Big data analysis: Ganjar Pranowo's political communication through social media Twitter

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Abstract

In this modern era, advances in communication technology have spread to the lives of humanity. One form of advancement in communication technology is new media, which is known as digital technology, which then gave birth to social media. One political actor is the regional head. Ganjar Pranowo, as one of the local leaders, carried out political communication by establishing close relations with the community, collaborating with various parties to show the performance that had carried out by utilizing social media as a medium of contact with the public. The method used in this research is to use social media analysis with Nvivo 12 Plus. Based on the study from Nvivo stated that Ganjar Pranowo's Political Communication focuses on political and government matters. Ganjar Pranowo aggressively promotes #VisitJawaTengah and #JatengGayeng. Mention interactions from Twitter Ganjar Pranawo and Taj Yasin Maimoen are the most common interactions based on Word similarity. Based on this, it can see that Ganjar Pranowo provides information to the public by utilizing social media as a medium of political communication.

Keywords: political communication, Twitter, Ganjar Pranowo, big data.

1. Introduction

Communication is a process of delivering opinions or ideas to others [1]. One of them is in the political sphere. Most political activities are communication between political participants and targets. Communication and politics combined into political communication about the nature of talking about conversations and influencing interactions.

Political communication is the process of delivering messages from political actors to the public [2]. Political communication can be made explicit or implied which is completely present wherever and whenever. Political communication can also be described as a message that has political characteristics, namely its relationship with the state, government, and society [3].

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In this modern era advances in communication technology have spread to the lives of humanity. The development of communication technology and computers has led to changes in people's daily culture, the application of not using media for human activities in the economic, political fields or in efforts to build a culture in preserving customs and culture [5]. One form of advancement in communication technology is new media or what is known as digital technology which then gives birth to social media (social media).

The use of social media, for now, is a political land that is very easy to be accessed by all groups, ranging from the Government in disseminating its work programs, politicians and political parties in increasing electability and popularity, even civil society, in general, uses social media to access information- information that is currently developing. Even social media users are very open and can be accessed by anyone and any age.

The openness of information through social media provides a huge opportunity for everyone to access it, so social media becomes a necessity like other necessities of life. The development of media makes great distances feel very close, business activities can be carried out through online media, even in political agendas, social media becomes a media that is very often used. Therefore, it is interesting to see how the role of media as a marketing and political communication tool today, this kind of thing can not be separated from the development of social media in the era of industrial revolution 4.0 [6]. The increasingly important use of social media has marginalized the mainstream mass media in the competition for disseminating information related to politics and state power [7].

In the United States government agencies and political elites use social media massively to interact with and to inform their citizens of a policy that has been made [8] One political actor is the regional head. Ganjar Pranowo, as one of the regional heads, carried out political communication by establishing close relations with the community, collaborating with various parties to show the performance that had been carried out. Ganjar Pranowo is the Governor of Central Java from August 2013 until now the second term served as governor of Central Java.

Millennial leadership Ganjar Pranowo is considered productive and efficient than the previous leader's term. Ganjar Pranowo is known as a leader who makes it easy for the community and can "chat" casually with him. Ganjar Pranowo's millennial leadership style that utilizes social media well is considered successful in leading Central Java.

Based on the explanation above, the increasing relevance of political communication on social media implies a fundamental change in traditional political communication to more modern political communication so that something that will be conveyed will be far more effective. which has usually been initiated and managed exclusively by political actors. Therefore it is very interesting to study, Twitter which can be used for political discussion

and to influence the process of making political opinions and notifying work programs to the public.

2. Theoretical framework/ Literature review
2.1. *Political communication*
Political communication here according [9] namely a combination of more than two academic disciplines into an activity, especially about communication and politics. The availability of political communication most often occurs in social media and print media, for that social media has an important role in the political system and the success of political communication will greatly affect political stability.

Political communication here plays an important role as policymakers in the political system [10]. From what McNair has said, political communication is about the allocation of public resources that have value, government authorities who are given the power to make decisions both in the legislative and executive fields, and sanctions have given by the government. The success of political communication does not only affect the political message, but also the political actors (politicians), activists and also government agencies that deliver the political message.

