



## Social Media as Grassroot Platform Voice to Respond to Issues in Surakarta Case: @gibran\_tweet

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### ABSTRACT

This research will explore the use of social media platforms as a medium for reporting various issues in Surakarta. Specifically, this analysis focused on Surakarta Mayor Gibran Rakabuming Raka's Twitter social media data (@gibran\_tweet). This research uses a qualitative methodology and Nvivo 12Plus qualitative data analysis software (Q-DAS) to analyze the data. The results of this research reveal that: First, the dichotomy of social media content on the Gibran Rakabuming Raka account is dominated as a medium for reporting on the problems of Surakarta residents, in addition to being used to disseminate information and public communication. Second, the activity of the Gibran Rakabuming Raka account is concentrated on Surakarta city content. This is proven by the analysis results based on tweet type, frequency of account activity for the period October 2022-June 2023, and location of account activity. Third, the dominance of narratives with words related to the location of Solo or Surakarta shows that Gibran Rakabuming Raka's social media content refers to the area in Surakarta as his leadership area. Furthermore, this shows a dominance of local content related to Solo or Surakarta.

**Key word:** Gibran Rakabuming Raka, Political Communication, Reporting, Social Media

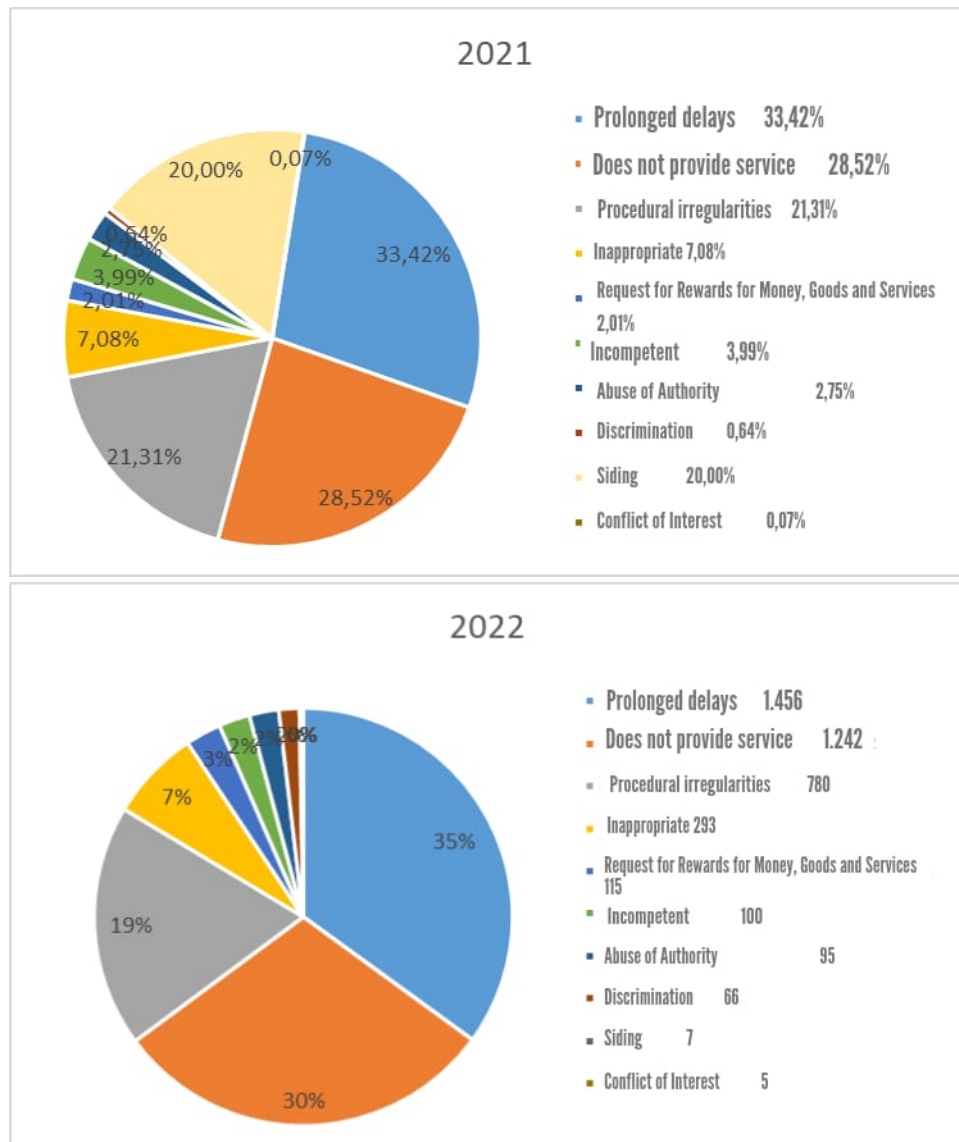
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## 1. INTRODUCTION

The human rights possessed by every Indonesian citizen to obtain freedom of association, assembly, and expression of opinion have been regulated in the 1945 Constitution of the Republic of Indonesia Article 28E paragraph (3). Freedom of expression for the public also includes freedom to express or report on public services provided by the government. This is in line with the statement in Law Number 25 of 2009 concerning Public Services Article 35 paragraph (3a) that the public, as recipients of public services, can submit complaints and report on the public services received as a form of supervision. However, the problem with public reporting is how the government follows up on these complaints. Moreover, based on Ombudsman data regarding reports from the public regarding alleged government actions that are not following the law and ethics in the implementation of public service administration (maladministration), it shows that:

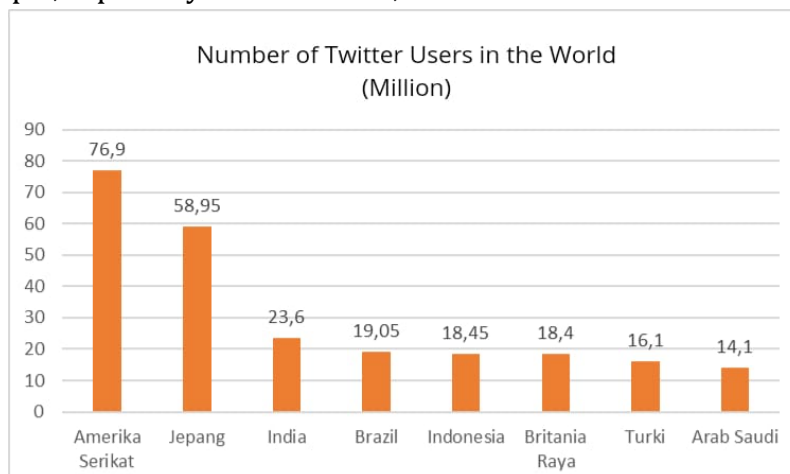


**Figure 1.** Reports of Allegations from the Community on Maladministration  
**Source:** (Ombudsman, 2021a, 2022)

From the data above, it shows that from 2021-2022, forms of government maladministration, especially during protracted delays, have increased, namely from 33.42% to 35%. The protracted delays that are widely reported by the public will have an impact on public services that are uncertain (Ombudsman, 2021b). So, the public's suspicion that there has been a protracted delay strengthens the fact that reporting on public services provided by the public was not immediately followed up by the government.

One of the things related to public reporting on public services that have not been optimally provided by the government is the absence of leaders who have a responsive leadership attitude. A responsive leader in government can be interpreted as a responsive attitude taken by a leader to every report or problem experienced by the community (Eko, 2021). In a government, the presence of a responsive leader is important because fast responses to public problems will increase public satisfaction with the handling of public reports and complaints. Apart from that, having a responsive leader will make it easier to adapt and be innovative in the media used by the public in reporting.

Media that can be one of the most massive media that users can use to create content, connect with other users and also mobilize the masses about social issues (Cervi & Divon, 2023; Eslen-Ziya & Bjørnholt, 2023; George & Leidner, 2019; Kilgo et al., 2021). This finds the role of social media as a medium for interaction which also becomes social media that allows users to interact with each other and create what they want and what they think, including providing reporting on public services (Dennen et al., 2020). The use of social media as a medium for public reporting is proven in We Are Social 2023 data which shows that of the 276.4 million population in Indonesia, there are 167 million people who actively use social media or it is estimated that the same as 60.4% of the Indonesian population (Andi, 2023). Furthermore, when compared with other countries, Indonesian people, especially Twitter users, in 2023 will be ranked 5th.



**Figure 2.** Data on Twitter Users in the World 2023

**Source:** (Pierre, 2023)

Based on the data above, it shows that Indonesian people as users of social media, especially Twitter, can be used as a reporting medium for the public regarding public problems.

Nowadays, politicians use social media as a medium to interact with the public, such as to provide advocacy on social issues, communicate with the public freely, and find out what types of public policies according to society require improvements in their services (Dennen et al., 2020; Mirzaei et al., 2022; Poell, 2020; Wilkins et al., 2019). However, social media shows that social communication exists between politicians to be able to advance their areas of office without the public needing to come directly to the mayor's office to report (Dubois et al., 2020). Politicians use social media, especially young regional heads. Based on data from the Ministry of Home Affairs (Kemendagri) as of 17 October 2023, there were 42 regional leaders under the age of 40, but more specifically there were 30 regional heads under the age of 40.

**Table 1.** Data on Regional Heads Under 40 Years of Age

<b>Number</b>	<b>Name</b>	<b>Position</b>	<b>Age</b>
1	Aditya Mufti Arifin	Wali Kota Banjarbaru	39
2	Aulia Oktafiandi	Bupati Hulu Sungai Tengah	39
3	Verna G. M. Inkirawang	Bupati Posoposo	39
4	Dadi Sunarya Usfa Yursa	Bupati Melawi	39
5	Sitti Sutinah Suhardi	Bupati Kabupaten Mamuju	39
6	Fifian Adeningsi Mus	Bupati Kepulauan Sula	39
7	Bakhtiar Ahmad Sibarani	Bupati Tapanuli Tengah	39
8	Eisti'anah	Bupati Demak	38
9	Fandi Akhmad Yani	Bupati Kabupaten Gresik	38
10	Asmin Laura Hafid	Bupati Nunukan	38
11	Franc Bernhard Tumanggor	Bupati Pakpak Bharat	38
12	Erman Safar	Wali Kota Bukittinggi	37
13	Adnan Purichta Ichsan	Bupati Gowa	37
14	Benny Dwifa Yuswie	Bupati Sijunjung	37
15	Saidi Mansyur	Bupati Kabupaten Banjar	36
16	Dyah Hayuning Pratiwi	Bupati Purbalingga	36
17	Gibran Rakabuming Raka	Wali Kota Surakarta	36
18	Sutan Riska Tuanku Kerajaan	Bupati Dharmasraya	34
19	Dico M Ganinduto	Bupati Kendal	33
20	Bobby Nasution	Wali Kota Medan	32
21	Mochammad Nur Arifin	Bupati Trenggalek	32
22	Ahmad Muhdlor Ali	Bupati Sidoarjo	32
23	Panca Wijaya Akbar	Bupati Ogan Ilir	32
24	Hendriyanto Sitorus	Bupati Labuhanbatu Utara	32
25	Aditya Halindra Faridzky	Bupati Tuban	31
26	Vandiko Timotius Gultom	Bupati Samosir	31
27	Muhammad Yusran Lalogau	Bupati Pangkajene dan Kepulauan	31
28	Hanindhito Himawan Pramana	Bupati Kediri	31
29	Roby Kurniawan	Bupati Bintan	30
30	Rezita Meylani Yopi	Bupati Indragiri Hulu	29

