

THE EDUCATION CONCEPT OF DIGITAL LITERACY IN INDONESIAN YOUNG CIVIL SOCIETY (ANALYSIS OF HASHTAG COMMUNITY ON TWITTER)

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Abstract

Social interaction in virtual media create many communities, and have different functions and goals. In the self existence young generation context, this qualitative research results there are three community models formed in Twitter. First, self existence build in critical social issue, second, the community that participates in criticizing social issue and creating the existence of popular netizens, lastly, the community that builds existence only as a popular netizen. In the three community models, the second community model can be education concept of digital literacy, because they communication strategy developed has an impact on the broad, deep and critical references in order to be able to have good discussions.

Keywords: political opinion, public interest, participation supporting democracy

I. INTRODUCTION

Studies of social media resulted, the social media was used to personal expression, socialize, interact, friendship, and community [1], [2]. Social media is a way to build self-existence for young people as popular netizens [3], [4]. On Twitter, self-existence is built by community with a specific purpose [5]. The diversity of the community with various purposes has become echo chambers on the internet and busy with their own goals [6], [7] However, the hashtag feature and trending topic feature provided by twitter can be used to interact between communities [8]. In the hashtag feature, interactions between communities occur when a tweet includes many hashtags, so the tweet included in many themes which is a way of forming a community on Twitter. On Twitter, the communities formed by netizens are a way of establishing social relationships in the virtual world, where self-existence is built through the follower and following friendship features between accounts that enable netizens to see or re-

spond a tweet [9]. In generally, relationships on social media require friendship to communicate like seeing, following and responding. On Twitter there are hashtag feature that allows everyone to connect without a friendship process. That hashtag feature allows everyone to communicate every events, news, or issues [6], [10]. The including hashtag in narrative posted, has included the account in hashtag community, therefore the hashtag community on Twitter describes a social theme that members are interested. Specifically, Twitter used as a medium for expressing political views [11]. Twitter is used as a place to discuss politics by young people [12], [13] and as one of the places where electoral political conflicts occur [14] because Twitter turns out to be used as a medium of political communication, especially by the grassroots [15]. Therefore, Twitter can become a public space where grassroots political interaction from young people occurs through the social phenomena that are discussed.

This is a qualitative research using netnography method [16]. Netnography is participant-based observation in a virtual world using computer mediated-communication (CMC) as

the main data source to ethnography understanding of online communities. In this case, the ethnography of the Twitter community is explored through hashtag and trending topics. These two patterns of virtual culture become a medium for connecting individuals narrative shared in a virtual space into a virtual community has a specific purpose. This article examines the Twitter communities that were formed throughout June 2021. The trending topics hashtags used for this research are #Berani jujur pecat (dare to be honest fired), #jangan kaya novel (don't be like novel), #profesor (professor), #megawati pemimpin strategik (megawati as strategic leader), #ikatan cinta ep316 (television show titled "ikatan cinta" or "love bond" episode 316), #coki (name) #sangihe (Island). Observations continue until 2023.

A large number of scholars have explored community phenomena on Twitter, including Juditha's research related to the purpose of establishing a hashtag community as a virtual public opinion hegemony [14], the Twitter community as a pattern of gathering common political views [17], the occurrence of conflicts between communities. politics uses hate speech [5], a place for spreading fake news

[18] and makes Twitter a virtual public space where conflicts and negotiations are carried out by various communities with diverse political views [8]. These previous studies gave rise to criticism regarding the strengthening of conflict polarization between political communities in cyberspace, including Twitter.