According to [11], there are some essential points of political communication itself is the delivery of messages to constituents. Therefore, some essential things must be considered. First, the message conveyed to the public. Second, the interference of the media that presents the message. Third, how (framing) the framing of issues is built [12] Concerning the life of the nation and state, [13] argues, "political communication is the process of conveying opinions, attitudes and behaviour of people, institutions or political forces to influence political decision making, while those what is meant by politics is none other than the life of the state". Flexible, "political communication is communication that refers to political activities" [14]. Thus all activities with political nuances carried out by the government, or state power and supporting institutions as well as those carried out by the people in general, constitute a form of political communication.

Based on this provision, freedom of communication is the right of the community. According to [15], "the right to information is a basic right inherent in humans, or as human consciousness to know things outside of themselves". In government administration, the right to communicate is often linked to political communication or the delivery of messages to the public or the people which contain policies of state power.

In general, political communication is commonly associated with political conversations or the delivery of verbal and non-verbal political messages that can influence the people and the government in a political system. Or in simple terms, it can be stated that political communication is the delivery of messages that are politically charged from a source to the recipient to create a shared understanding of meaning.

Considering that communication is inherent in every person as, according to Watzlawik [16], "humans are beings who can not communicate", then every human behaviour,

including when silent, and does not respond to political messages from a source, still raises meaning related to political nuances.

2.2. Social Media

Social media is defined as an internet-based application that is built on the ideological foundation and Web 2.0 technology. The potential of social media seems to be most promising in a political context because they can be supporters of more participation and democracy.

Social Media is a network for communicating through text, videos, blogs, photos, status updates on Facebook, MySpace, LinkedIn, and others in the form of easily accessible online conversations [17].

The existence of a social media that is increasingly strengthened in the community makes the mainstream mass media must strive to balance with quality information. The mass media is a formal and informal message socialization institution that is important in society [18]. Mass media in the macro system is a subsystem in society that can control and share knowledge "[19].

Social media is defined as "a group of Internet-based applications that are built on the ideological and technological basis of Web 2.0, and which allows the creation and exchange of User Generated Content [20]. Social media is the right place for politicians to influence the public. Social media becomes a machine for making language and the engine forcing audiences to receive information until public opinion is formed which can influence the political choices of the audience [21].

Social media is further described as an ideal tool and information base to find out public opinion about policies and political positions, in addition to building community support for politicians who are campaigning. Some studies have shown that politicians around the world have adopted social media to build relationships with constituents, engage in direct dialogue with the public and form political discussions. The ability to create a dialogue space between politicians and the public and attract the interest of new/young voters makes social media increasingly important for politicians [22].

According to [23] defines public participation as the process by which public concerns, needs and values are incorporated into government and corporate decision-making. The so-called electronic participation focuses not only on this process but also on using the Internet as an additional or exclusive instrument for creating a dialogue between elected and voters. Related to this, [24] introduced the idea of " politics 2.0 ", which can be understood as the use of lower Internet transaction costs and conditions of abundance of information, towards the goal of building more participatory and interactive political institutions.

One of the new media that can express opinions is Twitter. Twitter is the most widely used social media in Indonesia. Along with the increasing popularity of Twitter, people who actively produce and spread information have emerged. This can provide an opportunity to expand social interaction and improve political communication and political participation

of civil society [25]. Users not only become viewers but can also be actively involved to debate a political discourse, as well as the functions and potential possessed by Twitter utilized by political actors.

In recent years, many governments have worked to increase openness and transparency in their actions. Information and communication technology (ICT) is seen by many as a cost-effective and convenient way to promote openness. With the existence of Twitter social media, it is not uncommon for the government or political actors to use the media to facilitate their work, in fact, now many regional heads have used Twitter as a media to listen to complaints and input from their citizens, for the advancement of the region. And in Indonesia itself, this has been done by some regional heads who are very active in playing social media on Twitter in conducting political communication [26].

