

Netizens Become Political Buzzers As An Act Of Retribution

Sumartono¹, Yumi Ariyati², Puryanto³, Yasha Langitta Setiawan⁴

Abstract

This research aims to determine netizens appreciation for Padang legislators who have used social media. The research results show that the reason netizens gave positive appreciation to Padang legislators who had used social media is because, first, Padang legislators had used social media as a channel for aspirations. Second, the response of Padang legislator in responding to community problems were faster than meeting directly. Apart from that, what were interesting about netizens appreciation of the legislators who had used social media was the emergence of political buzzers from netizens for council members. The presence of this buzzer was because netizens feel that the Padang legislators have fought for and realized netizens interests.

Keywords: *netizen, appreciation, media, utilization, political buzzer.*

1. Introduction

The use of social media to support the political activities of politicians shows that there is a metamorphosis process that is interesting to be compared with which politicians must pay close attention. This media metamorphosis also requires the world of politics to be able to capture the potential of the digital era in carrying out political communications to the public. Currently, politicians or political actors in Indonesia must able to target social media such as blogs, Facebook, WhatsApp, TikTok, Instagram or Twitter as well as others in political activities. Considering that currently society has been hit by a trend of using social media in its social activities.

Social media has emerged as a new force in political communication. Politicians who have previously relied on conventional media such as television, radio, newspapers or magazines to disseminate information to the public are starting to look at social media as a channel for political communication. Politicians who have been channeling various ideas, notions or information through conventional media to attract public sympathy are starting to use social media as a medium of persuasion to influence society. Politicians who have previously chosen conventional media to communicate their vision and mission to the public (at large costs) are starting to shift their "investment" to social media which is cheaper than conventional media. Therefore, it cannot be denied that social media has become a new medium that is able to change the face of politics to become more dynamic. Or it can be said that social media has become the most phenomenal media in political communication.

The use of social media by politicians is carried out in order to build the politician's image. This utilization focuses on how to create good communication or relationships

¹ Departement of Communication Science, University of Ekasakti Padang, Indonesia, Sumartono1994@gmail.com

² Departement of Communication Science, University of Ekasakti Padang, Indonesia, yumiarayati27@gmail.com

³ Departement of Public Adminsitration, University of Ekasakti Padang, Indonesia, puryantoyan@yahoo.com

⁴ Departement of Communication Science, University of Ekasakti Padang, Indonesia, yashalangitta@gmail.com

with constituents (netizens). Antony Mayfield (2008: 19) in his book entitled "what is social media?" argued that social media should be used to support political activities. According to Mayfield, social media is online media with a series of characteristics that enable participation, create openness, enable interactive conversations, are able to form communities and open up connections.

One of legislators who has used social media is Netty Prasetyani. As a legislator from the PKS faction, Netty often uploads her activities during meetings and provides general advice regarding the Covid-19 pandemic. Apart from that, Netty also uploads things related to family, including photos with children and family (Farisha, et al. 2022 : 47-56).

This is the case with Padang legislators who have utilized social media and received appreciation from the public (netizens). This appreciation is a form of positive response from the public (netizens) because netizens assess that the Padang legislators have used social media as a channel for aspirations. So far, public complaints have been that the legislators only actively meet with the public during the campaign period or when they are the candidates to get "vote" support. But when they were appointed as legislators, the community seemed to lose access to channel their aspirations.

The contribution of social media as a medium for people's aspirations is felt. The public is free at any time via social media to raise their problems directly to the Padang legislators. So far, when the public wants to convey various problems they are facing, the public has to go to the legislators secretariat to meet directly (face to face). Now the public can freely "meet" or communicate directly with the legislators on social media.

For the community, social media has functioned as a media for aspirations, while for the legislators social media has been used as a medium for socializing the programs so that the public knows what the legislators have fought for the community. This condition also encourages the community to participate in development, because the community and the legislators support each other. How do netizens appreciate Padang legislators members who have used social media? This is what is studied in this research.