**Source:** (Ridhwan, 2023)

Referring to the data above, the social media activity of each young regional head can be analyzed. Which shows that 30 young regional heads show that regional heads are very prominent in their active use of social media. The head of this region is the Mayor of Surakarta, namely Gibran Rakabuming Raka, who has the largest number of social media followers among other regional heads, with Instagram followers of 1 million and Twitter followers reaching 1 million (data as of June 2023). Based on the large number of followers, it is interesting to know how actively Gibran Rakabuming Raka uses social media as one of the young regional heads to respond and follow up on reports coming in from the public.

The connection between the massive use of social media by politicians, especially young regional heads, shows the impact on increasing democratization in the digital world, for example Arab Springs, Friday for Future Movements, The Milk Tea Alliance and other youth movements, resulting in a climate of democracy in a region (Hutchinson, 2021; Williams et al., 2019). This shows that social media can change citizens' opinions and perspectives to respond to social problems and with the same goal of trying to make changes (Boulianne et al., 2020; Cooky & Antunovic, 2020; Karamat & Farooq, 2020). This is different from the mass media which is only able to inform actual events and problems but does not interact and coordinate actions (Leong et al., 2019; Smith et al., 2019; Suwana, 2020). The large difference between social media and mass media makes social media play an important and central role in the occurrence of social movements, apart from being a social movement, social media is also used by politicians to communicate with the public. This also shows the awareness of politicians to use social media as a new way of carrying out political communication, including using it for advocacy and decision making (Boulianne et al., 2020; Karamat & Farooq, 2020; Kilgo et al., 2021; Sinpeng, 2021).

Thus, political communication becomes important on social media because the target is massive, more diverse and dominant with the younger generation (Brilli et al., 2020; Kaldy, 2015; Moorman, 2020; Phelan, 2020; Rojas, 2020; Scobell et al., 2019; Subramanian & Weare, 2020). In this case, as a politician, social media brings a new perspective to accelerate voices and services as well as public reporting (Banerjee, 2020; Brilli et al., 2020; Kaldy, 2015; Liu et al., 2020; Moorman, 2020; Phelan, 2020). In this case, social media develops passion, public voice and public service to ensure the public gets a response from politicians (Dolan et al., 2019; Hu & Lovrich, 2019; Zivnuska et al., 2019). In accordance with social media which has become an important forum for the public to convey their reports and aspirations to politicians more easily and quickly. Through various social media platforms, especially Twitter, people can quickly send messages, complaints or requests to their political leaders. Fast and transparent responses from politicians via social media not only increase public engagement and trust, but also ensure that issues relevant to society can be quickly acted upon by policy makers (Tranggono et al., 2023). From the explanation, this article is determined to answer questions regarding the use of social media as a medium for public reporting carried out by Gibran Rakabuming Raka via social media Twitter (@gibran\_tweet) within the community in



focus related to political communication, social media, and e-democracy still appears to be concentrated in several clusters. This indicates that there has been no previous research that discusses the relationship between Political Communication, Social Media and E-Democracy in one group, especially among political actors, namely young regional heads. Thus, this could be novelty or newest in this research. So this research will focus on the political communication of young regional heads via the social media Twitter as a form of e-democracy in public reporting.

### ***Political Branding and Political Communications***

Political branding is a way for politicians to signal themselves to get votes and as vote getters (Boulianne et al., 2020; Karamat & Farooq, 2020). This can be seen in the political branding used by Ganjar Pranowo, which shows political branding to build extraordinary political communication through the social media Instagram. The development of personal branding shows the image of Ganjar Pranowo as a leader in serving the people. On the other hand, in previous research there was no mention of political communication via social media other than Instagram in realizing e-democracy in community involvement (Rahmah, 2021). This shows that political branding is also influenced by the target and social media platform used (Agur & Frisch, 2019; Cooky & Antunovic, 2020; Harlow et al., 2020).

In contrast, Agung Suyoga, as a candidate in the 2019 Legislative Election in Denpasar, demonstrated political communication to win votes in the 2019 legislative election in Denpasar City, Bali, through the image of a young politician who was able to represent the demands of the younger generation (Adhi et al., 2019). Furthermore, based on the case of the PDI-P and PSI political parties, it shows that political communication via social media is different. In PDI-P, the political communication shown seems one-way and still uses political advertising. Meanwhile, PSI places more emphasis on dialogue with communicants on social media (Andriana, 2022). In this case, it shows that social media is used to target the political market in order to obtain votes or it could also be called a figure who is expected to attract votes due to his popularity (Vote Getter) (Miles & Mullinix, 2021; Zagórski & Santana, 2021). Furthermore, in the political communication carried out by Ridwan Kamil, Ridwan Kamil's Instagram social media was used as political branding which produced a good image due to typical political communication, but in this research it did not show any form of community involvement (Fitriyani, 2023).