II. METHODS/MATERIALS

This study uses the Twitter search API to find text data. The researchers used the Twitter search API stream application using the Python programming language to get the tweets. The way this application works by running the terminal source code. It takes ckey and atoken as authentication or permission settings to be able to access the Twitter stream provided by the search API. In this source code, the selected keywords are written, then download the tweets with those keywords. All downloaded tweets are stored in .json document for coding and analysis. One of the cultures in the virtual world of Twitter is created being mediated by the Hashtag and Trending Topic. Hashtags on trending topics that become research data are #Berani jujur pecat (dare to be honest fired), #jangan kaya novel (don't

be like novel), #profesor (professor), #megawati pemimpin strategik (megawati as strategic leader), #ikatan cinta ep316 (television show titled "ikatan cinta" or "love bond" episode 316), #coki (name) #sangihe (island). The data retrieval of the seven hashtags on Twitter was carried out in June 2021, Observations continue until 2023

Furthermore, an analysis carried out on the interaction activities of netizens form virtual cultural reality [16]. In the data obtained based on the seven selected hashtags, one hundred tweets were taken each as a sample in this study, so the total research sample amounted to seven hundred tweets. Furthermore, the coding technique carried out by referring to concept of independence: to be filtered, competitive and competitive, so that it can describe the process of achieving goals from various patterns of interaction in the hashtag community, illustrated in the following table.

Table 1. Diversity of hashtag community models on Twitter

No	Hashtags	Sample	Information
1	#berani jujur pecat	100 tweets	Focusing on criticizing the KPK issue
2	#jangan kaya novel	100 tweets	Focusing on supporting the KPK
3	#profesor	100 tweets	Criticizing of Megawati's professorship
4	#megawati pemimpinst ratejik	100 tweets	Defending Megawati
5	#sangihe	100 tweets	Reviewing plans for a mining area in Sangihe
6	#Coki	100 tweets	Talking about coki's tweets
7	#ikatan Cinta ep 316	100 tweets	Talking about the soap opera "ikatan cinta"

III. RESULTS

Three Models of Twitter Community

Trending topics on the Twitter timeline are news items in many media, both online and offline [19]. The commotion of Twitter residents' conversations attracted the public's attention to participate in knowing what was being discussed. The topic of the #profesor conversation, for example, became a trending topic on Twitter, discussing the awarding of the title of professor to the fifth President of the Republic of Indone-

sia, Megawati Sukarno Putri. The professor's topic reached 41.4 thousand tweets on June, when the awarding ceremony was held [20]. The professor's topic, which became a trending topic on Twitter, was later discussed by Tempo.com media, which found that netizens' conversations were dominated by negative views regarding the incident, where awarding the title of honorary professor is seen as injuring the dignity of education and academics [21]. As a counter to the professor's theme which contains views that disagree with the awarding of the title to Megawati, netizens have made the hashtags megawati a strategic leader or #megawatipemimpinstratejik. Even though this hashtag was only discussed by 5,083 thousand tweets with the majority of tweets congratulating the recipient of the honorary professor title [20], the hashtag managed to get into the trending topic on Twitter's timeline, and this was made news by CNN Indonesia [22].

The pros and cons in awarding the professor title shows as the hashtag war. The hashtag war on Twitter in June 2021 can be seen in the hashtags #berani jujur pecat and #jangan kaya novel. These two hashtags contain the pros and cons of the dismissal of 75 Komisi Pemberantasan Korupsi (KPK) or Corruption Eradication Commission employees because they did not pass the nationality test held by the institution [23]. This incident drew criticism from netizens through the hashtag #berani jujur pecat was tweeted as many as 17,937 thousand. As a support for the KPK which held the nationality test, netizens created a counter hashtag #jangan kaya novel. This hashtag was tweeted 3,210 thousand, which contains criticism of Novel Baswedan, one of the KPK employees who was fired because he did not pass the nationality test held by the institution and rejected the decision to dismiss. The hashtag war between the pro and contra communities of event became one of the models in which the hashtag community was created on Twitter. The desire of netizens, having a political nuance is the motivation for them to create a hashtag community with political opinion forum. The existence of a common forum makes opinions sound louder in public spaces so have more potential to get attention, concern, and responses. Social media is a place for self-actualization to build social existence through friendship. This study finds self-actualization to build social existence in Twitter community is certain political opinion. In