The theory used in this research is Phenomenology Theory. Phenomenology Theory was chosen as the basis of this research theory because the researcher wanted to focus attention to the conscious experience of member of Padang Legislator 2019-2024 as politician in utilizing social media. What is the motive that underlies members of Padang Legislator (2019-2024) using or utilizing social media. How is the experience of members of Padang City Legislator 2019-2024 in utilizing social media. Phenomenology theory states that the process to know the direct experience is the area of discussion of phenomenology. Phenomenology uses direct experience as a way of understanding the world. People know experiences or events by way of knowing them consciously through the feelings and perceptions of the person (Morrisan, 2014: 39).

2. Method

The method used in this research is case study. The Case Study is one of the variants of some types of approaches to qualitative methods. This study focuses intensively on a particular object that studies it as a case. Data collection techniques used in this study are interviews, observations, and study documentation (Sugiyono, 2015: 224). Determining informants was carried out using a purposive sampling technique with the following criteria: 1. Be a member of the legislature at least twice; 2. Have a social media account and have used it for more than 2 years; 3. Constituents who are friends on social media with the Padang legislator who is the main informant. Furthermore, Number of informants as many as six.

3. Results And Discussion

Politicians and social media are like two sides of a coin that complement each other. The existence of both has colored the dynamics of political communication today. On the one hand, politicians are greatly helped by the presence of social media. However, on the other hand, politicians must use social media as optimally as possible in order to survive in political life. Various creativity has emerged in utilizing internet-based media. Social media has transformed into a force that is able to shift the dominance of other communication media such as television, newspapers or magazines.

This means that social media makes a useful contribution to the dynamics of political communication in the country. This means that politicians have felt the benefits of social media in their political activities. Social media has changed the way politicians communicate with the public. The widespread use of Facebook, WhatsApp, Twitter, Instagram, LINE, blogs or YouTube has forced politicians to improve their communication methods from one way to two-way or more interactive. Politicians not only prepare themselves to understand the desires of the people but also always try to maintain a positive image in society.

3.1. Reasons Politicians Use Social Media

Maidestal Hari Mahesa really feels the use of social media to gain community support. According to Mahesa (who has Facebook, WA, LINE, Instagram, Twitter, Path and Telegram accounts), social media has helped lead him to become a the Padang legislators for three terms. What was interesting, as revealed by Maidestal Hari Mahesa, was when Mahesa, the legislative candidate for the United Development Party for the Padang Legislators, used his voting rights in the Muaro Correctional Institution, Padang City. Mahesa was jailed for damaging his office facilities. Maidestal is still registered as a legislative candidate for the Padang legislators because he was only sentenced to five months in prison and was re-elected as the Padang legislator.

Helmi Moesim has reasons for using social media as a medium that supports his activities as a legislator. Helmi stated that by utilizing social media, the legislative tasks, especially in the areas of legislation and supervision, become easier. Because, according to Helmi, social media also helps socialize matters related to regional regulations or when he wanted to receive input or input from the public regarding a draft regional regulation.

The statement of Maidestal and Helmi Moesim are about the reasons for using social media (linked to Schutz's opinion about motives) is included in order to motive. This motive (in order to motive) is a retrospective view of the factors that cause a person to take a certain action. In other words, in order to motive is the goal that someone who carries out a certain action wants to achieve. Maidestal's confession (social media has helped his existence in society) and Helmi Moesim's statement (social media has made his duties as a legislator, especially in the areas of legislation and supervision, easier) show that there are actions or hopes for the future.



Picture 1. Padang Legislators Uploaded Their Activities On Social Media

Meanwhile, the research results show that motives are also the reason why the Padang legislator used social media as a medium to support their activities as the legislators for the 2019-2024 period. A because motive is what motivates a person to take certain actions. This motive is related to the reason a person takes an action in an effort to create the desired situation and conditions in the future.