### ***Social Media Role on Political Communications***

Social media has become a massive medium that everyone can access, interact with each other and can also create content to voice social problems (Greenhow et al., 2019; Schwarz & Richey, 2019; Walsh, 2020). This is in accordance with research on political communication in social media in the industrial revolution 4.0 which shows that the role of social media can be used as political branding without forgetting that the political messages conveyed must realize two-way political communication (Barniat, 2021). Similar research can also be seen on political actors who in the future require an understanding of the importance of conducting political communication via social media as a way of attracting public attention, the younger generation's interest in political information, and increasing voting support (Munzir, 2019). The role of social media such

as Instagram will have an important role in political communication in political activities. The consequences of social media can attract the attention of its users, especially the millennial generation (Indrawan et al., 2023). This shows that social media can be a tool for candidates and the public to speak out, declare their vision and so on (Dillette et al., 2019; Fielitz & Marcks, 2019; Greenhow et al., 2019; Hölzen & Meier, 2020; Schwarz & Richey, 2019; Walsh, 2020). Other research shows that the role of social media in political campaigns is that it is used as a means of political communication. Where social media is used as a political campaign, resulting in voters in the 2020 Sukabumi Regency Pilkada receiving information dissemination more quickly (Supit & Wuryanta, 2021). Next, political communication using social media, Instagram, has an important role in influencing first-time voters in the 2020 Simultaneous Regional Elections. So, because of the great influence of social media as a new means of political communication, communication strategies through many other social media and continuous determination of political communication styles are needed published (E Rizky Wulandari, 2021).

Social media has been used as a means of political campaigning and communication. However, it should be noted that there are advantages and disadvantages that can offend the public as users, so political actors need to show more communication about their involvement (Muzahid Akbar Hayat et al., 2021). Where the role of social media in communication can be seen through the use of Hashtags, Accounts and other features, so that users can be seen as a market for exploring political branding and political communication (Bülow et al., 2019; Chenou & Cepeda-Másmela, 2019; Keller, 2019). Social media brings new perspectives to politicians to get more votes and more massive support in the digital realm which is useful for gaining electability.

## **2. METHOD**

This research, using qualitative approach to explore the purpose of the phenomenon of using social media as parts of tolls to respond the social problems in Surakarta City. This analysis using Qualitative Data Analysis Software (Q-DAS) to analysis the social media data that specific in account of Gibran Rakabuming Raka as Surakarta City Mayor (Dalkin et al., 2021; Jackson & Bazeley, 2019). The analysis phase in this research are define in three phases as example: Collecting data, Coding Data, and Presenting data. Collecting data is the first phase to analysis data that is used to collect the social media data and literature data. Coding data means the social media data analysis with indicators and parameters in this research. Presenting data means the data that have been analysis deliver the values using descriptive way.

## **3. FINDINGS AND DISCUSSION**

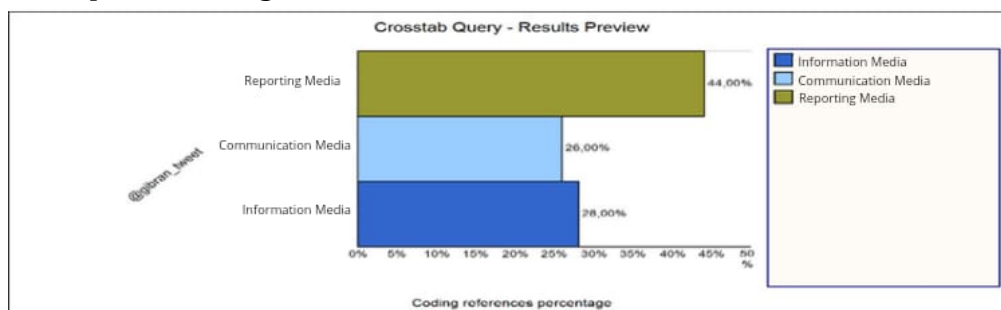
Gibran Rakabuming Raka is one of the young politicians who started his political career and was immediately elected Mayor of Surakarta. Gibran Rakabuming Raka's initial career actually started as an entrepreneur, where in 2010 he ran a catering



business called "Chilli Pari" and then in 2015 he served as chairman of the Association of Indonesian Catering Services Companies (APJBI) of Surakarta City (Prapto, 2021). Gibran Rakabuming Raka's business continues to grow until he owns around 10 businesses ranging from food businesses, convections, startups looking for work, to cellphone and laptop repair services (Amelia, 2022). However, in 2019 Gibran Rakabuming Raka decided to enter politics by becoming a PDI Perjuangan cadre and it did not take him long to register as a candidate for Mayor of Surakarta in the 2020 Solo Regional Election (Virgina, 2019). The phenomenon of Gibran Rakabuming Raka becoming Mayor who recently entered politics and being categorized as one of the young Mayors is interesting for analyzing the leadership style he uses. So this research will analyze Gibran Rakabuming Raka's use of Twitter social media (@gibran\_tweet) by defining it into three analysis parts, namely: Dichotomy Content Analysis, Account Activity Analysis, and Narrative Analysis. This analysis uses three types of analysis, namely crosstab analysis, wordcloud analysis and map analysis. So this analysis can be defined as follows:

#### **A. Content Analysis Content Dichotomy**

The purpose of this analysis is to explore the dichotomy of social media content in the content of the Mayor of Surakarta, Gibran Rakabuming Raka. This analysis will be detailed into three indicators, namely: First, Reporting Media (Media Pelaporan), in this case social media is used as part of public reporting. Second, Communication Media (Media Komunikasi), in this case social media, is used as part of a communication tool. Third, Information Media (Media Informasi) which will see social media used as part of information dissemination. The analysis of the three indicators will be explained in Figure 5.

