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**Hastags and Digital Mobilization Movements (DMO):
Communication Network Analysis on #BubarkanPOLRI vs
#Polripresisi Hastags on Twitter Social Media**

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Abstract

This study examines the role of hastags (#BubarkanPOLRI) that first appeared during the Buaya vs Cicak incident where the KPK wiretapped case against the Kabareskrim Mabes Polri which was allegedly involved in disbursing funds from Bank Century customers. Hastag (#BubarkanPolri) Reappeared during the riots at the Kanjuruhan Malang stadium as quoted from the @akmalmarhali20 account "Tear gas shooting is one of the causes of dozens of deaths at Kanjuruhan stadium, STOP COMPETITION ON HUMANITARIAN GROUNDS #Jokowi #BubarkanPOLRI" and @chewulandari_ "Please have a tragedy in Malang to be resolved. Don't ask who's wrong anymore, but ask WHO IS LYING! 1 The police if they turn back the data attacking the community is easy, while the 1000 people shout the dakta is useless. Let alone #BubarkanPOLRI #UsutTuntasTragediKanjuruhan". As well as #polripresisi as a reaction that arises from the development of cases that tarnish the good name of the National Police. As quoted from the @PolsekSebbar account "West Sebatik Police personnel appeal to residents to continue to maintain kamtibmas if there is a problem immediately reported to the Police" and @PolsekLbkPakam "Lubuk Pakam Police SPKT service to the community who make Reports of Loss of Important Letters. Served humanistically, comfortably, and free of levies". This study aims to continue the previous research by comparing two different hastags, namely, #BubarkanPOLRI and #polripresisi to see if the difference in hashtags can have an impact on mobilization between the two fences. #Polripresisi able to create mobilization as measured by the number of network structures formed compared to #BubarkanPOLRI that tend to show the emotions of Twitter users about their dissatisfaction with the Polri as a State institution that should be able to protect and protect the community, of course, the goal is for the National Police to immediately fix themselves with all the dark records that already have, the analysis of this study shows how actors use hastags to get support among twitter users for United in upholding justice.

Keywords: Digital Movement of Opinion; Digital Activity; Communication Network Activity; Mobilization.

INTRODUCTION

Social media is a place for many audiences to express themselves and be able to argue freely about various kinds of phenomena that are happening in an issue or policy raised. The attitude that arises is usually a reflection of an attitude that indicates whether or not to agree with an issue or policy. The reflection formed as a result of the issue is vented using social media by posting opinions from each of their respective social media users. By using Hastags on social media so as to form a community discussing a common topic. argues that the Digital Movement of Opinion (DMO) is a technological development in social media that creates a virtual network of users from one another that is carried out spontaneously to comment on emerging issues. One of the cases of activity in the DMO is the contortion of the Kanjuruhan tragedy and the death of Brigadier J which involved the National Police as the mastermind of this major case. Eriyanto, (2019a)

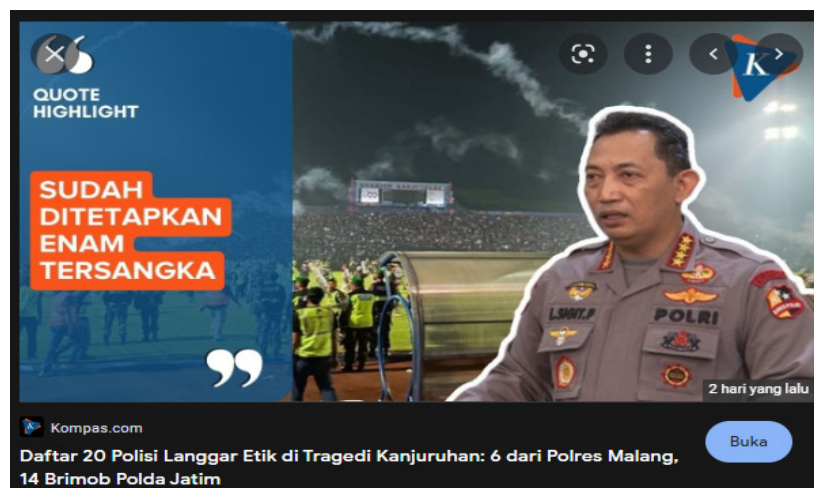


Figure 1 . news in Kompas.com dated Oct 7, 2022

Source: Kompas.com (<https://video.kompas.com/watch/192439/polri-tetapkan-6-tersangka-tragedi-kanjuruhan>)

The National Police of the Republic of Indonesia (Polri) is the National Police in Indonesia which is directly responsible under the President of the Republic of Indonesia, its Main Task and Function is to carry out the Phase one process in the form of conducting law enforcement processes including, Enforcement, Investigation, Collection of Evidence to have the authority to temporarily detain before entering the second stage of the process, namely the process of trial and trial by the prosecutor's office and the State court until it enters the process. The third stage is the verdict of the detention process for the suspect and the accused. Public satisfaction with the performance of the National Police is the most important factor for the National Police as a benchmark for the success of its performance for the country (Prabowo & Irwansyah, 2018; Susilo et al., 2019; Wahyurudhanto, 2018).