3. Research Method

This research is descriptive with qualitative explanations. The use of computers in analyzing qualitative data. In the process of coding or categorizing as referred to by Cresswell, not the computer that is doing, the researchers themselves. Apart from the advantages and disadvantages of using computers in qualitative data analysis, this method is very useful for analyzing large databases, such as 500 pages of text or more. In qualitative research will provide views on social issues, such as gender, race, etc. which then help shape research questions, collect data, and analyze it [27]. Nvivo software provides benefits for researchers to conduct social media analysis such as Facebook and Twitter, so the authors decide to use the Nvivo 12 plus software in this study. The research method used in this article is to use analytical tools in the Nvivo 12 Plus application.

4. Result and discussion

4.1. Ganjar Pranowo's political communication interactions via Twitter

Twitter is a social network that is used to interact with other users through computers or mobile devices. Twitter as a social network provides communication services to users to send a short message consisting of a maximum of 140 characters (called a tweet). Tweets can be text and photo messages. Through this tweet, Twitter users can interact more closely with other Twitter users by sending about what they are thinking, what is being done, about events that have just happened, about the latest news and other things.

Social media, including Twitter, can be the foundation of the spirit to build a political, social, economic, and trade system that can move people to look for alternatives during the behaviour of the political elite that is deemed undemocratic. In this case, it is state leaders who are seen as being selfish or of their group and putting forward the interests of their people [28].

The contents of social media messages that are spread freely and easily accessible seem to deny the existence of the main mass media as a source of factual news based on news ethics. Social media in the new media sphere has a flexible nature. New media is a medium that offers digitization, convergence, interactive, and network development in message creation and message delivery [29].

Twitter is used by Ganjar Pranowo in establishing communication with the people of Central Java. As the head of the Central Java region, Ganjar Pranowo uses social media to convey his daily activities as the head of the area and also his activities, for example providing information on the latest work program, handling a problem, the form of cooperation carried out by the local government, opinion polls, advice, or just to greet the public. All of that was done as an effort to establish communication between leaders and the community. Ganjar Pranowo's Twitter account has around 1.3 million followers, following 3,646 accounts and 131.2 thousand tweets. The Twitter account name used by Ganjar Pranowo is @ganjarpranowo. Here is a Ganjar Pranowo Twitter account.

Figure 1. Twitter Account Ganjar Pranowo

Judging from the number of tweets since the first time in 2010 the @ganjarpranowo account was made to reach 131.2 thousand tweets illustrating that Ganjar Pranowo was quite intense in using Twitter to communicate with the people of Central Java. Then seen from the bio twitter "Tuanku ya Rakyat, Gubernur Cuma Mandat" can be interpreted that Ganjar Pranowo shows his loyalty to the jargon as a form of respect for his people.

Ganjar Pranowo also uses Twitter to interact with government agencies throughout Central Java. The @ganjarpranowo account interacts with various accounts of government agencies such as the Central Java Communication and Information Office, the Central Java Regional Personnel Agency, the Central Java Regional Disaster Management Agency to the Central Java Regional Police.
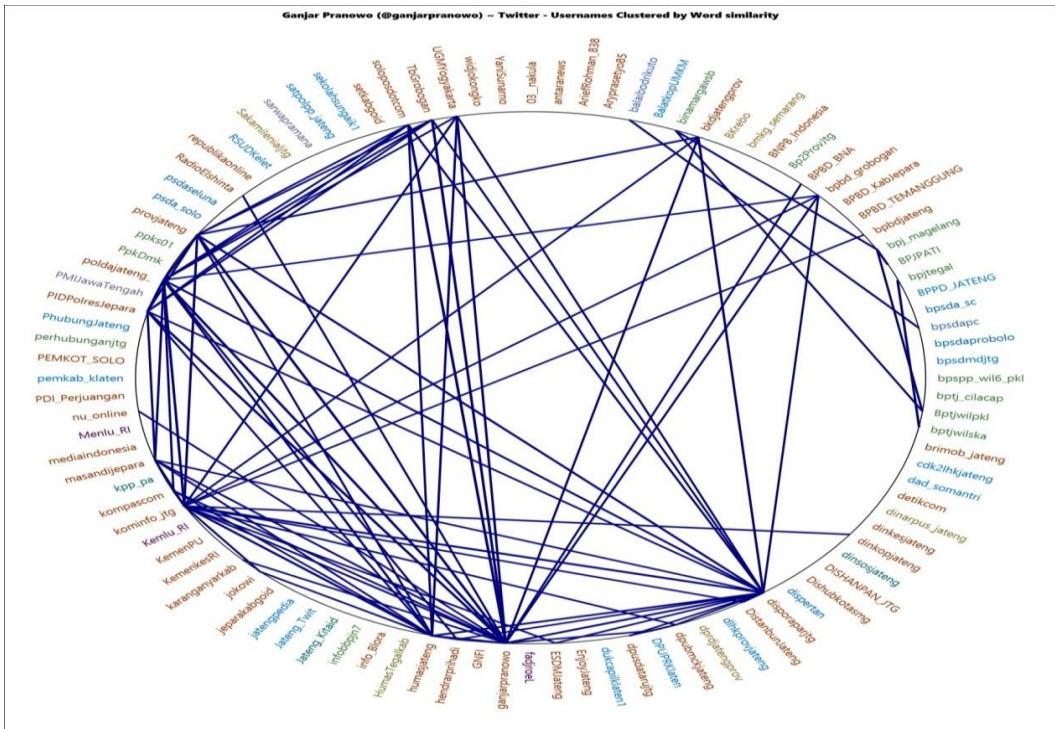
Figure 2. Username Clustered by Word Similarity

