and electability (chosen) are the three very important factors for candidates in the Legislative Election (*Pileg*) and Presidential Elections (*Pilpres*) to determine how likely they will be elected at election contestation. Talking about election contestation, these three factors are integrated and presuppose one another, although all these three stand alone.

Since the DKI Jakarta's Governor election in 2012, hoax productivity has increased sharply. Back in

the days, people were only using hoax as jokes or something to laugh about. Yet since 2012, hoax began to be used as political munitions to gain votes by destroying political opponents' supporters' base. The hoax outbreak was visibly appeared during the 2014 presidential election. For example, there was circulating information stating Joko Widodo was a Christian and descended from a member of the Indonesian Communist Party. Politically, such information can be considered as intentionally made 'false-information' to reduce the sympathy of Muslims voters so they would not vote for this particular candidate[1].

After the 2014 election, political stands had made the Indonesian society was divided into two. Case like siblings that stop getting along well due to dissimilar political preferences, even when the election was over, was happening a lot. Another case like unfriending close friends, just because the candidate that they supported was won over the one he or she voted, was common. Unwittingly, such phenomenon seems to be repeated towards the 2019 presidential election and the pattern might remain the same after the election is over. As Indonesia is approaching the upcoming presidential election, the tension of political climate between the two parties have made the loyalists

and "supporting soldiers", who seemed to have faded away after the 2014 presidential election, are resurrecting. The cyber war between youth of the nation is heating up again. Propaganda and hoax are massively filling every possible internet page. Various posts with mind-catching captions and blatant memes are increasingly decorating political campaign on cyberspace. The emergence of false news and black campaign, which were politically created for attacking certain candidate's image or reputation, have actually taken Indonesia's democracy into something that excessively radical without we even realizing the syndroms. What's more miserable is when a veteran of political figure is firmly issued a propaganda statement containing tribe, religion, race, and Inter social-group (SARA) and hoaxes, just to achieve agenda setting for his or her political preference. All these propaganda, black campaign, and hoax have the same goal; to 'Iron Throne' the nation's ruling president [1].

The hashtag war carried out by politicians through cyberspace and the media affirms that public rationality in Indonesia is still colonized by political interests. The hashtag war, black campaign, and propaganda are considered as irrational act. In public space, people should enact well-mannered dialectic by using rational argumentation based on facts and common good. The 2019 presidential election supposed to be colored with innovative ideas and rational debates between candidates, is sadly traded by an irrational war and sarcasm between sympathizers and supporters. Social media becomes one of the solutions to minimize unfairness. Social media could function as a counterweight to television broadcast media, which is now could no longer able to maintain its independence and neutrality. There are many television channels that owned by entrepreneurs who are joining political parties. This kind of condition make some media turning into the campaign medium for the owner's political party. Thus, this is where the urgent function of social media [2].

Twitter is one of the most effective social media used for propaganda. It is why, Twitter becomes the preferred social media by many politicians. They gather the support of sympathizers and buzzers to spread messages in a way to attracts attention, triggering conversations, and builds public opinion, and ultimately make the particular politician becomes viral. Conversations that are widely discussed on Twitter can make its way to become a 'trending topic', and are often used as sources of news quoted by print and online media [3].

Hashtags about supporting and against Jokowi have already boiling up onto the most popular *tweet*, which became a trending topic in *Twitter* land and eventually became news headline on print and online media. Since the launching of political hashtag stating "#GantiPresident2019 (#ChangeThePresident2019)"

by the politician of Prosperous Justice Party (PKS) Mardani Ali Sera, the action to support this movement has become increasingly massive. The hashtags get even more viral when supporters print the **#ChangeThePresident2019** hashtag on t-shirts massively. **#ChangeThePresident2019** topped the whimsical popularity ladder on Indonesian *Twitter* around April 9-10, 2018. In quick respond from the opponent's supporter, a rival hashtag was appeared just about 48 minutes later saying "**#RakyatMauJokowi2019 (#PeopleWantsJokowi2019)**", of which the hashtag also went viral onto printed t-shirts. The hashtags war got interesting when President Joko Widodo himself responding specifically towards the **#ChangeThePresident2019** hashtag, saying neither the hashtag nor the t-shirt printed with that hashtag will not be able to replace the president. The right to replace the president is owned by the people and *Allah SWT* [3].

Politicians are conveying political statements **#ChangeThePresident2019** in order to attract attention and to give influence towards perception of *netters* who are using social media. The opponent side would then counter the issue by making **#PeopleWantsJokowi2019** as its equal rivalry. Political campaign race do not only occur on air television discussions, regional road show, or advertisements, but it also on social media through hashtags war. Each side execute propaganda to influence the perceptions of social media users and to also shape public opinion [3].

Based on *Social Network Analyze* conducted by the Ministry of Communication and Information of Republic of Indonesia, between February to September 2018 the spread of fake news published by online media and hoax content on social media are mostly consisted of political motives and their objective is targeting 2019 Presidential Election related issues. The appearance of anonymous accounts on social media, with objective is to propagate public and social media user to shift their political preferences, is massively carried out by opportunist political actors and hired political *buzzers* in cyberspace political campaign.

This is the *post-truth* situation in Indonesia ahead of the 2019 Presidential Election. Gone are the times when truth, rationality, and innovative ideas are being considered as a powerful weapon to win the contestation. The situations where intrigue, deception, and false information are spread, the propaganda moves takes the advantages the neglection of people's knowledge. The situations where people are often confused because it is difficult to distinguish between what is right and what is false. This sad reality seems to make democracy and independence think in Indonesia walking backwards. This topic that was then made the public space that being adored by Hannah Arendt, as a space for exchanging ideas to build a better life together, was instead imprisoning the praxis pf political styles that were actually anti-politic [4].

A political leader will always be discussed and even being debated, either at the political elite level and also at the community level. The quantity of such conversation will escalate during the elections, which including the 2019 presidential election. This issue has become one of the most dominant conversations in the media, especially on digital media, particularly on Twitter. Each presidential candidate are showing off his strengths in various ways. There are lots of research on political campaign war topic had been done in democratic countries, since the 1960s [5].