Picture 2. Social Media As A Medium For Politicians To Communicate With Constituents



Picture 3. Through Social Media, Politicians Are Free To Meet At Any Time With Their Constituents

Muzni Zen stated that the reason for choosing social media was because he failed to become a legislators in the 2014 general election. In the 2014 election, Muzni Zen placed his hopes on mass media (especially print media) which according to Muzni did not have a significant impact on vote acquisition (even though he had spent a lot of money big).

Budiman expressed the same opinion as Muzni Zen. This politician from the Prosperous Justice Party gave reasons for using social media. First, past experience of almost failing to win a seat as the Padang legislators in the 2009 election because of using conventional media (with very large expenditure). Second, Budiman believes that apart from being cheap, social media is also a means of strengthening ties (which cannot be obtained from conventional media). Third, social media provides various useful information for the legislators in carrying out their main duties.

Budiman said:

"I have a comparison with the 2009 election. In this election I almost failed. My information media to the public is conventional media. I spend a lot of money on newspapers, magazines, TV and radio. But the results are not significant. In the next elections in 2014 and 2019, I did not use conventional media and replaced it with social media. Apart from being cheap, utilizing social media is a necessity. It would be a loss if I didn't use social media. There is a lot to be gained by utilizing social media. Apart from being a medium for strengthening ties of brotherhood, social media provides various useful information for me in carrying out my main duties as a council member. Sometimes, even though I can't visit the community, I can send news so that the relationship continues and is maintained."

Politicians had used social media to support their activities. This reality had received positive support or appreciation from the community. Asrinaldi (expert informant) stated that the use of social media for the legislator is a necessity. According to him, apart from being an inseparable part of information technology in today's life, social media can be a bridge for aspirations between a legislator and the public or between the public and the legislator. So, Asrinaldi said that through social media, the legislators could accommodate and interact with netizens about all kinds of issues surrounding community life.

Apart from giving positive appreciation to the legislators who have used social media, Asrinaldi gave advice and reminded the legislators in using social media as follows:

1. The Padang legislators must understand that as public officials they must use social media for the public interest or the society interests.
2. The Padang legislators must post their activities or send messages showing that the legislators are voicing the interests of the community. Even though there is no prohibition on the legislators posting personal activities outside of the legislative duties, it is not good if social media of the legislator is decorated with selfies, selfies, status updates, all of which will unknowingly distance him from his constituents.
3. The Padang legislators must realize that social media is a bridge between the legislators and their constituents (netizens). This means that social media has a significant impact on the legislator in building closeness with netizens or their constituents. It could even be said that social media can be a media for relaxation. So far, officially The Padang legislator only had 3 recesses, with social media you can have recesses or meet with constituents many times. This means that the legislator can meet their constituents at any time. Because, social media is not limited by space and time. Anytime and anywhere social media can be accessed.
4. The Padang legislator who have used social media to remain careful in using social media, are advised before posting or forwarding a message to ensure that the post sent will not cause problems or damage their own image. This is important, because as public officials, the legislators have all their actions monitored by many people.

3.2. Appreciation of Netizens For Politicians Who Have Utilized Social Media

The use of social media by the Padang legislators received appreciation from netizens. Eliska, who is also a netizen, believed that the legislators who make maximum use of social media will help the legislators themselves in conveying their programs to the

public. The legislators can convey their main ideas to the public. According to Eliska, through social media the legislators can convey their main programs in one area and in other areas. Apart from that, the legislators can also convey the successes that have been achieved and what programs will be implemented.

Eliska as a netizen also provides advice to the legislators who have used social media to add or expand social networks such as Twitter, Path or Instagram. In particular, according to Eliska's observations, Instagram in Padang City was widely used by teenagers and young people. Eliska believed that by maximizing social media other than FB, WA and LINE (Instagram, Path or Twitter), hopefully the rate of abstentions among young people can be reduced.

The positive response from netizens was conveyed by Heranof who underlined that the legislators who use social media have the opportunity to bind the community for the next general election. According to Heranof, by utilizing social media, the legislators could communicate directly (online) with the public (netizens) at any time. This means that, even though they did not meet face to face, through social media, the legislators could convey their work programs as well as become a medium for absorbing aspirations people directly.



