

## Netizens' Discussions on Twitter Concerning Floods and Presidential Candidates

Nurhayani Saragih<sup>1</sup>, Sriwahyuning Astuti<sup>2</sup>, Novi Erlita<sup>1</sup>, Suraya Mansur<sup>1</sup>, Santa Lorita Simamora<sup>1</sup>, Endri Endri<sup>1</sup>

<sup>1</sup>Faculty of Communication Sciences, Universitas Mercu Buana, Jakarta Barat, Indonesia

<sup>2</sup>Faculty of Communication Sciences, Universitas Telkom, Bandung, Indonesia

\*Corresponding author Tel.: +628129204067. E-mail address: [endri@mercubuana.ac.id](mailto:endri@mercubuana.ac.id) (E. Endri)

Correspondence: Endri Endri, Faculty of Communication Sciences, Universitas Mercu Buana, Jakarta Barat, Indonesia.

Received: April 7, 2024

Accepted: July 17, 2024

Online Published: July 24, 2024

doi:10.11114/smc.v12i3.6859

URL: <https://doi.org/10.11114/smc.v12i3.6859>

### Abstract

This qualitative study dives into social media debates about flood disasters in Jakarta, using Twitter—as the significant inquiry medium. The primary goal is to discover new patterns of online social interactions, shed light on the concept of selective exposure, and rigorously chronicle the activities of critical actors in this digital network. We conducted the data gathering process on May 25, 2023, specifically focusing on the selected phrase "Banjir Jakarta." For a thorough study, NVivo 12 Plus compiled a significant dataset of 3,427 tweets. We divide the research findings into three distinct sections: the volume of conversations, the various categories of influencers involved, the prevailing sentiment and conversational tone of these influencers, and an exploration of the most frequently employed words in these discussions. This study highlights the significant impact of nanoinfluencers in these talks, accounting for the vast majority (93.70%) of participants. Furthermore, it emphasizes the active debate around the most likely presidential candidates for 2024. This speech had two prominent figures, Anies Baswedan and Ganjar Pranowo, who both elicited different tones and sentiments. Within this complex communication landscape, influencers emerge as crucial entities actively shaping public attitude and discourse, spanning news portals and individual social media profiles. Finally, this study highlights the enormous importance of social media, particularly Twitter, in shaping public awareness and driving political conversations, notably in crisis management and future presidential candidates.

**Keywords:** netizens' discussions, influencers, social media, presidential candidates

### 1. Introduction

Flooding is a significant concern in Jakarta, the capital of Indonesia, due to its natural disposition and ground subsidence, which has averaged 7.5 cm each year since 1975 (Harsoyo, 2013). Jakarta experiences the highest frequency of natural disasters in Indonesia, with 1,238 recorded flood incidents during 2022 and 127 of these specifically reported in Jakarta. One of the most hazardous floods in Jakarta occurred in 2020. Jakarta has had six floods in the first two months of the year. Flooding took place on January 1st and 18th, as well as on February 8th, 23rd, and 25th. The initial flood on January 1, 2020, resulted in 36,445 people seeking refuge at 247 evacuation centers. Floods struck critical institutions such as Cipto Mangunkusumo Hospital (RSCM) in Central Jakarta on February 23, 2020. Water penetrated the radiology and radiation rooms, causing medical equipment damage. This was the first time RSCM, which is a top referral hospital and the highest healthcare service provider, experienced flooding.

The hurricane resulted in economic losses amounting to one trillion rupiah. The Central Statistical Agency (BPS) reported that the flooding in Jakarta had an impact on Indonesian inflation in January 2020. Jakartans have mastered the art of managing the flood's significant devastation by expressing their thoughts and feelings on various social media platforms. Furthermore, they not only disseminate up-to-date information about the flood's location, severity, and impacted individuals but also share amusing content about the disaster they faced.

Twitter and Instagram have emerged as significant platforms for discussions of flood-related issues, utilizing popular hashtags like #JKTBanjir4niesMliir, #Banjir2020, #BanjirJakarta, and #Banjir. The hashtag #JKTBanjir4niesMlipir refers to Anies Baswedan, DKI Jakarta's governor at the time. On February 26, 2020, the hashtag #JKTBanjir4niesMlipir trended on Twitter as a result of netizen dissatisfaction with Anies, who were believed to be

treating the flood tragedy too lightly. Over 19,000 tweets included this hashtag (Garjito & Aditya, 2020). Moreover, the significance of social media influencers is growing, particularly in the realm of politics (Ding et al., 2023). Researchers can use the substantial amount of content from the abundance of discussions to discern patterns, trends, and public opinion regarding floods.