#berani jujur pecat (dare to be honest fired), #jangan kaya novel (don't be like novel), #profesor (professor), and #megawati pemimpin stratejik (megawati as strategic leader), the common goal of hashtag community is building the political existence of their community. The members in this community feel themselves to be more existent and actual in the virtual world when take interpreting a phenomenon politically. The meaning of political social phenomena is carried out by netizens who are members of the sangihe or #sangihe hashtag community. The sangihe hashtag is a development of social criticism from #berani jujur pecat and #profesor community. This can be seen from the inclusion hashtag #berani jujur pecat and #profesor in many tweets discussing the sangihe phenomenon. However, in the sangihe hashtag there are no counter opinions. The sangihe hashtag was tweeted by 35.9 thousand which contained netizens' concerns regarding the incident of the death Sangihe deputy regent on the plane from Bali to Makassar [24].

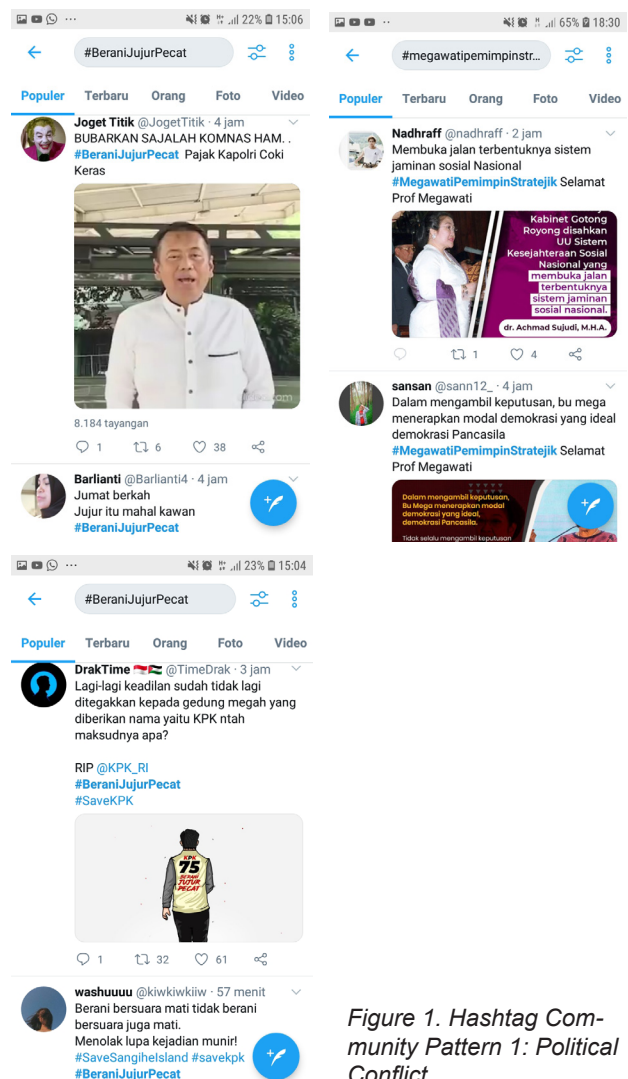


Figure 1. Hashtag Community Pattern 1: Political Conflict

The second of community form is the joining comments of social ethics. The form of this hashtag community is the hashtag coki or #coki. The hashtag Coki was tweeted 8,089, contains a conversation the tweets of a comedian named Coki Pardede regarding the phenomenon of sexual harassment by public figures. Although the majority of netizens' responses were in the form of criticism of the comedian's statement [25], the hashtag Coki contained many different points of sparked public discussions. In the Coki hashtag, the various tweets of social moral criticism of Coki's statement is understanding, explaining the intent, providing alternative assessments, suggesting more appropriate statements, warn of the moral and social repercussions of statements, and express impartiality [20]. The conversations in the Coki hashtag, include many hashtags in netizens tweets. In tweets posted using the hashtag Coki, posted the hashtags #professor, #megawati pemimpin strategik, #berani jujur pecat and #jangan kaya novel [20]. This is showing that account has multiple identities as the hashtags included, and results in the entry of tweets being posted into many communities. In addition of entering the Coki hashtag community, the tweet also enters the hashtags #professor, #megawati pemimpin strategik, #berani jujur pecat and #jangan kaya novel. Therefore, that accounts include multiple hashtags in their tweets, will become members of multiple communities. The joining of many communities into the coki community has made the discussion, not only to the #coki phenomenon, but more broadly to all social and political issues in Indonesia. The discussion of many socio-political issues by many communities, have build better arguments to be accepted. The focus for great argumentation in discussion to various socio-political realities in Indonesia has led the conversation to joint efforts in building discussions on Twitter. The virtual public space discussion that emphasizes argumentative intelligence, many participants become free express their socio-political opinion without being disturbed by responses, rebuttals, rejections and defenses that contain hate speech or pornography, as in virtual public conversations that occur in a conflictual situation [8], [17]. In addition, the joining of many communities into the same community becomes a medium for meeting communities that were initially in conflict using hashtag wars. This