Another research about the conversation of presidential candidates on *Twitter* has also been conducted by Suraya *et al.* [6] during the 2014 presidential election. Results of that research shown that the presidential election related conversations only contained the following subject of debate; issues of power, political parties and party mechanisms. Nonetheless, some substantial issues like social welfare, poverty, freedom and justice were seemed to be lacking from the highlight. In the 2014 election discourse, there were few gaps between people's perspectives through an overview of state institution's evaluation and the issues discussed throughout the political process. There were also some situations got influenced by the role of the buzzer which significantly raising and at the same time managing the emergence of issues in cyberspace. At the end of the day, it could be concluded that the election process is merely just a 'carnival of democracy'.

Thus, based on these backgrounds, this study address a series of research questions; *how does the political leadership of the two candidates is being represented on Twitter?; To what extent does the topic mapping of online-news coverage could affect Jokowi's electability and Prabowo's electability?; To what extent does black campaign on Twitter could affect Jokowi's electability and Prabowo's electability?*

LITERATURE REVIEW

Online-news media is somewhat included into the definition of a type of mass media or better known as the third generation media. Online media is a communication medium or channel that is presented online on the Internet-based website. Consequently, any types of communication channels that only accessible using Internet connection are being called as 'online media'. The term 'online' in *Bahasa Indonesia* is understood as 'within the network' (*daring*). Therefore, online media is characterized as media that connected through computer networks, the Internet, and so on. Thus, linguistically, online media are those media that are connected through computer networks and the internet [7]. The research about social media also conduct of Sulistyio about online community in Indonesia [8, 9].

Social media is a channel or medium for online social interaction that happens in cyberspace (the Internet). Social media is a virtual reality where users can carry out conversation and socializing as in the real world. Some examples of social media are including Facebook, Twitter, Instagram, Pinterest, Line, and so on. Social media users can communicate, interact, send messages to each other, share, and build networking [10]. We must now about social media logic (norms, strategies, mechanism and economic) underpinning its dynamic [11].

The implications and contributions of the existence of social media are including; the emergence of social ties in cyberspace, values in virtual society, creating online social structures. Through social media, the paradigm of freedom of speech is opened in a whole new model where everyone can express their opinion through their social media account, and get to be heard by the public [10].

'Hashtags' or '#' symbols are popularized by *Twitter*. This sign has a function in raising issues by the community so that it becomes a trending topic on social media. *Hashtag* is used to index keywords or sorting out topics on Twitter, and allows users to easily follow topics of interest. At the earliest time of *hashtag* appearance, it was used to combine topics of conversation so that they could be easily monitored by the users. To make interesting *hashtags* that attract people's attention we use selected words that are easy to remember and it can only be one word; spaces or other punctuation will not work for hashtag. For this reason, Twitter becomes the preferred tool for campaigning during the presidential election, as well for media alignments in the 2014 presidential election [12] and as a construction tool [13]. Twitter was also being used in the 2017 French Presidential Election [14, 15]. Thus some other case examples like in America on the topic of political discourse on Twitter in the 2016 presidential election [16, 17], and Twitter as a tool for electoral and political activities [18, 19, 20], Analysis of President Trump's Twitter content [21].

The research conducted by Adi Suhendra [22] concluded that Twitter was used as a new weapon in the governor election of DKI Jakarta in 2012. Twitter has meaning: (1) as a form of public opinion. (2) as the most democratic campaign media. (3) as the driving force of the revolution, in this case the team successfully interpreted it as a strategy to defeat the incumbent and the coalition of the major parties. (4) as a two-way communication-interaction medium. (5) as an opponent's surveillance device.

A study conducted by Hasfi, Usman and Santosa [23] on leadership representation of presidential candidates could be seen on Twitter. The result of this research shown that the victory of political discussion on Twitter about political leaderships of the

candidates are not determined by rational discussion (egalitarian, consensus, communication without domination) but only determined by the shrewdness of democratic actors (especially the support group) in building the political leadership's image.

Another research carried out by La Junuru found the impact of black campaign in the 2014 presidential election can be seen through several indicators: *First*, damaging the good image of certain candidate to trigger resentment by supporting political parties, partners, voters, and general public towards the targeted subject. *Second*, assassination of character of the presidential candidate by revealing his or her black records to make the subject lose public's sympathy. In addition, the black campaign will eventually give impact on the declining electability of particular candidate competing during the presidential election [24].

To become leaders in the world of politics, one required to own these criteria: competence, strength, integrity, ability, friendliness or closeness with the people. These are the ideal seven criteria that a political leader must have to run the process of democracy. This criterion will complement the focus of rational thinking in producing political programs, which eventually be formulated into the vision and mission of a presidential candidate as an embodiment of the identity, personality and networking.

These days in fact, the democratic measurement of political leaders will be dependent when one encounters these two things; *First*, the power of local values that are distinct from one country and another, which sometimes these values are not aligned with the principles of democracy. In Indonesian context, for example, in many studies about leaderships found that there is a majority belief defining ideal political leader in Indonesia is someone who is Javanese [25,26]; a Muslim [27]; and has a Military background [27,28]. Jonathan Albright coment about the era of fake news in politics [29].

Democratic political discussion on Twitter able to meet certain criteria that Habermas [30] refers to ideal communication actions, which are: a) protection of private sphere, meaning, the way public space protects private issues like identity (gender, ethnicity, religion, etc.); b) argumentative discussion, which refers to the exchange of information that uses critical reasons and tested validity; c) involving all parties affected by the policy that beng raised as the topic of discussion; d) equality, where everyone is free to express their opinions; e) equal interests between each party who communicate to builds common interest; f) Consensus that aiming to reach mutual agreement; g)

neutral dialogue that prioritizes justice, over the goodness in every issue discussed.

RESEARCH METHOD

This study uses positivistic paradigm with quantitative content analysis methods. This research emphasizes the content analysis (topic map) of online news and tweets that contained propaganda and hoaxes.

Topic Map is a term used by the *Drone Emprit* engine to describe the practice of 'framing' that often occurred on online news media. Whilst the manual method to analyzing framing news coverage on a mass media is to read the contents of the news, then by using the *Drone Emprit* engine, people do not need to read every single online news article because the engine will sort the articles according to the news content based on topic map. This means that topic map is an operational language to see the framing of news coverage on online media.

The population of this study is including all mentions of online news coverage and Twitter conversations between the period of February 1, 2018 at 12.00 AM Western Indonesia Time (GMT+7) until January 31, 2019 at 11:59 PM Western Indonesia Time (GMT+7). Data were gathered by using crawling technique. This technique uses the help of the Drone Emprit engine to capture all topic maps from online news coverage and Twitter conversations during the period 1 September 2018 at 12.00 AM Western Indonesia Time (GMT+7) until 31 December 2018 at 11:59 PM Western Indonesia Time (GMT+7).