However, instead of the main duties and functions of the National Police, many Indonesians feel that the Polri as a community organizer is not a bomber and is more towards the main mastermind of a case from riots to murders, as happened not long ago in the case of premeditated murder committed by the Head of the Police Propam (Irjen Fredy Sambo) against his aide (Brigadier J or

Yoshua Hutabarat) which clearly added a dark cvatatan for the National Police who should be the bomber. community. There have been no bright spots from the Fredy Sambo case, the National Police again recorded their black books after the riots that occurred at the Kanjuruhan Stadium, Malang, Central Java that claimed the lives of 131 people in one night, 33 of whom were children aged 4-17 years. The unfortunate kanjuruhan case is certainly in the world's spotlight because of the large number of victims, behind it all again the Police who should be the advocates of the jurtru community have instead taken policies that eventually led to worsening riots. As a result, based on a survey conducted by LSI, it shows that the level of trust of the Indonesian people in the National Police has plummeted by 17%.

Behind its poor performance and not as expected by many Indonesians, the National Police as law enforcement officials denied and directly emphasized that their actions were actions taken in accordance with applicable procedures and regulations. Various efforts were made to improve the good name of the National Police, one example is the slogan initiated by the Chief of National Police, General Tito Karnavian, which carries "Promoter" which means that the National Police can protect the community professionally and close to the community, to the slogan carried by General Listyo Sigit Prabowo, namely "Precision" which is a follow-up action from the slogan "Promoter" which puts forward actions based on problems that are interpreted as Predictive, Responsibility, and Transparency. The slogans made are a form of resistance from the National Police to its poor performance by the Indonesian people, as a result, #polripresisi also participated in becoming a hot topic among social media, one of which is the social media Twitter. Through #polripresisi many members of the National Police and the public shared tweets in the form of photos showing the Polri being present as a State Institution that protects and protects the Indonesian people.



Figure 2

Source by: Twitter.com (#polripresisi)

The phenomenon of digital activism that uses social media recently shows an attitude of agreeing and disagreeing with an issue or policy by voicing and grouping issues using the hashtag (#). This attitude arises as a reaction arising from an event that ultimately creates a community where every social media user who is spread out and does not know each other expresses his opinion and discusses the same topic (Eriyanto, 2019b).

This study examines the role of hastags (#BubarkanPOLRI) that first appeared during the Buaya vs Cicak incident where the KPK wiretapped case against the Kabareskrim Mabes Polri which was allegedly involved in disbursement of funds from Bank Century customers. Hastag (#BubarkanPolri) Reappeared during the riots at the Kanjuruhan Malang stadium as quoted from the @akmalmarhali20 account "*Tear gas shooting is one of the causes of dozens of deaths at Kanjuruhan stadium, STOP COMPETITION ON HUMANITARIAN GROUNDS #Jokowi #BubarkanPOLRI*" and @chewulandari_ "*Please resolve the tragedy in Malang. Don't ask who's wrong anymore, but ask WHO IS LYING! 1 The police if they turn back the data attacking the community is easy, while the 1000 people shout the dakta is useless. Much less? #BubarkanPOLRI #UsutTuntasTragediKanjuruhan*". As well as #polripresisi as a reaction that arises from the development of cases that tarnish the good name of the National Police. As quoted from the @PolsekSebbar account "*West Sebatik Police personnel appeal to residents to continue to maintain kamtibmas if there is a problem immediately reported to the Police*" and @PolsekLbkPakam "*Lubuk Pakam Police SPKT service to the community who make Reports of Loss of Important Papers. Served humanistically, comfortably, and free of levies*". This study aims to continue the previous research by comparing two different hastags, namely, #BubarkanPOLRI and #polripresisi to see if the difference in hashtags can have an impact on mobilization between the two fences.

The research conducted Berliana & Santoso (2022) using SNA as a research method compared the analysis of twitter social media networks against #ridwankamil and #aniesbaswedan in the 2024 presidential election simulation which showed sentimental differences in figures on twitter social media. Gustial Radjah et al., (2023) also uses SNA in its research by analyzing #LGBT who have an active network on twitter social media and are interconnected with each other. Using #Timnasday using the social media application Twitter to measure how wide the #Timnasday network is on Graciela Bianca Jaafar et al., (2022) social media Twitter, this study shows that the size of this communication network is quite large and wide because it shows communication to sports lovers on social media networks. Studies on hastags and social movements have been conducted by a number of researchers who look at how hashtags play a role in social movements in the digital realm. Examples are about #BubarkanKPAI vs #KamiBersamaKPAI, #Indonesiaterserah Opinion Movement, #KesetaraanGender, #Percumalaporpolisi Eriyanto, (2019)Rakhman et al., (2021)Pangestu et al., (2022) and public opinion in the #Percumalaporpolisi Movement, Handaningtias et al., (2022)Aisyah et al., (2021)seeing #Pilpres2019 conversations in social media, (Setianto, 2020) about caring for the environment using #BijakBerplastik on social media twitter, network analysis on Adisty Sekar Kiranny & Noorshanti Sumarah, (2022) social media using #IbuKotaBaru, analysis Yusriyah Sudaryanto Ahmad Fatoni, (2020) Scientific & Meaning, (2022) of the influence of actors on #roketchina hashtags. (Kurniawati, 2022) conducting research that analyzes the use of #educationtoprotecttomorrow as an effort to increase awareness of world diabetes health. Kadek Mawar Ariestuti et al., (2021) utilizing the hashtag welcome to Indonesia on tiktok as a means of criticism and Nurhazizah et al.,

(2022) seeing the sentimental social network on the spread of vaccinations on social media twitter.