has an impact on changing the pattern of conflict, for focused the arguments of their respective with aim the truth legitimizing and rejecting the legitimacy of other, becoming a discussion that is negotiable to achieve common goals.

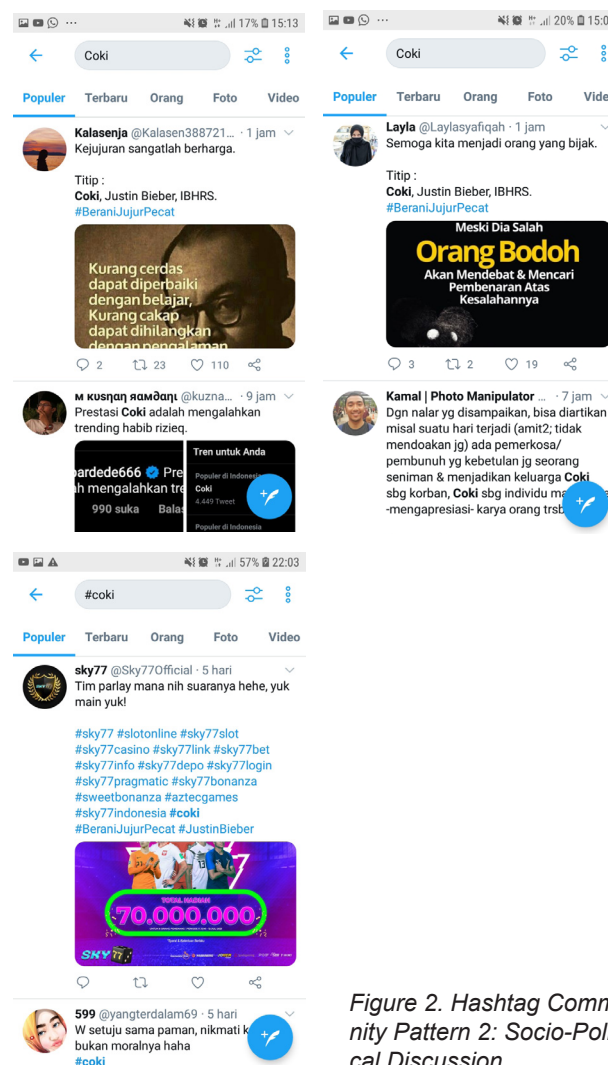


Figure 2. Hashtag Community Pattern 2: Socio-Political Discussion

The third hashtag community form created on Twitter is the merging of tweets containing casual conversations with entertainment themes. This third model community is created more on Twitter than the first and second hashtag models discussed earlier. Even Twitter is dominated by these hashtags, both in terms of the number of tweets they generate and the number of hashtags themselves. One of the hashtags in this category used as research data is the hashtag #ikatancintaep316 [20]. This hashtag is conversation a soap opera has gone viral in Indonesia. The content of the conversation is about the favorite scenes, the characters you like or hate, the memorable utterances of the soap opera characters and the good storyline. In this hashtag, netizens build their ex-

istence by being part of entertainment community. The inclusion #ikatancintaep316 into trending topic of Twitter gives a sense of self-actualization achievement using the public virtual Twitter.