Drone Emprit is a system that serves to monitor and analyze social media and online platforms based on big data technology. Drone Emprit itself uses the expertise of Artificial Intelligence and Natural Learning Process (NLP). Such technology enables the engine to present a Social Network Analytical map of the source of hoax, how the hoax did is spread, who are the first publisher, and who are the groups that help the hoax to spread. Drone Emprit was developed by Ismail Fahmi, Director of PT. Media Kernels Indonesia.

RESULT AND DISCUSSION

The primary data of this study is taken from Twitter conversations between 1 September 2018 until 31 December 2018. The keywords used were (using Bahasa Indonesia): (1) Jokowi, Joko Widodo, @jokowi, Campaign (*Kampanye*), support (*Dukung*), president (*Presiden*), win (*Menang*), go (*Maju*); (2) Prabowo, @prabowo, change the president (*ganti presiden*), replace the president (*ganti presiden*), campaign (*Kampanye*), support (*Dukung*), president (*Presiden*), win (*Menang*), advance (*Maju*).

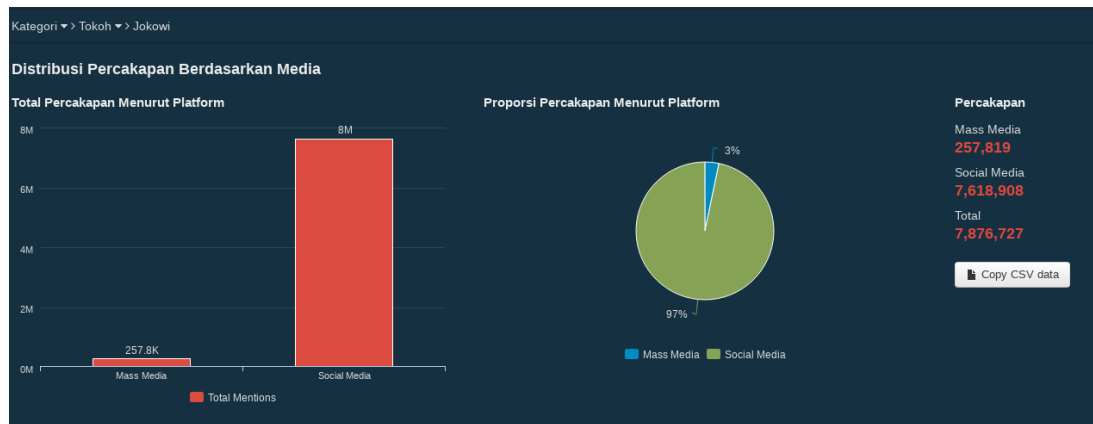


Fig-1.1: Volume of News and Discussion about Jokowi

This data shows about the numbers of online news coverage and Twitter discussion about Jokowi within the first period (1 September 2018 at 12.00 AM Western Indonesia Time (GMT+7) until 31 December 2018 at 11:59 PM Western Indonesia Time (GMT+7))

is amounting to 7,876,727 *mentions* with the following details: 257,819 articles from online news and 7,618,908 conversations on Twitter. This data also shows that Twitter discussion about Jokowi exceeds online news with a ratio of 97%: 3%.

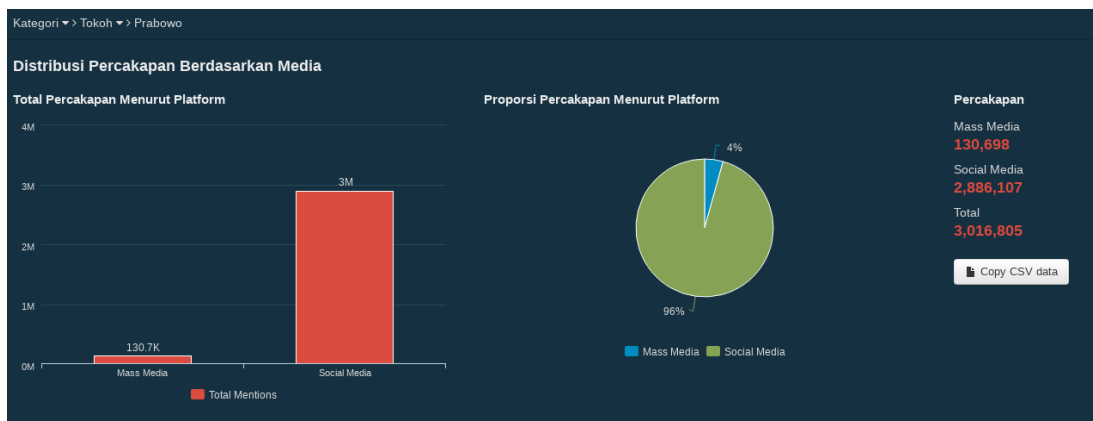


Fig-1.2: Volume of News and Discussion about Prabowo

This data shows about the numbers of online news coverage and Twitter discussion about Jokowi within the first period (1 September 2018 at 12.00 AM Western Indonesia Time (GMT+7) until 31 December 2018 at 11:59 PM Western Indonesia Time (GMT+7))

is amounting to 3.016.805 *mentions* with the following details: 130.698 articles from online news and 2.886.107 conversations on Twitter. This data also shows that Twitter discussion about Jokowi exceeds online news with a ratio of 96%: 4%.

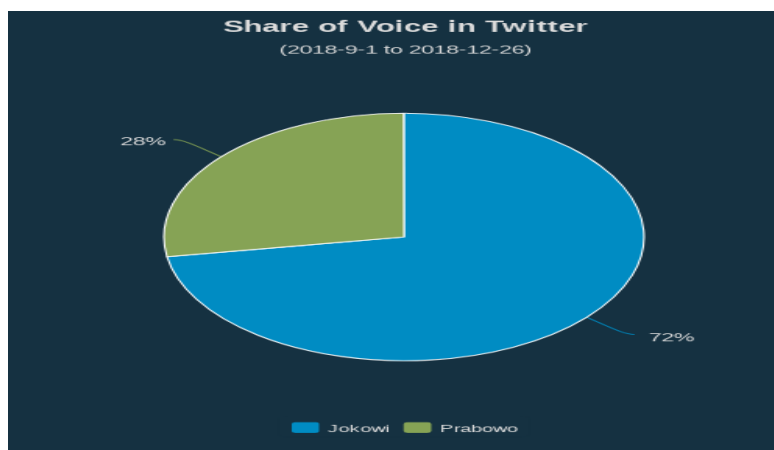


Fig-1.3: Comparison of Discussion about Jokowi and Prabowo on Twitter

This data shows the discussion about Jokowi on Twitter is exceeding Prabowo. The total discussion related to these two political figures is reaching a

number of 10,505,015, while Jokowi counts 7,618,908 (72%) of the total discussion, Prabowo only occupies 2,886,107 (28%).