Azizah Dasyiana bersama Gusni Wati dan 7 lainnya di Smp N 9 Padang.

4 Jul 2021 · 🧑🏻

Semangat club senam PAGATI SEHAT binaan bpk.Helmi moesim di SMPN 9 Padang....

👍 Helmi Moesim dan 76 lainnya

12 komentar

👍 Suka

💬 Komentar

📩 Kirim



Picture 4. Netizens Upload Their Activities With Politicians



Picture 5. Netizens Appreciated Politicians Who Use Social Media

Heranof advised the legislators who have used social media not to be too vulgar in posting photos of activities on social media. This means that the posts of the legislators must reflect themselves as representatives of the people whose actions will be followed by the community. Because according to Heranof, no matter how netizens see the personalities of the legislators, they are still the legislators. So what is done is always related to its existence as a legislator.

On this basis, Heranof reminded the legislators who have used social media to post all activities that are in accordance with their main duties as legislator. Because, in the view of the Chairman of Indonesian Journalists Association, the legislators must provide good color, provide enlightenment to netizens who are not yet knowledgeable, and be able to neutralize negative views. For example, the legislators could inform the community about the successes that the local government has achieved so that this can increase community participation. Because, now there is nothing that can be hidden or covered up anymore. So for board members, use social media as a communication channel appropriately.

Azizah Dasyiana also conveyed appreciation to the legislators who have used social media. Azizah further said that currently the legislators must use social media. Because, if not, people will feel forgotten. People are only found when the legislators were on recess or during the campaign period. Meanwhile, with social media, any time the public can communicate directly with the legislators. Even though they didn't meet face to face, with social media people can talk about their problems, people can stay in touch, people feel that they are cared for by the legislators.

Azizah Dasyiana also reminded the legislators to continue to utilize social media, especially in terms of socializing programs or activities related to legislative duties. So that the public knows what the legislators do. Then, the legislators should reduce sending photos that are not related to their activities as the legislators. Photos of visits to the community must be uploaded, such as recesses, meet the society, or activities with the community.

Appreciation and suggestions from netizens show evidence that netizens support the existence of the legislators in utilizing social media. This support certainly had positive implications as well as being an important note for the legislators in attracting the sympathy of netizens. On

the one hand, this netizen support can certainly be used by the legislators to continue to expand their networks. The wider or larger the network of support from netizens or constituents, the greater the opportunity for a legislator to win a large number of votes in legislative elections. On the other hand, the use of social media by the legislators for netizens has become a means to control or monitor the performance of the legislators as well as being a bridge for expressing issues or problems experienced by the community.

Regarding to netizens appreciation for the legislators who use social media, there were an interesting thing that can be observed, namely the emergence of buzzers or social media posting volunteers. A buzzer is a person who uses his social media account to disseminate someone's information to all netizens who are friends on his social media. Another term for buzzer is influencer or rain maker. An influencer is a person who is able to influence followers (blog readers, facebook friends or twitter followers) so as to create a buzz effect on social media, influencing aspects of information, trends, etc. so that others follow them. Everyone can become a buzzer, from artists, public accounts, twitter celebrities, personal accounts or perhaps activists, as long as they have a certain number of the followers. According to Jeff Staple, a social media observer, a "buzzer or influencer" is someone whose opinion is listened to, trusted, and makes other people react afterwards (Umaimah, 2016: 224).

One of the informants in this research (Azizah Dasyiana) has acted as a buzzer for Helmi Moesim (Padang legislator, 2019-2024 period). On Azizah's Facebook account, she often uploaded photos of activities related to Helmi Moesim. When researchers asked why they were willing to upload Helmi Moesim's activities on social media? Azizah answered as a reward. Because according to Azizah's assessment, Helmi Moesim (Azizah calls him Bang Ai) has done a lot for his village so that Azizah voluntarily and sincerely helps Helmi Moesim's activities.