Social media platforms allow individuals and groups to engage, share information, and exchange arguments, ultimately influencing public opinion (Ausat, 2023). Twitter, as a social media platform, has the ability to observe and evaluate public feelings on a variety of topics, such as vaccines and religious moderation (Al-Khalifa, 2015; Saragih & Suraya, 2022). It is therefore important to integrate public opinion analysis into the cultural and social framework of communities (Mangold & Faulds, 2009; Glynn et al., 2016), which covers community organization, urban or rural contexts, and family dynamics while dealing with issues related to climate and politics. Social media has a significant impact, and media influencers play an important role in shaping public sentiment (Helfmann et al., 2023) and (Alexander, 2024).

Various discussions about flooding have garnered attention among netizens, especially in anticipation of the 2024 presidential election, during which potential presidential candidates will be in the public spotlight. Given the prominence of Twitter discussions about floods and their potential impact on public opinion regarding the 2024 presidential candidates, this research aims to investigate the opinions of Twitter users concerning the Jakarta floods.

### *1.1 Objectives of the Study*

1. Determine the volume of conversation between netizens on Twitter about the flood and the presidential candidate.
2. Identify the type of influencer involved in the flood-related conversation.
3. Examine the tone of discussions instigated by influential individuals concerning floods and presidential contenders.
4. Explore the most frequently used words and the overall tone of the discussion among netizens about the flood and the presidential candidate.

## **2. Literature Review**

### **Media Influencers and Public Opinion**

Twitter (now known as X applications), as a form of computer-mediated communication (CMC), enables individuals to send messages without the necessity for face-to-face interaction, even among users who are not intimately familiar with each other. According to Yao and Ling (2020), the utilization of computers for communication has the potential to impact societal dynamics and shape public mood. Individuals who use CMC to transmit messages utilize this technology to create communications and actively foster relationships with media consumers. On the other side, social networks also serve as a platform for influencing public sentiment. Grindstaff (2011) demonstrates that political and business leaders hold absolute authority, systematically shaping and upholding the flow of communication through the influence of culture, economics, and politics. Political and economic authorities, as well as media influencers, can use computer-mediated communication to influence public opinion.

Social media enables individuals to become influencers. In this study, influencers refer to those who transmit messages to their followers on Twitter. Organizations, news media, journalists, or individuals have the potential to become social media influencers by expressing their opinions on Twitter. The magnitude of its influence is contingent upon the number of individuals who adhere to it. Campbell and Farrell (2020) and Rahman (2022) categorized Twitter users according to the number of followers they have. The researchers classified influencers into four distinct groups based on their follower counts: mega-influencers (with over 1 million followers), macro-influencers (with follower counts ranging from 100,000 to 1 million), micro-influencers (with follower counts between 10,000 and 100,000), and nano-influencers (with fewer than 10,000 followers). People view micro-influencers' messages as more sincere, making those with 10,000 to 100,000 followers more compelling than mega-influencers (Park et al., 2021). The viewpoints of individuals, media outlets, and influencers have the potential to change and develop as time progresses. Adopting an aggressive stance can assist influencers in garnering a larger number of followers (Helfmann et al., 2023).

These Twitter influencers actively engage in extensive debates regarding public concerns and issues, greatly influencing public opinion. The media and other communication channels cover topics that significantly impact a wide range of people. According to Cutlip, Center, and Broom, many opinions voiced during debates form a gradual consensus that significantly influences public opinion (Demetrious, 2013). According to Cui (2024), hot topics or events form public opinion networks, and in this context, public opinion refers to the constant exchange of ideas and feelings within the community about a topic that netizens discuss extensively.

### **Public Opinion, Uses and gratification theory**

Social media is crucial for monitoring and analyzing public opinion during natural disasters (Wang et al., 2024). Utilizing social media conversations for data analysis allows for a more thorough understanding of public sentiment, facilitates prompt decision-making in emergency situations (Li et al., 2023), aids in identifying areas of public concern throughout different stages of a disaster, and offers dependable data for emergency management (Qin et al., 2024). Research by Ross et al. (2019) and Yuliawati et al. (2022) shows that social media content significantly shapes public opinion. Social media has become a potent platform that goes beyond traditional media (Dahal, 2023), allowing individuals with similar interests to connect and share their viewpoints in response to various occurrences. Hence, social media inherently influences public sentiment in a timely manner (Yini Zhang et al., 2022).

We often use the Uses and Gratification Theory to understand the basic motivations behind individual platform preferences and the unique patterns of behavior that they display when using social media apps. Individuals engage in social media platforms for various reasons, such as improving communication, promoting connections with acquaintances and relatives, gaining knowledge, recording significant family events, and pursuing pleasure (Olpin et al., 2023) and (Harpel, 2018). According to Panahi et al. (2016), the main reasons why individuals join social media platforms are: 1) forming interpersonal relationships; 2) interacting with the wider community; 3) sharing knowledge; 4) engaging in sustainable learning; 5) comparing themselves with others; and 6) building personal brands. The concept of use and pleasure is essential to understanding the basic motivation for social media use.