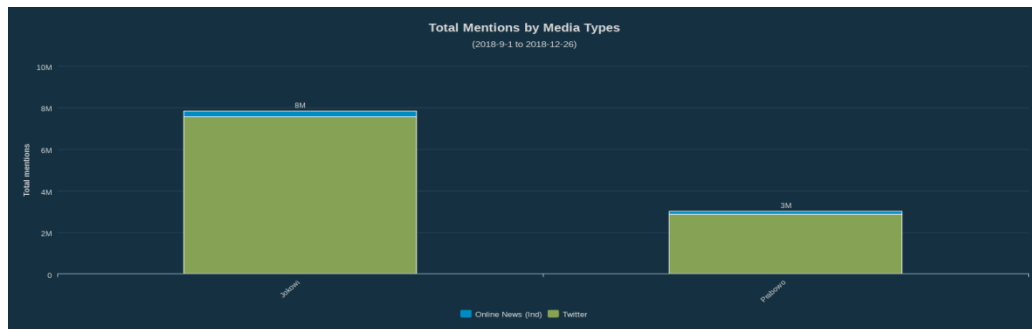
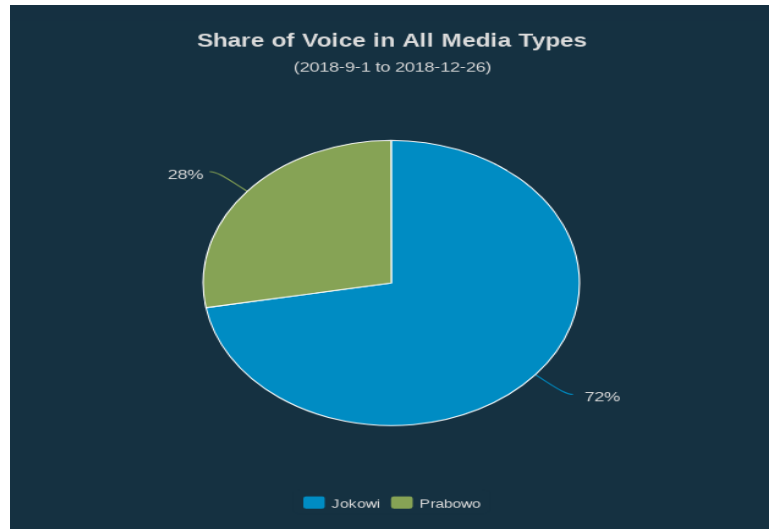


Fig-1.4: Comparison of Online News Coverage and Discussion about Jokowi and Prabowo on Twitter

This data shows that the total discussion containing Jokowi and Prabowo were gathered 10,893,532, news with the following break down; Jokowi got 7,876,727 mentions and news, while Prabowo got 3,016,805 mentions. This data also shows

that the volume of news and discussion about Jokowi went beyond Prabowo with a ratio of 72%: 28%. This illustrates that Jokowi's popularity is outperformed Prabowo's popularity.



Fig-1.5: Trending Topic about Jokowi on Twitter

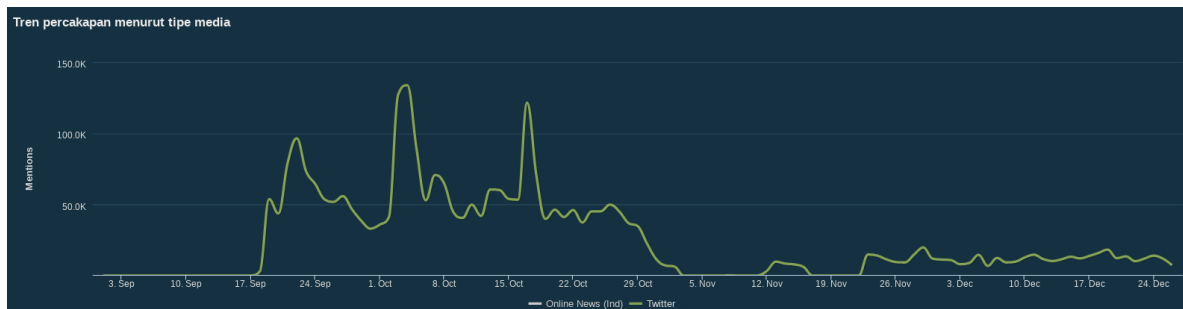


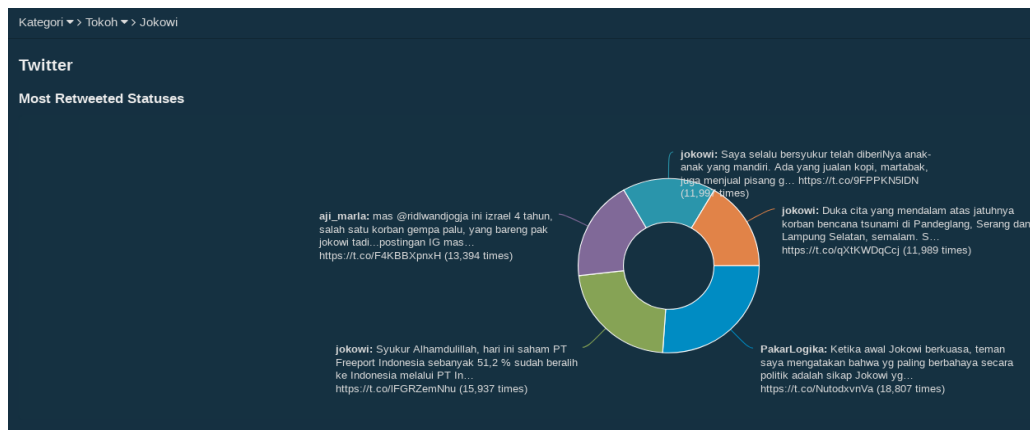
Fig-1.6: Trending Topic about Prabowo on Twitter