Likewise, Eliska said that it would be a huge loss if there were the legislators who had not used social media. Because according to Eliska, everyone knows that social media is very beneficial for our lives. Or maybe it's council members who haven't used social media because they're technologically clueless. So it's because they're technologically illiterate that board members don't know the benefits of social media. It seems that training is needed for the legislators who are technologically illiterate. Eliska suggested that the legislators who have not used social media should immediately use social media. If you are technologically clueless, you must be given training. It is also strange if the legislators didn't use social media, while constituents had used social media as a means of sharing information.

Heranof (netizen informant who serves as Chairman of Indonesian Journalists Association for The West Sumatera region) said that the legislators who have not used social media were in the strange category and must immediately learn to use social media. For Heranof, the legislators who have used social media mean they are ready for all the risks (the risk of being praised, the risk of being appreciated, as well as the risk of being berated or being prepared to be bullied). However, Heranof believes that if the legislators had done or done a lot for the community then all their activities posted on social media will definitely be supported and receive a positive response from the community so there is no need to be afraid because the community (netizens) will definitely support it.

Heranof suggested to the legislators who have not used social media to learn to use social media and take advantage of social media. Heranof said that a legislator who felt that he is carrying out his duties as a representative of the people certainly has the desire to absorb the aspirations of the people from all corners of life. Heranof added, with social media, the legislators could expand the reach of the community's aspirations. Because now with the population becoming increasingly dense, the level of busyness of each resident is also increasing, it is difficult for the legislators to meet the community directly.

One of the most effective ways to communicate directly with citizens is through social media.

Asrinaldi gave advice to the legislators who have not yet used social media to immediately create a social media account. This expert informant said that one thing that the legislators must understand is that technological progress cannot be hampered. Technological progress must be understood as something that can provide benefits when it can be utilized optimally for positive things. Asrinaldi appealed to the legislators who don't have their own social media accounts not to be embarrassed about asking people for help in creating their own accounts. Asrinaldi even reminded that if there are the legislators who felt they have rhetorical obstacles, the solution is to use social media. Even though the meaning of the word parliament (the equivalent word for legislature) comes from French which means to speak, the fact is that not all of the legislators had good communication skills in public. According to Asrinaldi, this limitation can be overcome by utilizing social media as a medium for publication, information and interaction between the legislators and their constituents (netizens).



Picture 6. Social Media Provides Advantages For Politicians

4. Conclusion

Optimal use of social media provided benefits for the Padang legislators. This means that the use of social media by council members had an impact on establishing good relations between the legislators and the community (constituents). This reality clearly benefits the legislators, because after all the existence or positive image of the legislators were largely determined by great support from the community. The benefits that The Padang legislators gained from using social media were:

1. Strengthen good relationships with netizens.
2. Strengthen the duties of the council.

3. Maintain and improve a good image.
4. Obtain adequate insight and knowledge.
5. Social media can function as a medium for aspirations.

The use of social media for the Padang legislators were the important note in carrying out their duties, principals and functions as the legislators. This important note was also a valuable experience for members of the Padang legislators as people's representatives by carrying out functions in the fields of legislation, budgeting and supervision.

The Padang legislators (2019-2024) had used social media to support council activities for the community. The emergence of a positive response or appreciation from the public (netizens) is proof of community support. The Padang legislators had used social media as a medium for aspirations. In fact, now social media has become a recess media for members of the Padang legislators. So far, based on the applicable provisions or regulations, the legislators had been given the opportunity to meet their constituents 3 times. Now, with social media, the legislators can meet constituents at any time.

The use of social media by Padang legislators received appreciation from netizens because posts by Padang legislators showed their role and commitment to fighting for the community. This is different from the Padang legislators who have not used social media, receiving negative responses from netizens. This is a warning for members of the Padang legislator swho have not yet utilized social media to open up and create a social media account as soon as possible.

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