The similarity in this study lies in the observation to see how hastags form the mobilization of social media user networks and see how hastags encourage social media users to continue to be aware of a phenomenon or issue that is being discussed. This study will compare two different hastags that contradict the same issue of #BubarkanPOLRI vs. #Polripresisi to see if these different hashtags will have an impact on different mobilizations.

Social media is a place of cyber communication that continues to develop actively which ultimately gives rise to new phenomena such as cancel culture which is a phenomenon used in social media that seeks to gather votes to corner a person or institution if the person or institution does something unpleasant or something offensive (Mayasari, 2022). One of the media that is often used in network analysis research is Twitter which is one of the social media that gives its users to send, respond and receive short messages that have a maximum of 280 characters which are often referred to as tweets from various twitter accounts in the world. (Handoko et al., 2022)

Communication network analysis Is a channel that connects individuals with other individuals to communicate and exchange messages (Priambodo & Arianto, 2022). Digital activism is a digital activity that forms the study of digital media, the emergence of digital media, especially social media, has formed a sharp increase in interest in the study of social movements, topics about digital social movements to participate in analyzing issues or policies that use social media (Hasnawati, 2021).

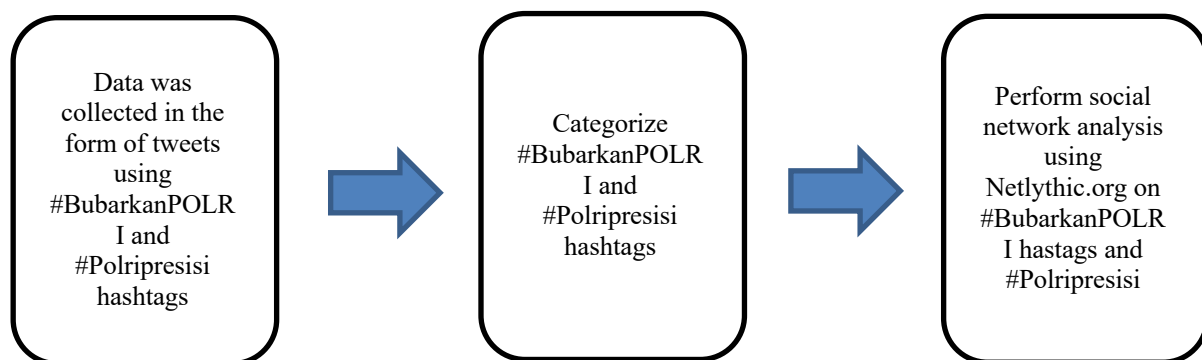
In forming a message in a community, usually in social media, a hastag will be formed as the key to a phenomenon or issue that is being discussed, Hastag also functions as an anchor in the movement of opinions on social media that can lure someone to jointly express an opinion by responding or making posts on social media usually in the form of an emotional opinion encouraging spontaneous opinions so that the discussion will be warm and tending (Eriyanto, 2019). Some studies have also seen that hastags have a role to create mobnilization for example, research conducted by showing that feminism activists use hashtags to form and encourage users to interact about gender equality which argues that one should treat humans fairly and not discriminate against any gender thus creating an imaginative community where every user who does not know each other is in one community that same and talks about the same topic so that it can be concluded that the hastag gives faith in a large space where people can freely argue.Pangestu et al., (2022)

Airoldi et al., (2019) argues that the Digital movement of opinion is a social movement carried out online that moves directly without being moved by an agency or organization, DMO directly moves as a form of reaction from social media users to discuss certain issues or topics that are classified into two categories, namely groups that support the issue and groups that do not support the issue being discussed (Putri et al., 2022). Digital activism can take and adopt many forms of technological diversity One example is online petitions that create support and mobilization. This activism can be categorized differently from the use of social media for social movements, generally the majority of the people will express opinions secretly and social

movements are usually characterized by the activities of a small group. Barisione & Ceron (2017) identified four main features in the Digital opinion movement, the main of which is spontaneous and disorganized, secondly in terms of age time in this movement tends not to last long, the third opinion is generally homogeneous in black and white and the last is to use a lot of cross-sectors due to the large number of sectors or groups involved. Prihantoro et al., (2021)

METHODOLOGY

To answer the question of how hastags affect the mobilization of social media users, researchers used the SNA (Social Media Analysis) method by comparing the networks formed on Twitter social media, namely #BubarkanPOLRI and #Polripresisi hastags (Coritama et al., 2022). This method aims to describe the structure and network of relationships of actors and look at the relationships between actors in a particular structure. This method will describe the structure and network of twitter social media users related to polemics between the community and the National Police. The data used in this study are data (tweets) using #BubarkanPOLRI and #Polripresisi collected in the time span of October 1 – October 8, 2022.