The trending topic on Twitter about Jokowi and Prabowo has fluctuated from time to time. The peak of discussion about Jokowi and Prabowo was first occurred on Friday, September 21, 2018. It was during the time, when both pairs of Presidential and Vice Presidential candidates, Jokowi - Ma'ruf Amin and Prabowo – Sandiaga Uno, drew the candidacy's electoral number at the Indonesian General Election Commission (KPU) office in Jakarta. The candidacy's electoral number drawing event was led by the Chair of KPU Arief Budiman who was accompanied by other KPU boards of commissioner. The General Election Supervisory Body (Bawaslu) commissioner representatives, the Honorary Board of Election Organizers, House of Representatives (DPR) Commission II Representatives, state officials, and election monitoring community by civil society were also attending to witness the event. During the event, the both pair of candidates were accompanied by general chairpersons, political parties elite, and supporters. Outside the KPU office building, mass of supporters (civillians) from both pair of candidates were

also gathered to show their support. The withdrawal of candidacy's electoral number for 2019 presidential election resulting Jokowi-Maufuf to use the first order and Prabowo-Sandi to use the second order.

Trending topic data also shows that after September 21, the talks about Jokowi were peaking for eight times: September 22 (118,787 mentions), October 4 (126,204 mentions), October 7 (131,181 mentions), October 19 (115,691 mentions), 14 November (101,367 mentions), November 23 (93,697 mentions), December 14 (205,555 mentions), December 22 (157,962 mentions).

On the other hand, Trending topic data that mentioning Prabowo shows that after September 21, the peak were occurred only three times: September 22 (96,492 mentions), October 4 (133,837 mentions), October 17 (121,565 mentions). Then, the pattern for Prabowo after October 17 is declining. The pattern is rather different compared to Jokowi's, which continues to fluctuate until December 31, 2018.



Avatar	User	Status	#Followers	#Retweeted	All Time
	Pakar Logika @PakarLogika	Ketika awal Jokowi berkuasa, teman saya mengatakan bahwa yg paling berbahaya secara politik adalah sikap Jokowi yg... https://t.co/NutodvWV 13/Dec/2018 04:48 WIB	28,486	18,807	Retweeted: 21,910 Favourited: 24,239
	Joko Widodo @Jokowi	Syukur Alhamdulillah, hari ini saham PT Freeport Indonesia sebanyak 51.2 % sudah beralih ke Indonesia melalui PT In... https://t.co/PCZamNhu 21/Dec/2018 19:53 WIB	10,674,837	15,937	Retweeted: 18,648 Favourited: 34,124
	Marlia @saj_marlia	mas @idwawdaga ini izrael 4 tahun, salah satu korban gempa palu, yang bareng pak Jokowi tadi... postingan IG mas... https://t.co/F4KBBXpnuH 3/Oct/2018 16:10 WIB	206	13,394	Retweeted: 15,845 Favourited: 13,152
	Joko Widodo @Jokowi	Saya selalu bersyukur telah diberiNya anak-anak yang mandiri. Ada yang jualan kopi, martabak, juga menjual pisang g... https://t.co/PPWkdSDA 3/Dec/2018 09:21 WIB	10,674,830	11,997	Retweeted: 13,756 Favourited: 40,288
	Joko Widodo @Jokowi	Duka cita yang mendalam atas jatuhnya korban bencana tsunami di Pandeglang, Serang dan Lampung Selatan, semalam: S... https://t.co/qNkWDqCq 23/Dec/2018 13:20 WIB	10,674,848	11,989	Retweeted: 14,159 Favourited: 23,897
	Joko Widodo @Jokowi	Bocah kecil pemberani ini saya temui di lokasi pengungsian di kota Palu. Ibunya meninggal, ayahnya diawak karena l... https://t.co/24JQJcQgI 3/Oct/2018 21:29 WIB	10,667,895	11,430	Retweeted: 13,469 Favourited: 27,648
	Joko Widodo @Jokowi	Kalau mau menyenangkan semua orang, tinggal menyebar subsidi, bansos, atau BLT sebanyak-banyaknya. Tapi jangan mend... https://t.co/gAoZozXCD5 14/Dec/2018 09:08 WIB	10,674,244	11,016	Retweeted: 12,842 Favourited: 28,230
	Joko Widodo @Jokowi	Saya merasakan kerisauan yang mendalam dari seluruh keluarga penumpang dan awak pesawat Lion Air JT610 yang jatuh p... https://t.co/SLVdyxSTQe 29/Oct/2018 15:48 WIB	10,674,353	11,002	Retweeted: 14,027 Favourited: 24,468
	Joko Widodo @Jokowi	Anthony Sinisuka Ginting menjadi juara tunggal putra bulutangkis China Terbuka 2018 dengan menumbangkan pemin Japa... https://t.co/y9d4d4e4VY 23/Sep/2018 16:52 WIB	10,617,299	10,494	Retweeted: 13,100 Favourited: 25,365
	Joko Widodo @Jokowi	Jauh jauh ke Singapura, makannya tetap di restoran Indonesia. Hari ini, saya makan siang di restoran Bebek Goreng... https://t.co/MY9J3qO6S 13/Nov/2018 19:52 WIB	10,667,857	10,297	Retweeted: 11,779 Favourited: 24,970

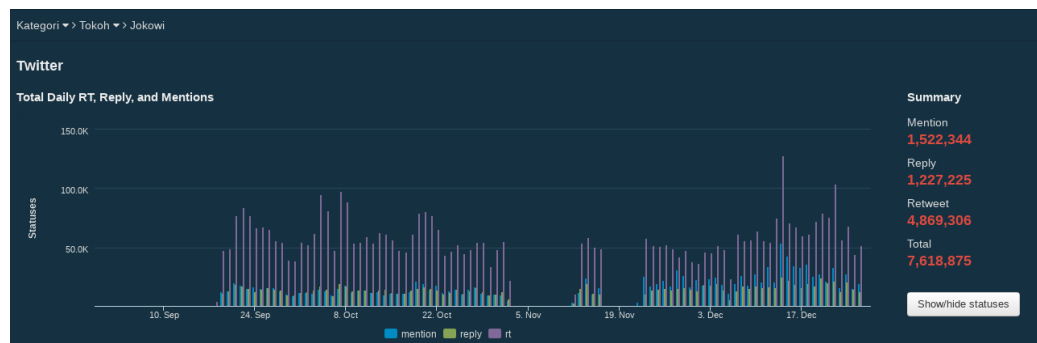










































Fig-1.7: Jokowi's Most Retweeted Statuses

The most retweeted posts coming from a user account named @PakarLogika that contained positive tone towards the Jokowi's governance, particularly highlighting the courage to acquire back Freeport shares. Additionally, President Jokowi's Tweets were dominating the most retweeted statuses chart. President Jokowi's tweets were mostly receiving positive responses rather than negative replies in the form of retweets. There was also a post from a user account named @gabikinkembung that uploaded an amateur

video showing the Presidential Guards (*Paspampres*) disallow public to pose with two-finger up whenever they wanted to take pictures with Jokowi. This particular post received negative response from Internet users. However, the comparison numbers of retweets were far exceeding the reply-tweets with a ratio of 4,869,306 (80%) to 1,227,225 (20%); this indicates that Jokowi's popularity on Twitter is more positive than negative, or as well concluded as *sociometric popularity*.