Based on the analysis of the word similarity Nvivo 12 Plus above can be seen several accounts that interact with @ganjarpranowo and accounts that interact the most with other accounts. @ganjarpranowo interacts the most with other usernames or accounts, then accounts @kominfo_jtg @humasjateng and @disporaparjtg also have a lot of interactions with other usernames or accounts. @ganjarpranowo not only interacts with government agency accounts but also interacts with the online media @soloposdotcom @republikaonline @detikcom through retweeting posts related to Central Java from these accounts.

In this context, Ganjar Pranowo retweeted more information relating to the government, both information from the Central Government and Central Java Regional Government. The @ganjarpranowo account has many interactions with @disporaparjtg because Ganjar Pranowo is active in providing information related to youth and sports, considering that social media users, especially Twitter, are widely used by youth. Besides, Ganjar Pranowo also actively interacts with other stakeholders outside of government organizations, be it private organizations, community organizations and the community itself. The communication that is carried out is like interaction, clarifying issues that are developing in the community, and as a place to listen to the aspirations of the community.

Figure 3. Hastag Clustered by Word Similarity

Based on the analysis of the word similarity above, it can be seen that #JatengGayeng hashtags that have the most words in common with other hashtags on the @ganjarpranowo account. Like the hashtag #JatengBebasLubang has the same words as #JalanCantik and #AyoKerjaManeh, then #SmartTani and #KakMin. Then also during natural disasters, floods in early 2020 yesterday @ganjarpranowo account used a lot of hashtags related to conditions at the time of the incident, such as #Grobogan has the same words as #BPBDGrobogan and #BencanaAlam. Judging from some of the hashtags, Ganjar Pranowo actively uses the hashtags in his tweets.