Figures 3: The First Step of Data Collection Using the social media application twitter

Figures 4: after the data is collected, the next step is to categorize the data according to the hashtag

Figures 5: after grouping, the next stage is to process data according to hastags using Netlythic software

The first step is to collect data on twitter related to #BubarkanPOLRI hastags and #Polripresisi using Netlytic software. Then conducting network analysis is carried out with three stages, namely the first stage by analyzing the network structure and describing the shape of the network structure then the second is by analyzing the group level and how to describe the kelopak in the network and the last is by analyzing the actors and identifying the dominant actors in the network.

RESULTS AND DISCUSSION

#BubarkanPOLRI

Through the hashtag #BubarkanPOLRI many of the Twitter media users expressed their frustration and frustration to the National Police as law enforcement that should be trustworthy. The content on the post shows a clear problem, its causes and what its solution is. They called on the government to thoroughly investigate what happened at Malang's Kanjuruhan

stadium indiscriminately, with evidence allegedly that the beginning of the riots occurred when the Security forces fired tear gas which made it difficult for korman to breathe until the exit was locked. Hastag #BubarkanPOLRI generally voiced the public about the unsuccessfulness of the National Police in handling several cases that were impoverished, the community responded that the National Police did not carry out their duties properly and demanded that the National Police be disbanded because it was not in accordance with its main duties and functions. Intepretation of #BubarkanPOLRI Findings.

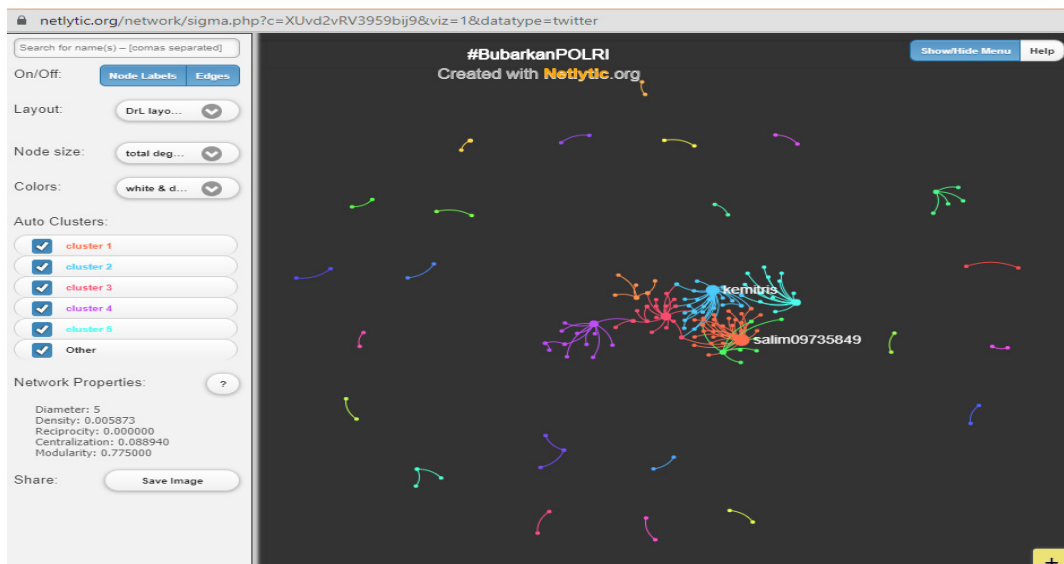


Figure 3: Network Visualization #BubarkanPOLRI using Netlytic

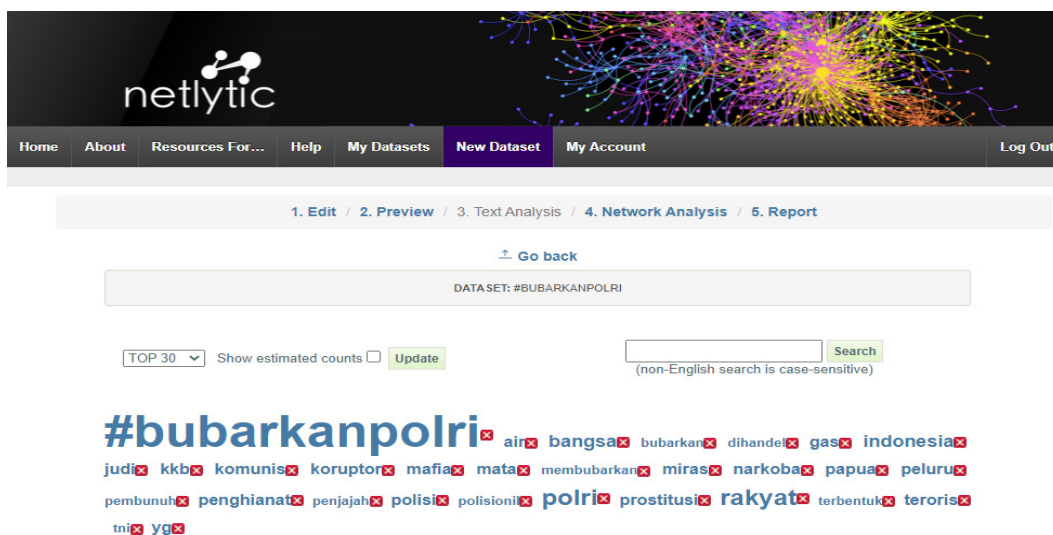


Figure 4 Topic: Hastag used when posting #BubarkanPOLRI

#BubarkanPOLRI attracted a lot of attention from Twitter social media users. This is evidenced by the fact that there are many users who express dissatisfaction with the performance of the National Police as a State institution, which we can observe from the word murderer to betrayal which illustrates how much disappointment the Indonesian people have with the performance of the National Police.