	<p>Kio boleh gw absen nie... 1. Siapa yang dulu 2014 emang pendukung @prabowo ? Silakan [RT] [3] 2. Siapa dulu yang ... https://t.co/dNOHsWD1 27/Sep/2018 09:03 WIB    Graph</p>	23,072	3,817	Retweeted: 4,461 Favoured: 1,475
	<p>Selamat malam Bung Romi, dari lubuk hati yang paling dalam saya ingin mengucapkan terima kasih atas kebaikan dan pe... https://t.co/w6w3JgIa2 28/Nov/2018 20:12 WIB    Graph</p>	3,391,191	3,700	Retweeted: 4,986 Favoured: 12,041
	<p>Survei IDM, Elektabilitas Prabowo-Sandi 56,39%, Jokowi Ma'ruf 35,58% Kalau Elektabilitas di twitter siapa kira-kira ... https://t.co/SakX4QFp 30/03/2018 11:18 WIB    Graph</p>	30,683	3,661	Retweeted: 4,813 Favoured: 838
	<p>"Not two. Two is Prabowo. One is Jokowi" Pantaskah berkampanye politik dalam acara yang dibaiay APBN? Si Mulya... https://t.co/XS2AMmhf 17/Oct/2018 16:33 WIB    Graph</p>	55,216	3,649	Retweeted: 4,439 Favoured: 5,955
	<p>Polling yuk... ☺ Seandainya... ini seandainya ya, di Pilpres 2019 Prabowo-Sandiaga Uno vs Kardus Durian anda pilih ... https://t.co/vMHGhfy7O 10/Oct/2018 13:27 WIB    Graph</p>	29,741	3,509	Retweeted: 4,272 Favoured: 135
	<p>Siapa Menangkan Prabowo-Sandi? Kerahkan semua Potensi kita untuk mendukung Capres-Cawapres hasil Ijtima' Ulama, aja... https://t.co/6T5pMduut 22/Sep/2018 21:09 WIB    Graph</p>	119,839	3,434	Retweeted: 4,024 Favoured: 8,375
	<p>KPU Tetapkan Nomor Urut Capres-Cawapres 2019: Joko Widodo-KH Ma'ruf Amin (1) Prabowo Subianto-Sandiaga Uno (2) S... https://t.co/8B8nmccPq 23/Sep/2018 21:03 WIB    Graph</p>	3,597,227	3,302	Retweeted: 3,560 Favoured: 1,711
	<p>Takulah Anda Pengganti RS di Times Prabowo-Sandi? Anak Muda Yg Prestasinya Mengguncang Dunia Dari Putri sampai... https://t.co/0GZnRvovP 5/Oct/2018 06:12 WIB    Graph</p>	231,697	3,179	Retweeted: 3,607 Favoured: 6,323
	<p>Diantara kedua Jenderal ini yang mana idola anda ? 1. Wiranto (Like) 2. Prabowo Subianto (Retweet) https://t.co/OWGPb1BSU 29/Sep/2018 11:47 WIB    Graph</p>	29,518	3,156	Retweeted: 4,146 Favoured: 246
	<p>Inya Allah saya Sandiaga Salahuddin Uno dan Bapak H. Prabowo Subianto dimampukan oleh Allah SWT bersama rakyat men... https://t.co/Mzdp83gWe 22/Sep/2018 09:43 WIB    Graph</p>	1,046,230	3,093	Retweeted: 3,498 Favoured: 10,500

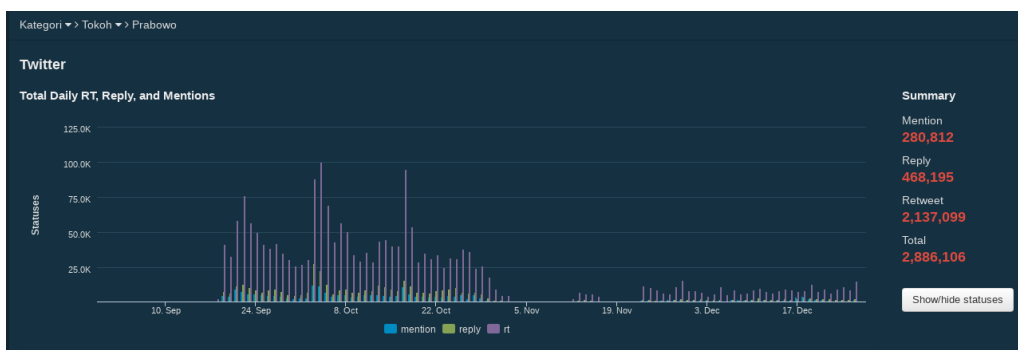


Fig-1.8: Prabowo's Most Retweeted Statuses

Based on the most retweeted statuses of Prabowo's Characteristics Project, it appears that accounts that support the opposition and those who opposed the incumbent are dominating the conversation on Twitter. Several accounts like @RajaPurwa, @prabowo, @PollingLagi, @RachlanNashidik, @RiziekShiabFPI, @Maspiyuuu, @haikal_hassan, @sandiuno, @fadlizon, @FaldoMaldini, and other