4.2. The intensity of Twitter activities Ganjar Pranowo
Ganjar Pranowo has opened a Twitter account since 2010. Since the creation of the @ganjarpranowo account, there have been 132 thousand tweets until Tuesday, February 25, 2020. Based on social media analysis conducted using Nvivo 12 Plus, it can be seen that Ganjar Pranowo actively utilizes the @ganjarpranowo account in conducting communication with the people of Central Java. However, there are limitations in this analysis because the number of tweets that can be analyzed only tweets from the end of 2019 to the present, so there are only 3131 tweets that can be coding by Nvivo 12 Plus.
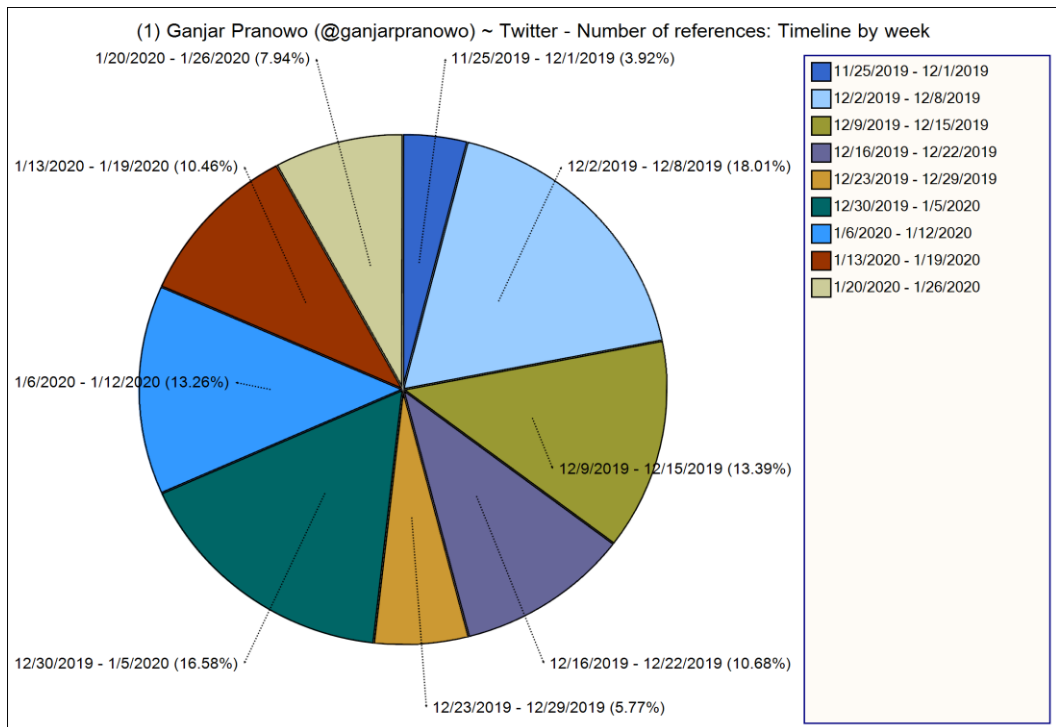
Figure 4. Number of references: Timeline by week

Based on the analysis of Nvivo 12 Plus above, it can be seen that Ganjar Pranowo actively uses the @ganjarpranowo Twitter account to convey his daily activities as the head of the region and also his activities, for example, providing information on the latest work program, handling a problem, form of cooperation carried out by the government area, polls, advice, or just to greet the community.

This shows that social media makes it easy for regional heads to connect with utilizing social media. Everyone without difficulty can use social media to search, obtain and use diverse information in the corridor of freedom of communication. The flexibility of social media can build and improve relationships between individuals and groups in cyberspace, which is not limited by differences in status in society (Susanto, 2017).

Figure 5. Map Nvivo 12 Plus

Ganjar Pranowo not only concerns the citizens of Central Java, but also the attention of citizens of Indonesia and abroad. Its popularity is due to its image as a strict, disciplined and hamburger leader. Ganjar Pranowo's Twitter account has many followers, around 1.3 million. Based on the Map processed by Nvivo 12 Plus above, it shows that the accounts that interact with @ganjarpranowo are not only Central Javanese and Indonesian citizens but also are of concern to foreigners such as Asia, Australia, Africa, Europe, and North America.

5. Conclusion

This research concludes that political communication carried out by Ganjar Pranowo through the @ganjarpranowo Twitter account received much attention from citizens of Central Java, Indonesia and abroad. Based on the results of the Nvivo 12 Plus analysis, it can be concluded that the @ganjarpranowo account gets responses not only from Indonesia but also from Asia, Australia, Africa, Europe, and North America. Then the @ganjarpranowo account gives a lot of information and communicates with the people of Central Java about problems that are happening in Central Java, such as natural disasters that occurred at the beginning of 2020, namely flooding. Ganjar Pranowo also utilizes his social media accounts to convey personal activities and activities with citizens. Ganjar Pranowo is also active in making tweets using tags that relate to his program such as #VisitJawaTengah #JatengBebasLubang #JatengGayeng #AyoKerjaManeh #SamarangSemakinHebat #RilisSehat and so forth.

Therefore, using social media as a tool to build communication by posting programs, activities to get a response from the community so that the programs and activities succeed as expected. Twitter social media has become a new trend for government interaction with people. So the use of social media is the right choice for the government to socialize its programs, by making it easier for the community to respond to the program.

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