Table 1 analysis on #BubarkanPOLRI

Analysis	Data
Diameter	5
Density	0.005873
Reciprocity	0.000000
Centralization	0.088940
Modularity	0.775000

The success of this hashtag can also be seen when #BubarkanPOLRI processed using the Netlytic application as seen in the table above shows that the diameter is 5, meaning that the potingan that has spread from user to other twitter users has 5 stages. Meanwhile, Denisty and Reciprocity are close to 0, which means that low Density indicates low interaction between Twitter users. High centralization indicates the presence of dominant actors who direct the content of conversation topics in the twitter media. Meanwhile, high Modularity indicates that there are few groups or clusters related to conversation topics on twitter.

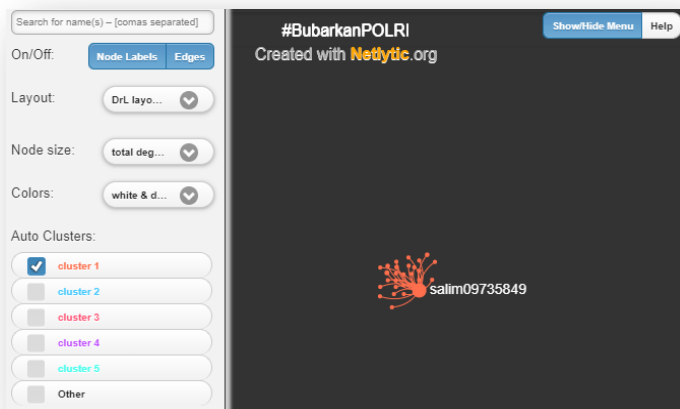


Figure 5: cluster network analysis 1 #BubarkanPOLRI

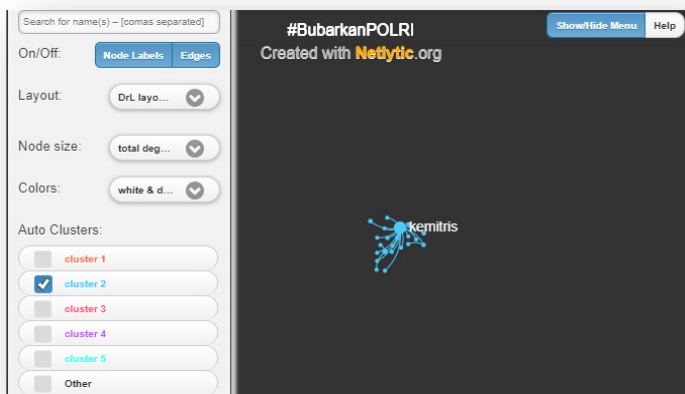
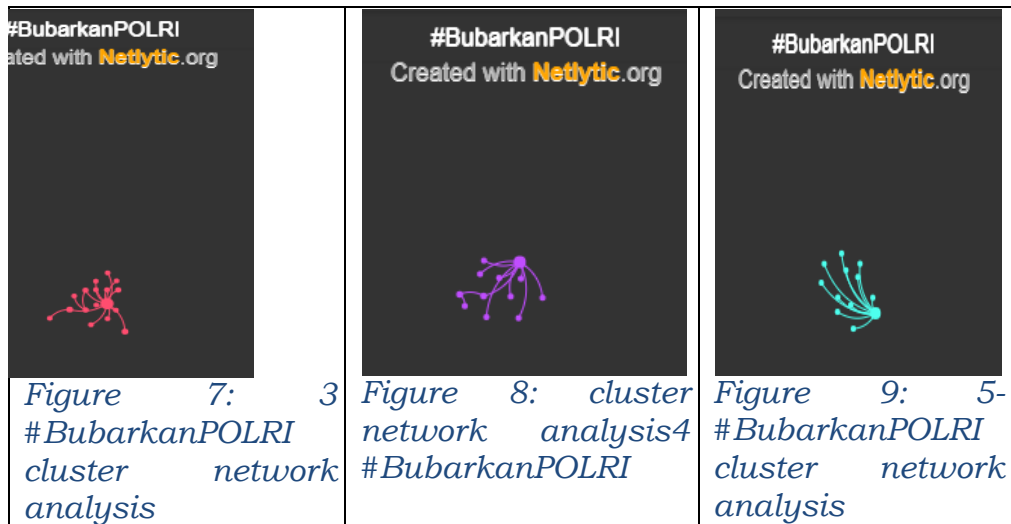


Figure 6: Cluster Network Analysis 2 #BubarkanPOLRI



In the results of the network cluster, although there are 5 actors who use twitter as a social media application in voicing #BubarkanPOLRI accounts that often mention, reply and retweet using #BubarkanPOLRI are @salim09735849, @kemitris, @abdrach22412480, @skandalmedia and @danang_p_jati accounts and several other small accounts that do not form a cluster.