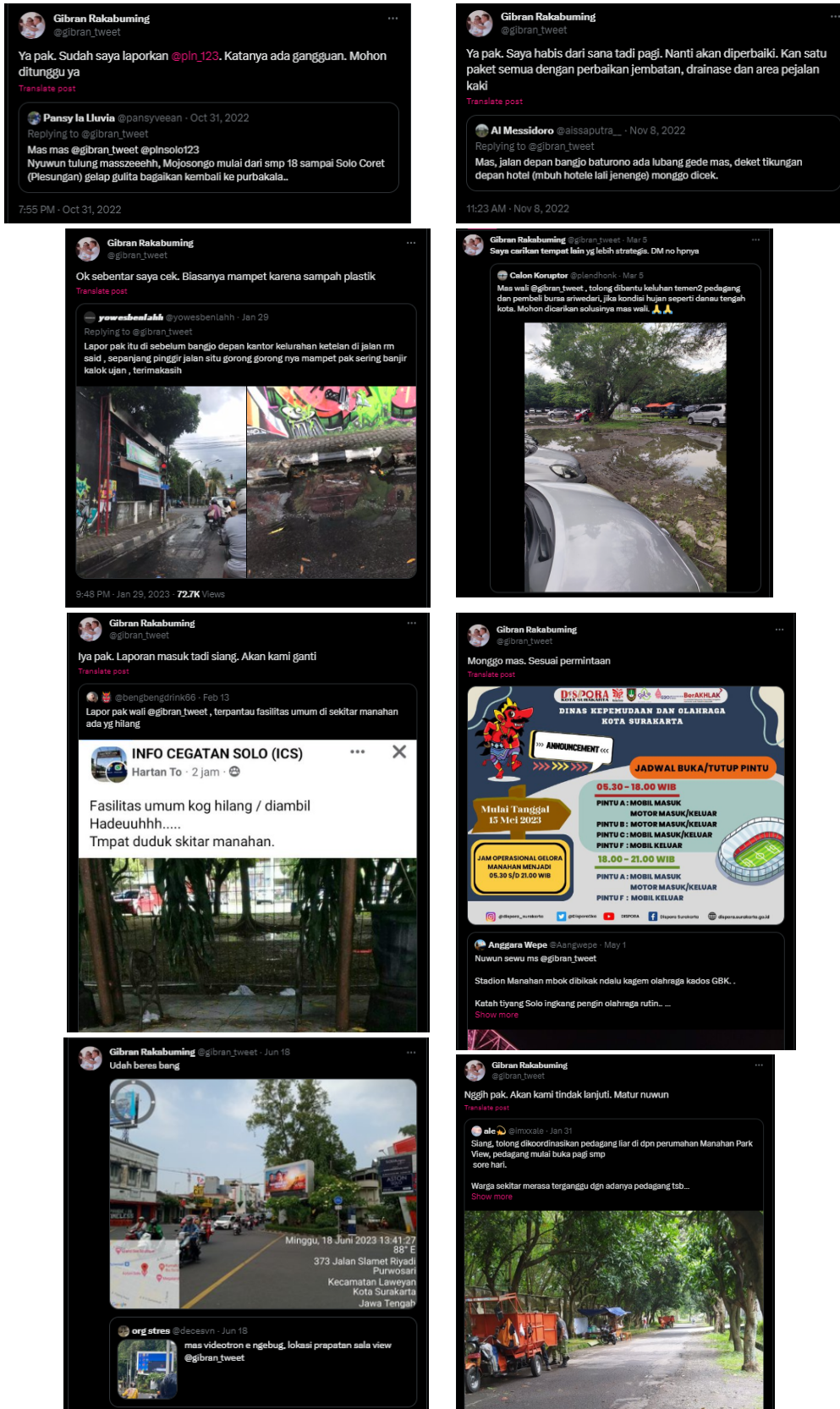


**Figure 4.** Analysis of Dichotomy Content

**Source:** Nvivo 12Plus Crosstab Analysis

Based on the results of the analysis above, it shows that the dichotomy of Twitter social media content carried out by Gibran Rakabuming Raka is dominated by the use of social media as part of the reporting media by 44%. Apart from that, Gibran Rakabuming Raka's Twitter social media account as an information medium is in second place with a percentage of 28% and lastly the use of social media as a communication medium with a percentage of 26%. In this case, the dichotomy of the social media accounts of the Mayor of Surakarta, Gibran Rakabuming Raka, shows the dominance of the use of social media as part of the reporting media. This shows that social media can be accessed by anyone to report on social infrastructure and other

problems in the City of Surakarta. Evidence from Gibran Rakabuming Raka's Twitter social media as Mayor in reporting media is shown as follows:



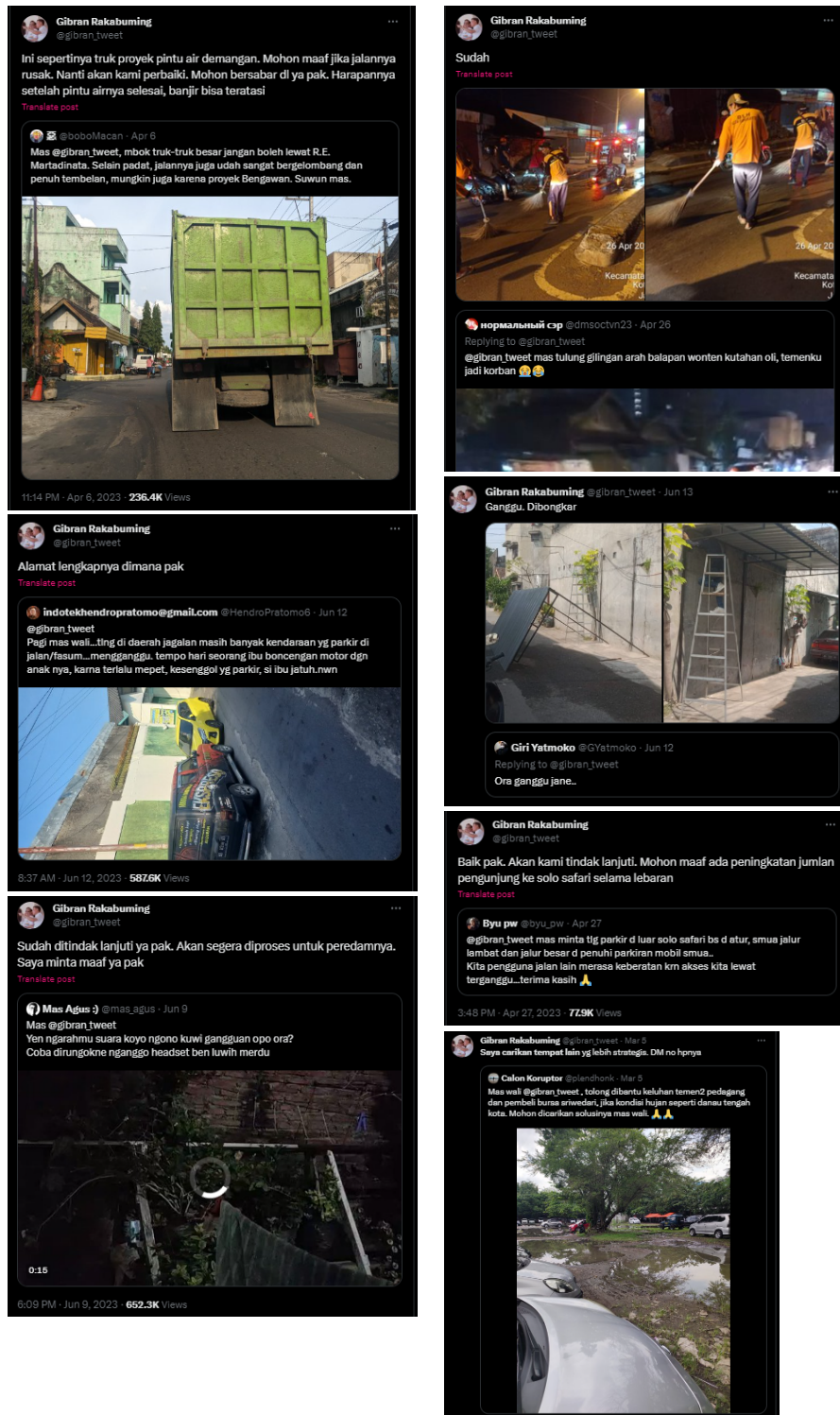


Figure 5. Gibran Rakabuming Raka's Tweet

Source: Gibran Rakabuming Raka's Twitter

Based on this analysis, it is found that social media has transformed as a part of society that is used to report social problems in certain fields (Miller et al., 2018; Postill, 2018; Yu et al., 2018). This is also a positive impact of social media as part of the media for reporting on "grassroots" social problems in society (Ekman, 2018). Apart from that, the Mayor of Surakarta being active on social media has become part of political imaging and political communication in the City of Surakarta (Burean,

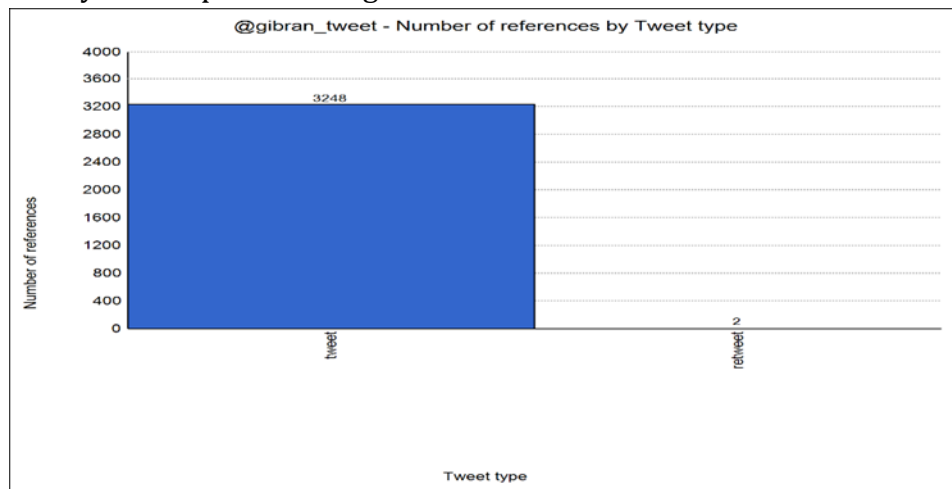
2019; Coma & Werner, 2019; Fiorino et al., 2019; Pachón et al., 2017). Thus, social media has shown that it can influence public reporting on social problems more efficiently, easily accessible and cheaply compared to conventional methods (Sutan et al., 2021; Wilkins et al., 2019). At the same time showing Gibran Rakabuming Raka as the Mayor of Surakarta who actively responds to every report from the people of Surakarta.