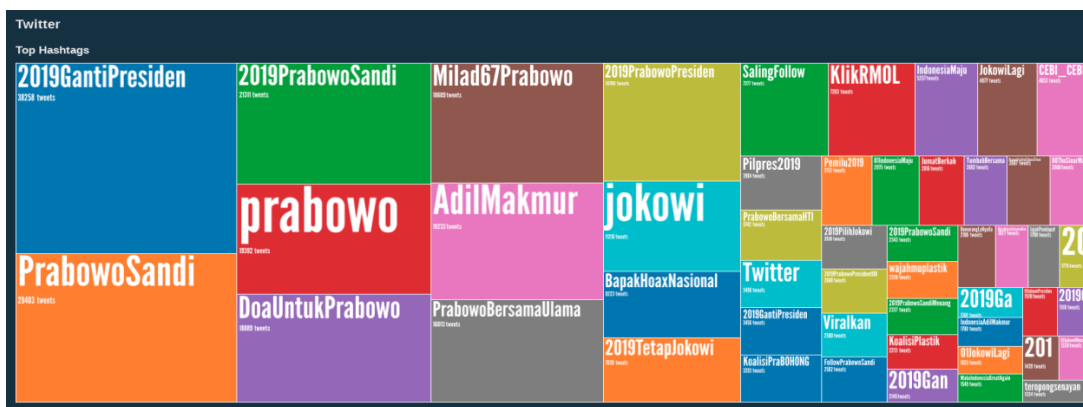
buzzers are the accounts that stand as opponent to the incumbent, as we see the content of their tweets.

The number of retweets were far exceeding the reply with a ratio of 2,137,099 (82%) compared to 468,195 (18%); more or less indicates that Prabowo's popularity on Twitter is more positive than negative, or he has that *sociometric popularity*.



Hashtag	Total
#JokowiMembangunDesa	119.527
#2019TetapJokowi	109.016
#JokowiLagi	105.174
#01JokowiLagi	78.916
#jokowi	77.938
#01IndonesiaMaju	72.695
#2019pihJokowi	56.829
#2019GantPresiden	53.321
#01JokowiPresiden	46.747
#tppjawatimur	40.756
#KikRMOI	38.274
#2019JokowiKyaMaruf	37.206
#01JokowiMenang	36.280
#Jokowi2Periode	29.976
#01IndonesiaMajuTerus	28.969
#IndonesiaMaju	27.064
#GelarTTO2018	24.178
#JokowiAman	21.913
#TPPFRiau	20.283
#01JokowiMenang	17.821

Fig-1.11: Hashtag about Jokowi



Hashtag	Total
#2019GantiPresiden	38.258
#PrabowoSandi	29.403
#2019PrabowoSandi	21.311
#prabowo	19.392
#DoaUntukPrabowo	18.889
#Milad67Prabowo	18.689
#AdilMakmur	18.233
#PrabowoBersamaUlama	16.013
#2019PrabowoPresiden	14.709
#jokowi	11.216
#BapakHoaxNasional	8.223
#2019TetapJokowi	7.838
#SalingFollow	7.377
#KJRMOL	7.263
#IndonesiaMaju	5.257
#JokowiLagi	4.977
#CEBI_CEBI	4.653
#Pilpres2019	3.984
#PrabowoBersamaHTI	3.742

Fig-1.12: Hashtag about Prabowo

Hashtags that support Jokowi are including *#JokowiMembangunDesa* (Jokowi Builds Villages), *#2019TetapJokowi* (2019 Still Jokowi), *#Jokowi*, *#01Jokowilagi* (01 Jokowi Again), *#JokowiLagi* (Jokowi Again), *#01IndonesiaMaju* (01 Indonesia Forward), and so on; as shown by the Drone Emprit statistics above. Meanwhile, supporting hashtags for Prabowo are including *#2019GantiPresiden* (2019 Change President), *#PrabowoSandi*, *#DuaUntukPrabowo* (Two For Prabowo), *#PrabowoBersamaUlama* (Prabowo With Religious Scholar), *#2019PrabowoSandi*, etc; as shown by the Drone Emprit statistics above. Aside from supporting,

there are also existing hashtags that performed negative campaign such as *#BapakHoaxNational* (National Hoax Father) which are aiming for Jokowi and Prabowo at the same time. *#BapakHoaxNational* is imposed on Jokowi by supporters of the opposition through posts and captions stating that 'Jokowi is failed to build the country', 'Jokowi only claimed the achievements of others', 'Jokowi only build political image' and so on. Whereas for Prabowo, the *#BapakHoaxNational* hashtag was paired with *#HoaxRatnaSarumpaet* who issued a statement through a press conference that Prabowo's persecution of Ratna Sarumpaet was a big lie against the People of Indonesia.