#polripresisi

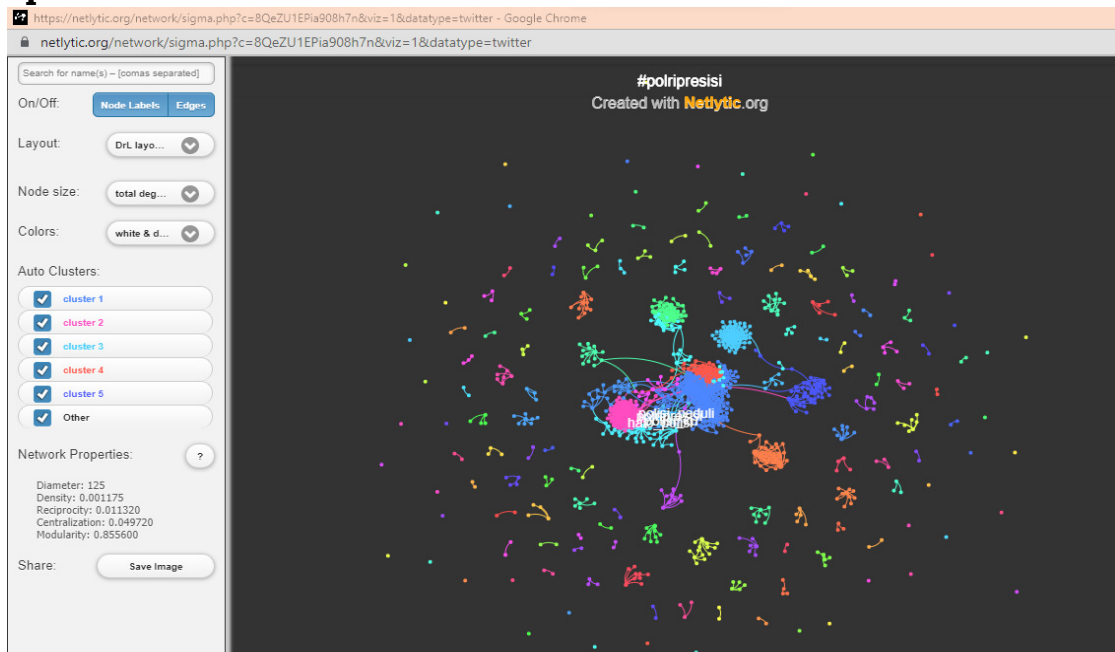


Figure 10 Network Visualization #polripresisi using Netlytic

By using #polripresisi, the Polri as law enforcement recognized by the state seems to refuse and show that they have worked according to their main duties and functions in accordance with applicable procedures, it is evident that #polripresisi show the attitude and action that the Polri is happy to help and serve the community with joy. The National Police as the main law enforcement officers participated in taking to the field directly to serve and care for the community properly as shown in the picture.3 there were Police

who immediately stepped in to help residents clean the sewers and help the children who crossed, as if to show that the Police department also wholeheartedly served the community well.

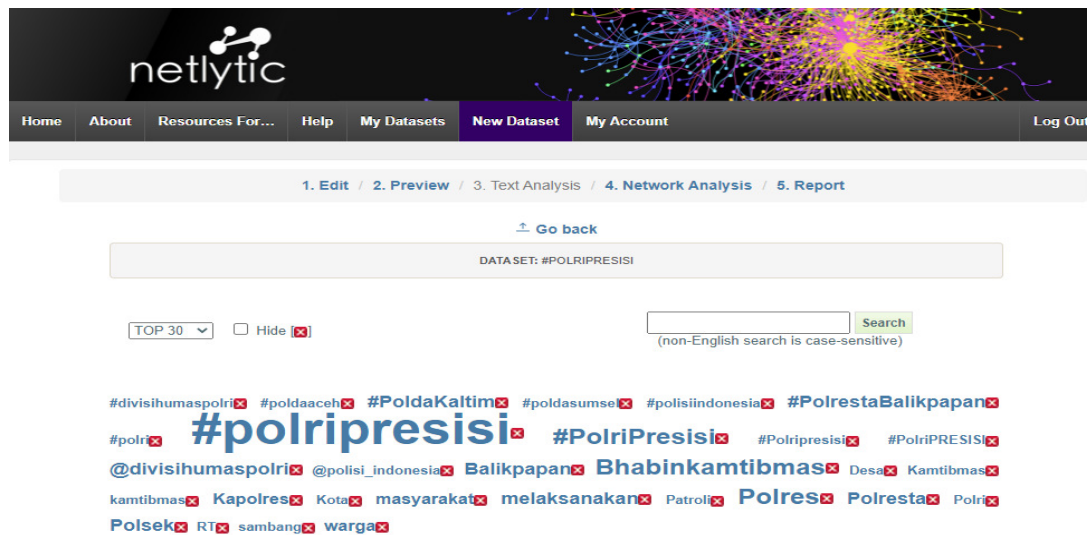


Figure 11 Topic: Hashtag used when posting #PolriPresisi

#PolriPresisi showed the good performance of the national police in the eyes of the public by showing various posts on social media Twitter. This is evidenced by the fact that there are many users who express satisfaction with the performance of the National Police as a State institution, which we can observe from posts that are often uploaded by social media users and from police accounts from various regions in Indonesia so that they show satisfaction from the performance of the National Police.