## **B. Analysis of Account Activity**

This analysis will aim to explore the activities of Gibran Rakabuming Raka's Twitter social media account as Mayor of Surakarta. Three sub-analyses will be carried out to see how the account is active, namely: First, analyze the types of tweets or uploads to find out the types of posts on Gibran Rakabuming Raka's Twitter social media account as Mayor of Surakarta. Second, analysis of the frequency of account activity which will try to explore the frequency of Gibran Rakabuming Raka's activity from the period October 2022-June 2023 in uploading on Twitter social media. Third, analysis of account activity on upload location dominance by Gibran Rakabuming Raka which was used to find the location of upload dominance on Twitter social media. The analysis will be further explained as follows:

### **1. Analysis of Tweets Types**

Tweets Type analysis is used to determine the types of uploads on Gibran Rakabuming Raka's Twitter social media account as Mayor of Surakarta. In this case the analysis is explained in figure 7.

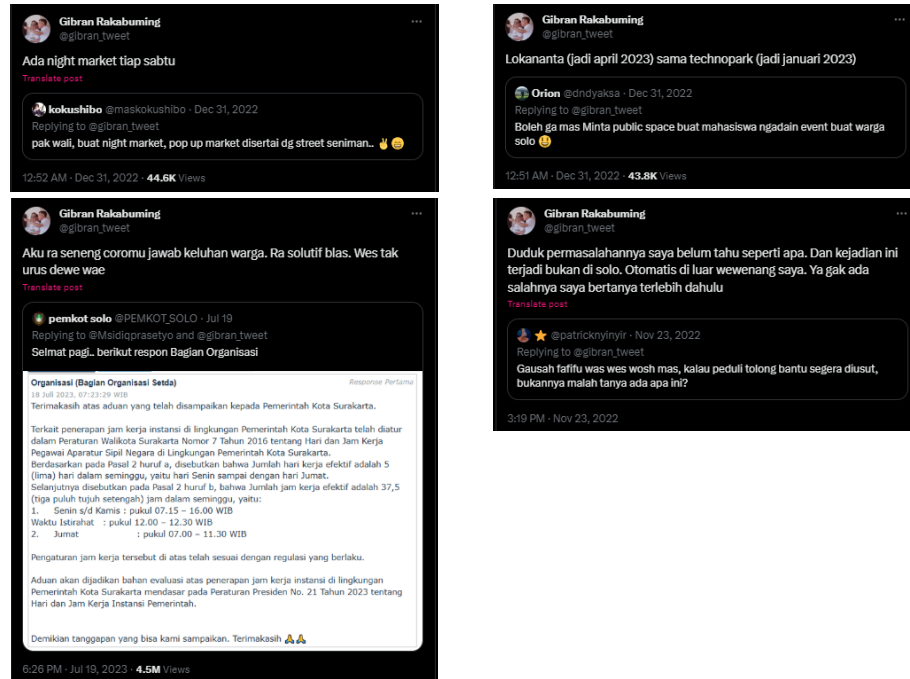


**Figure 6.** Analysis of Account Activity Based of the Post Type

**Source:** Social Media Account Analysis Nvivo 12Plus

In this case analysis it is defined in two categories, namely Tweets and Retweets. Where based on the results of the analysis above, it shows that Tweet dominance is 3248 uploads compared to Retweets of 2 uploads. So this shows that the Gibran Rakabuming Raka account addresses social problems by using tweets to interact and resolve problems and public reports using the social media Twitter. It also shows that social media can be used to communicate social problems, solve problems and inform about existing problems on social media (Croucher et al.,

2020; Dolan et al., 2019; Ekman, 2018). In this case, social media brings a new role as a reporting medium in Gibran Rakabuming Raka's Twitter account that the public or individuals can provide reports on social problems that occur in the city of Surakarta and as Mayor can solve these social problems. As evidence of the dominance of Tweets as a solution to reports from the public, it is shown by Gibran Rakabuming Raka who responds to every public report with a "Quote Retweet" as follows:

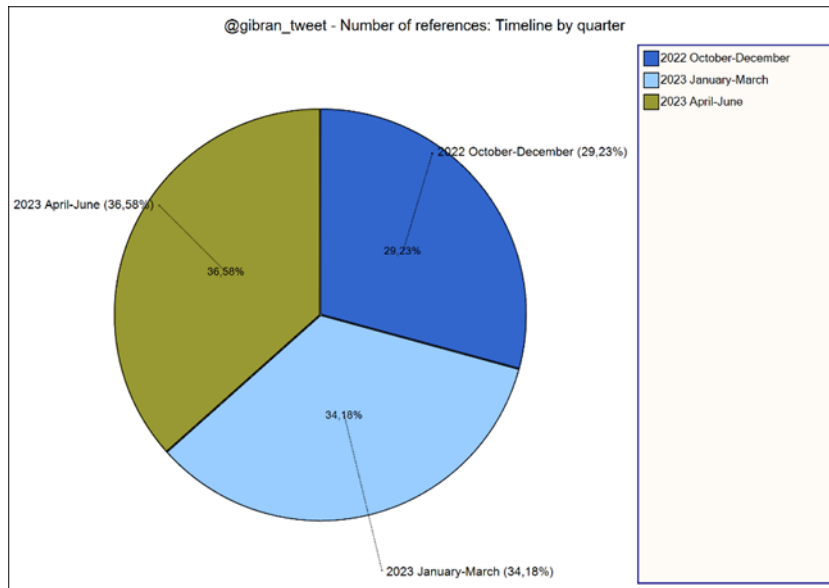


**Figure 7.** Gibran Rakabuming Raka's Tweet  
**Source:** Gibran Rakabuming Raka's Twitter

## **2. Analysis of Account Activity Frequently**

Account activity frequently this analysis tries to explore the frequently the account of Gibran Rakabuming Raka actively post on social media Twitter. In this case the analysis explained in figure 8.