Figure 3. Hashtag Community Pattern 3: Entertainment

Communication Strategy: The Education Concept of Digital Literacy

The media literacy is the ability to access, analyze, evaluate and communicate information, so that users have control over the media and are critical of information. Literacy is a process of using media appropriately. This research found various communication patterns in the Twitter hashtag community. A hashtag war scheme where communication occurs only in the group is a way to hegemony the public space with them ideas, and impact on the polarization and exclusivity. The second pattern of communication is building relationships in interactions with many hashtags. The conversations in the #coki and #sangihe, its members include many hashtags in their tweets, like the “professor” hashtag, “megawati pemimpin strategis” hashtag, and “jangan kaya novel” hashtag. on #coki and #sangihe hashtag wars don’t happen, because the community is diverse, so polarization can be prevented. This second communication strategy is based on ideas. Owners of the discourse “berani jujur pecat”, for example, come to the coki hashtag and sangihe hashtag and discuss their ideas in these hashtags. Public discussion grew because it linked the issue of “berani jujur pecat” with other

social issues as the Coki and Sangihe issues. The contribute in public discussion on many social, political, state governance issues, netizens need broad and in-depth references to be able to argue properly. This process shows the growth of literacy skills in the discussion participants, through an inclusive communication strategy. Therefore, social media is a place for the younger generation to build their existence and become popular netizens, by existing in discussions about social phenomena, light social issues that are semi-entertainment like #coki, to serious socio-political issues like #sangihe. This is a model of the education concept of digital literacy in the young generation. As in the picture.

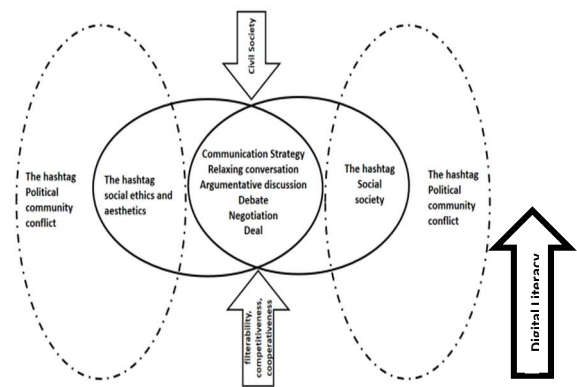


Figure 4. communication strategy for young generation in virtual public sphere

IV. DISCUSSION

Youth, which is synonymous with self-discovery, wants to be connected and active with the world around them, as well as contribute and exist in the public sphere. In the digital era, they make cyberspace, especially social media, a place for this identity search. The control-free nature of cyberspace is accompanied by anonymity, the search for identity displays many colors from showing off to contesting radical ideals. Experts have different views on the virtual world, especially on the virtual community of the younger generation. There is very high optimism such as Tapscoot, 2009, Schmidt and Cohen 2014, versus very high pessimism such as Zuboff, 2019. There are also those in between such as Dahlgren, 2018.

This research captures all of these views with a focus on the process that gave birth to the views of these experts, with the aim of finding a bridge

between the various views. So that the negative and positive views of the experts can be used in order to develop the right digital literacy education concept.

The weakness of this study is that the virtual community used as the research subject is still a minority group so that the resulting digital literacy education concept cannot be applied to subjects who have different characteristics. Especially when the characteristics of the excluded subjects are the majority group. In this case, a more comprehensive study is needed in this study.

V. CONCLUSION

How the younger generation makes media literacy skills in virtual public sphere be come a model of digital literacy education. They are a group searching for identity, so exploring their environment, it is a virtual world. The freedom and anonymity of the virtual public sphere is a place to build their existence. But, the empty control of virtual media, results a mixing of existence and arrogance like hate speech and pornography in cyberspace and received criticism from the public, offline and online. All conditions inspire the young generation to change their interaction model into inclusive communication strategy. The communication strategy is can control the media and get out of algorithmic trap that make exclusive group, and focus on the quality of public discussions that contribute to social and political problems in Indonesian.

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