Table 2 Network on #PolriPresisi

Analysis	Data
Diameter	125
Density	0.001175
Reciprocity	0.011320
Centralization	0.049720
Modularity	0.855600

The rise of this #PolriPresisi shows that the National Police as law enforcement also does not want to appear "dilapidated" about its performance and success. We can see that when #PolriPresisi data is processed using Netlytic software, the resulting diameter is 125, meaning that the hashtag post has spread from one user to another. But if we look at the results of Density and Reciprocity which is close to 0 which means that there is low interaction between Twitter users. The resulting centralization also does not indicate the presence of a dominant actor who directs the content of the conversation topic on social media twitter. Meanwhile, high modularity shows that there are few groups or clusters related to conversation topics on Twitter social media. This was reinforced when researchers analyzed the #PolriPresisi on social media

twitter which showed police accounts from every area spread throughout Indonesia that were more dominant using this #Polripresisi.

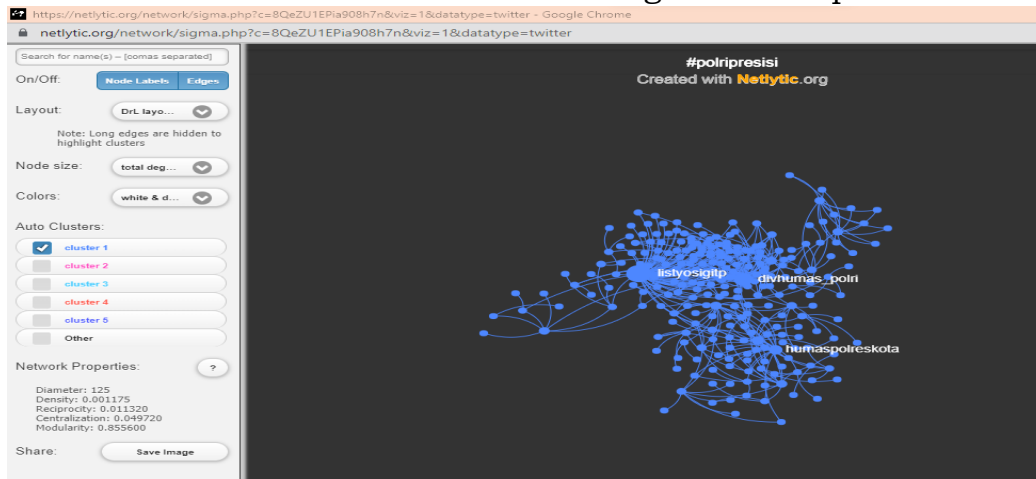


Figure 12: cluster network analysis 1 #polripresisi

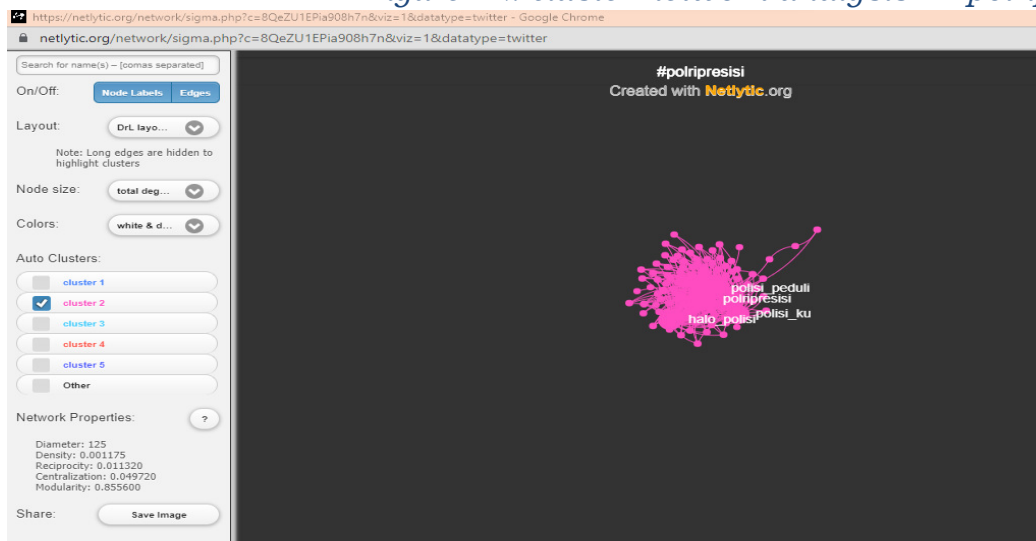
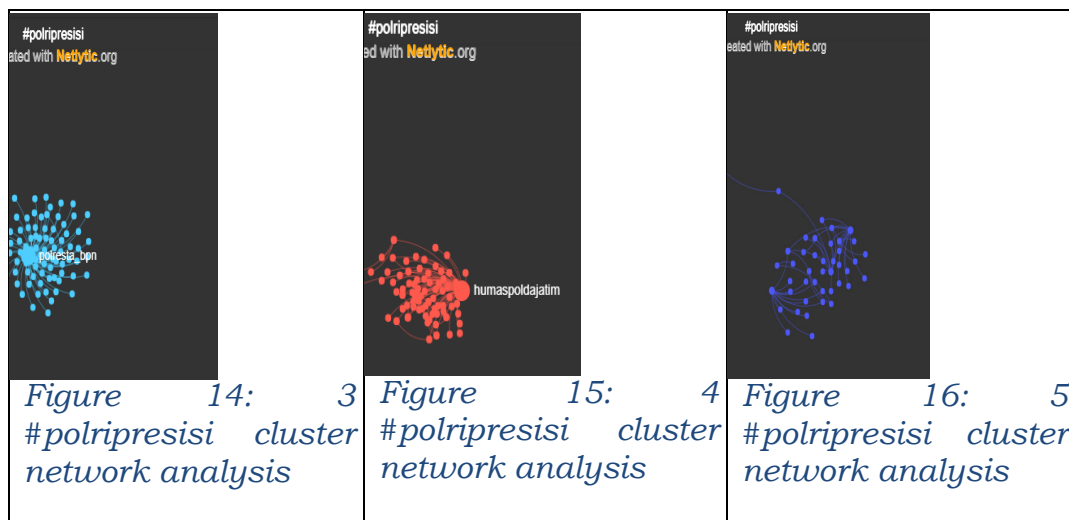