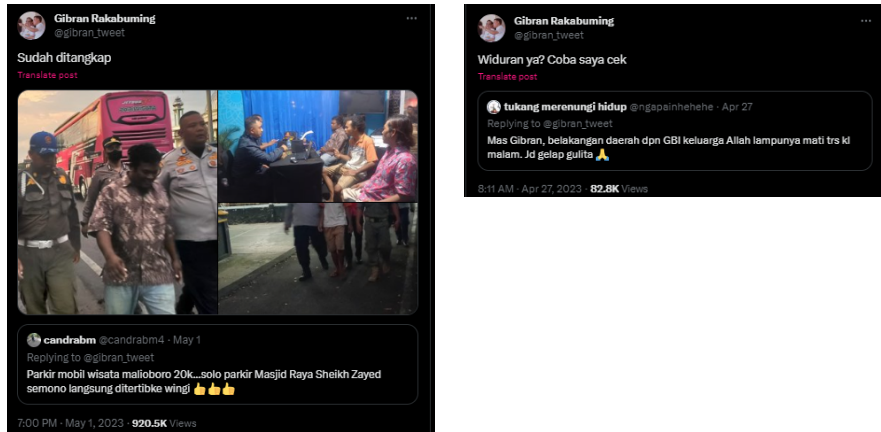
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**Figure 8.** Analysis of Account Activity Based of Frequently  
**Source:** Nvivo 12Plus Analysis Social Media Account Frequently

Based on the results of the analysis above, it shows that Gibran Rakabuming Raka's social media dominated activity in April-June 2023 at 36.58%, followed by second activity in January-March 2023 at 34.12% and finally from October to December 2022 at 29.23%. This shows that Gibran Rakabuming Raka actively uses Twitter and shows Twitter social media as part of the political communication media he carries out as Mayor of Surakarta. So these results can also show that political figures can communicate with their constituents via social media and this can become a new style of political communication, especially for the younger generation as regional heads to participate in solving social problems (Clayton, 2018; Sutan & Nurmandi, 2021).





**Figure 9.** Gibran Rakabuming Raka's Tweet  
**Source:** Gibran Rakabuming Raka's Twitter

### 3. Analysis of Account Location

The next analysis of account activity is often carried out by conducting an analysis to determine the dominance of upload locations from Gibran Rakabuming Raka's Twitter social media. In this case the analysis is explained in Figure 10.



**Figure 10.** Analysis of Account Activity Based on Location  
**Source:** Nvivo12Plus Social Media Account Analysis

Based on the results of the location analysis, it shows that the upload location or uploads mostly discuss topics related to the city of Surakarta, Central Java. This shows that the authenticity of the upload based on location is in Surakarta and proves that Gibran Rakabuming Raka is focused on specific problems that need to be resolved in the city of Surakarta. Furthermore, it is also a form of disseminating information needed by the community. So this proves that social media can focus on specific task information based on the location of the assignment (Freelon et al., 2018). Proof of the dominance of Gibran Rakabuming Raka's uploads, which is active in his territory, is shown in the following uploads:





narratives that emerge show a close connection with what happened in the city of Surakarta and its people.

#### **D. CONCLUSION**

The use of social media by young regional heads as a medium for public reporting is an important form of political communication that they should have. This is a manifestation that young regional heads who are close to social media can use it to accommodate every public report. Gibran Rakabuming Raka as a young regional head carries out political communication with the people of Surakarta through his Twitter social media, namely @gibran\_tweet, as an embodiment of the presence of a leader who advocates for the problems of his community and is informative about his leadership area. So this research can put forward three main conclusions as follows: First, the content of the dichotomy of Twitter social media content, Gibran Rakabuming Raka as Mayor of Surakarta regarding social media as part of reporting, this shows that social media can be accessed by everyone to report on social infrastructure and other problems that exist in the city of Surakarta. So Gibran Rakabuming Raka's dominant use of social media is used as a medium for public reporting. Second, the activity of Gibran Rakabuming Raka's account shows a focus on content relating to the city of Surakarta. It was proven first based on the type of tweet, Gibran Rakabuming Raka's account was more dominant with 3248 tweets compared to retweets with only 2 uploads. This shows that his Twitter account is used to respond to social problems, as well as to interact and resolve problems and reports from the public. Second, it is proven by the frequency of Gibran Rakabuming Raka's account activity for the period October 2022-June 2023, which shows the dominance of account activity in April-June 2023 at 36.58%, thus showing a new political communication style used by young regional heads to solve problems in their regions. Third, it can be seen that the dominance of the location of Surakarta city uploads made on Gibran Rakabuming Raka's Twitter is related to the focus of political communication carried out as Mayor of Surakarta in dealing with public reporting and sharing information. Third, the dominance of narrative words related to the location of Solo or Surakarta shows that the social media content of Gibran Rakabuming Raka as Mayor of Surakarta refers to his leadership area. Next, this shows the dominance of local content that focuses on or is related to Solo or Surakarta.

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