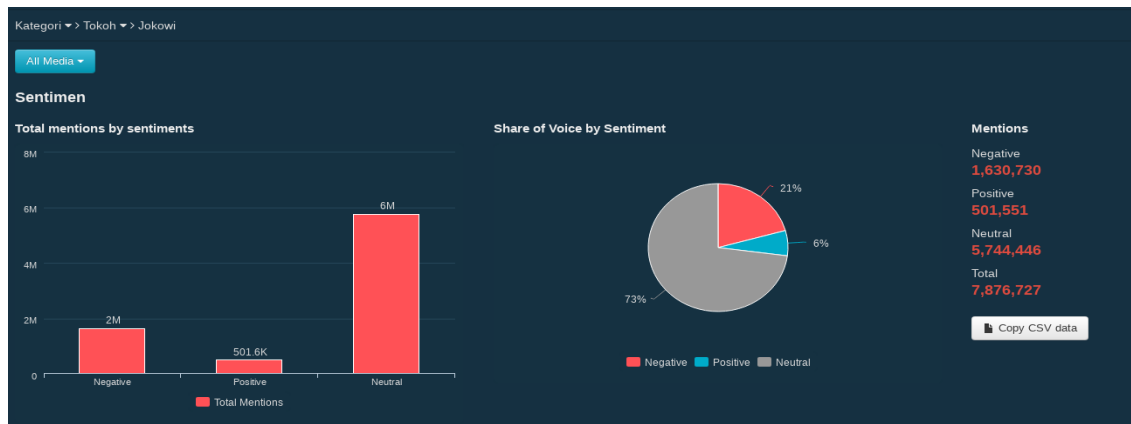


Fig-1.13: News Sentiment on Online Media and Discussion about Jokowi on Twitter

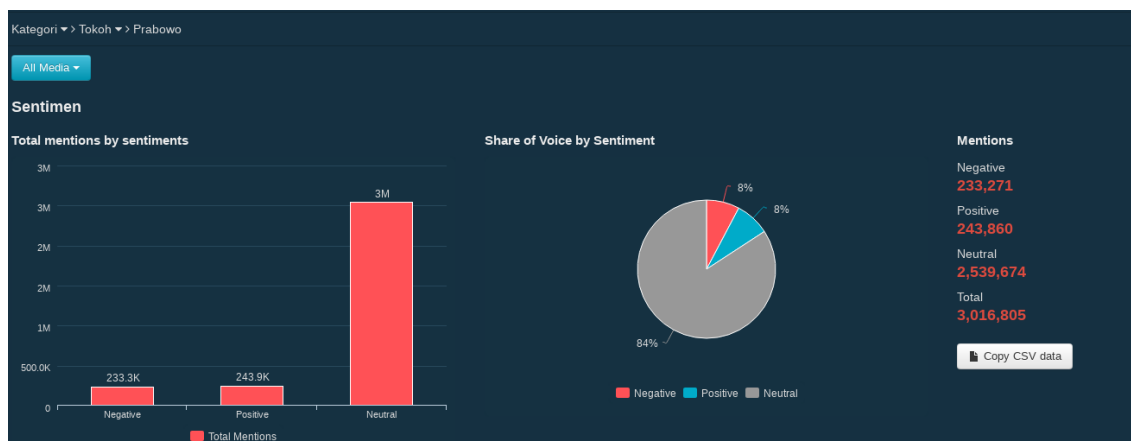


Fig-1.14: News Sentiment on Online Media and Discussion about Prabowo on Twitter

The Drone Emprit engine shows the sentiments grouping into three categories; neutral, positive and negative. The neutral sentiment of these two projects are mostly came from online news. Jokowi received 5,744,446 neutral sentiment out of 7,876,727 total sentiments, while Prabowo received 2,539,674 neutral sentiment out of 3,016,805 total sentiment. This shows that online news media still apply the principle of 'covering both side' and keep the neutrality in coverage news, even though Jokowi gets more attention by the media compared to Prabowo. In perctages, the comparison ratio of neutral sentiments between Jokowi and Prabowo is 69%: 31%. This shows that Jokowi received more neutral sentiments than Prabowo.

Positive sentiment generally comes from supporters and buzzers tweets from both sides. It is considered to be common practice when each supporting group, whether Jokowi or Prabowo, is glorifying their supported figure through Tweets. While Jokowi's supporters tend to post the progress made by Jokowi's government, including the one with the significant effect about the Freeport's 51% shares acquisition by Indonesia. In addition, Jokowi's supporters are showing explicit pride to the soul and Jokowi's typical spirit to work hard. Jokowi is considered to be a capable leder to build Indonesia's infrastructure and develop nation's human resources

that are evenly distributed from Sabang to Papua. Thus, Jokowi received 501,551 positive sentiments out of a total of 7,876,727 sentiments.

On Prabowo's side, his typical supporters tend to highlight about the character and charisma of Prabowo's leaderships on their posts. They often stated that Prabowo was a firm, intelligent and faithful leader. They express affirmation that Indonesia needs a leader like Prabowo. Thus, Prabowo received 243,860 positive sentiments out of a total of 3,016,805 sentiments. In perctages, the comparison ratio of positive sentiment between Jokowi and Prabowo is 67%: 33%. This shows that Jokowi received more positive sentiments than Prabowo.

In contrast to the previous two sentiments, on the negative sentiment, Jokowi is receiving more negative sentiments than Prabowo. From a total of 7,876,727 sentiments, Jokowi received 1,630,730 negative sentiments. Whereas Prabowo, from a total of 3,016,805 sentiments, Prabowo only received 233,271 negative sentiments. In perctages, the comparison ratio of negative sentiment between Jokowi and Prabowo is 87%: 13%. This shows that Jokowi received more negative sentiments than Prabowo. The negative sentiment attacking by Jokowi and Prabowo are mostly comes from Twitter posts that mentioning about SARA,

defamation, bodyshaming, propaganda, hoaxes, fakenews, negative campaign, and black campaigns. This data also shows that compared to Prabowo, Jokowi gets more attacks from the issues of SARA, defamation, bodyshaming, propaganda, hoax, fakenews, negative campaign, and black campaign. This figure shows how big does the percentage contrast of SARA attacks, defamation, bodyshaming, propaganda, hoaxes, fakenews, negative campaigns, and black campaigns received by these two figures.

CONCLUSION

News articles on the online media and Twitter conversations are two entities of many items that prove one's popularity. The more coverages and discussions about a particular figure, the more popular that person becomes. In contrast, the less news coverage and discussions about a certain figure, the more unpopular the person is. In terms of popularity, Jokowi and Prabowo are the two very popular figures in Indonesia. Indonesian society are certainly familiar with these two figures. However, when compared based on provided data above, Jokowi's popularity is far surpassing Prabowo's. The reason why Jokowi is more popular than Prabowo is because of the many news and discussion about Jokowi rather than Prabowo. Interpretatively, it can be said that Jokowi's electability is far above Prabowo. The trajectory theory states that the greater the talk about a particular person, then the bullet trajectory will get bigger, and the person will become more popular and well-known. If this trajectory theory is applied and if the presidential election is conducted today, then it is likely that Jokowi will be the winner.

The results based on the statistical data above also analyze the sentiments of whether or not the discussion about Jokowi and Prabowo is filled by negative sentiments. If the negative sentiment dominates a conversation about a certain character, whether it's Jokowi or Prabowo, then the figure based on the trajectory theory will lose in the Presidential Election contest. This means that negative sentiments indicate the acceptability of character is low, no matter how popular he is. Based on the Drone Emprit analysis, negative sentiments related to news and discussion about Jokowi and Prabowo did not dominate the conversation. If you see the direction of conversation on Twitter, you can see that Jokowi gets more negative sentiments in the form of SARA attacks, defamation, bodyshaming, Propaganda, hoaxes, fakenews, negative campaign, and black campaign with a comparison ratio of 9:1 to Prabowo. Interpretatively, it can be said that the supporters of the opposition have done more than black campaigns and negative campaigns rather than carrying out rational political ideas. If such campaign continuous, then Indonesian democracy will only be a means of seeking a victory for votes, not a means to advance and win a civilization.

RECOMENDATION

This so called *post-truth* era has made public are flooded with grey information. These information are not always valid and not all are intended to educate the public. There is so much information that contained SARA, defamation, bodyshaming, Propaganda, hoax, fakenews, negative campaigns, and black campaigns. If the community is not critical, then the information will affect the weight of the public valuation. This can be seen from Netter's negative posts and comments which tend to support and exaggerate hoax and false information on social media.

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