Figure 13: Cluster Network Analysis 2 #polripresisi



In the results of the network cluster, although there are 5 actors who use twitter as a social media application in voicing #Polripresisi accounts that often mention, reply and retweet using #Polripresisi are @listyosigitp,

@polisi_peduli, @polresta_bpn, @humaspoldajatim, @Polres and @poldakaltim accounts, as well as several other small accounts that do not form a cluster.

Hastag Comparison

From the results of data management using Netlytic we can compare between #BubarkanPOLRI and #Polripresisi by looking at Density and Centralization, the result is that there is no difference between the two hashtags, density refers to the level of relationship between social media accounts in one network that causes intensity between social media accounts in communicating (Golbeck, 2013). Hastags #BubarkanPOLRI and #Polripresisi have low densities #BubarkanPOLRI (0.005873) and #Polripresisi (0.001175). while Centralization #BubarkanPOLRI (0.088940) and #Polripresisi (0.049720) refers to the level of tissue concentration of a particular actor, this shows that between #BubarkanPOLRI and #Polripresisi does not have a significant difference.

The similarity of these results shows that this case is a Digital Movement of Opinion (DMO) which means that there are no leading actors who grind each hastag. Social media users without being instructed by actors or figures to provide support and rejection of the Indonesian National Police is shown by the low density of each result of managing hastag data used, the result of which is a lot of information spread from various sources and not centralized on one account alone.

Table 3 #BubarkanPOLRI vs #Polripresisi Comparison

Analysis	#BubarkanPOLRI	#Polripresisi
Diameter	5	125
Density	0.005873	0.001175
Reciprocity	0.000000	0.011320
Centralization	0.088940	0.049720
Modularity	0.775000	0.855600

Data on the network structure that has been managed shows that #Polripresisi is more successful than #BubarkanPOLRI which is characterized by better Reciprocity, Modularity and Diameter results. #Polripresisi more successfully led the opinions of Twitter social media users. However, if you look at the in-depth investigation, the accounts that call for #Polripresisi are the social media accounts of the National Police itself so that the actors and accounts of the Polri itself that more often and variedly discuss #Polripresisi hastags so as to make the life cycle of the hastags last longer.



Figure 20: #Disband the NATIONAL POLICE
Network Analysis using Gephi

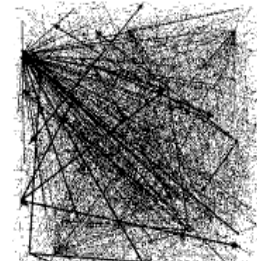


Figure 21: Network Analysis #PolriPresisi
using Gephi

Researchers also compared the hashtags DisbandPOLRI vs Polri Presisi by using Gephi software to see the sentimentality between the two hashtags, it is proven that if you look at figure 8 and figure 9, it can be seen that many actors and accounts that use both hashtags in the social network twitter (data in the attachment) prove that #PolriPresisi is more often used by accounts on social media twitter, but it can be concluded that many of these accounts come from the police itself resulting in these two hashtags not applicable in their review.

CONCLUSION

It can be concluded that this study shows the importance of hashtags in network communication using Twitter social media. #PolriPresisi able to create mobilization as measured by the number of network structures formed compared to #BubarkanPOLRI that tend to show the emotions of Twitter users about their dissatisfaction with the Polri as a State institution that should be able to protect and protect the community, of course, the goal is for the National Police to immediately fix themselves with all the dark records that already have, the analysis of this study shows how actors use hashtags to get support among twitter users for United in upholding justice.

Rizky Nadilla & Nasionalita, (2022) The relationship between actors becomes something interesting in analyzing communication networks so that they can form relationships and create interconnected groups, without the connecting factor between one actor and another, the communication network will have a smaller relationship. If we look at the diameter results that show the number 5, it can be concluded that there are only 5 actors who took part in using the #BubarkanPOLRI which shows that this issue only involves a few actors who tend to be uninterested in the hashtag issue while #PolriPresisi show a result of 125 of the resulting diameter which means that there are at least 125 actors involved in the issue being built.

The recommendation for future research is that researchers can use larger hashtags and controversies to have a more relative number of actors and clusters formed in the network can provide complete information.

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