The media serves as a conduit for information, shapes the topic of conversation, and captures the public's interest (Fatmawatie & Endri, 2022). The deliberate process of bringing certain subjects to the forefront of public attention while ignoring others is known as agenda-setting. Social media currently has a significant impact on determining priorities and generating fresh obstacles and prospects. Social media messaging has emerged as an effective strategy for emphasizing significant matters during political campaigns (Barberá et al., 2019). The exponential growth of social media, including microblogging platforms such as Twitter, has paved the way for a progressively powerful agenda-setting phenomenon (Lewandowsky et al., 2020). Langer and Gruber (2021) argue that defining the agenda necessitates a broader scope, encompassing both traditional media and social media platforms.

The media establishes the agenda to exert an impact on society. Ritonga (2018) claims that agenda setting is a technique for gauging the influence of the media on its audience. The foundational principles underpinning agenda-setting research are twofold: 1) The media does not merely mirror reality but instead sifts through and molds issues; and 2) the media tends to focus on a limited set of topics, presenting them as more significant than others. As a result, the media highlights issues that sway the public, prompting individuals to form opinions—whether supportive, oppositional, or neutral—concerning the situations covered. Partington (2007) asserts that explicit or implicit statements that endorse or applaud a subject express a positive or favorable opinion. On the other hand, an unfavorable attitude arises when explicit or implicit statements fail to support or criticize it. Explicit or implicit statements that maintain impartiality maintain a neutral stance. Sharma and Ghose (2020) classify internet users' conversations as positive (indicating happiness), neutral (lacking emotion), or negative (indicating misery).

### **Agenda Setting Theory and Spiral of Silence Theory**

The media, acquaintances, and relatives shape people's perspectives on matters (Alsa et al., 2021). The media profoundly impacts public opinion (Simanjuntak et al., 2022). The media continually disseminate the prevailing beliefs of the majority on cultural and social matters, which has the ability to suppress minority perspectives (Kellner, 2012). Elisabeth Noelle-Neumann, a German political scientist, introduced a political notion known as the spiral of silence. According to this hypothesis, individuals who recognize that their personal perspective coincides with the majority in a group are more likely to exhibit more confidence and openness in expressing their views. Individuals with dominant viewpoints boldly articulate their views using a variety of communication platforms. Meanwhile, individuals with minority viewpoints strive to comprehend the beliefs of the majority. The spiral of silence is crucial in the process of developing the Internet as a public sphere, and communicative, technological, and social-psychological factors will determine whether and how online-based platforms will enhance democracy (Hakobyan, 2020).

However, if members perceive their viewpoint as unfavorable, they may become more reticent and choose silence. This idea posits that individuals may exhibit reticence in expressing their viewpoints if they diverge from the prevailing consensus. Within the framework of the spiral of silence theory, noisy minorities may experience apprehension regarding the potential consequences of social isolation. The evolving social media environment has a significant role in altering communication dynamics and influencing the development of public opinion. Individuals who experience apprehension towards social isolation are more inclined to concur with what they see as the prevailing opinions of the majority. Individuals who hold viewpoints that are not widely shared, however, occasionally express their views through a range of actions. Individuals holding minority beliefs frequently exhibit prudence and refrain from expressing

their views, bolstering the perception of their vulnerability in the public sphere.

The spiral of silence theory posits that individuals are more likely to withhold their ideas if they perceive a lack of support for their viewpoints. However, social media sites provide the option for users to remain anonymous, enabling individuals to express their thoughts more freely. As a result, social media enables the idea of the spiral of silence, as put forth by Cheong et al. (2022), Laor (2023), and Ramazan et al. (2023).

### 3. Methods

This study employs a qualitative approach to examine social media discussions about flood disasters in Jakarta. According to Brooker et al. (2016), researchers can use two approaches to collect social media data: the first is by conducting keyword searches using linguistic entities (such as words, hashtags, and URLs) as criteria to compile datasets, and the second is by using user-following strategies. This data capture method takes the semantic content of users' tweets as its starting point, with the research process beginning by identifying keywords that typify tweets related to the topic.

NCapture, an add-on toolbar for Google Chrome, facilitates data collection from publicly accessible social media (Juswil et al., 2022). On May 25, 2023, at 07.56 PM, we downloaded tweets containing the keyword "Banjir Jakarta." We conducted this research outside the rainy season, despite the best data collection typically occurring during the "peak" of online conversations for social media analysis. According to research by Supian et al. (2017), Twitter frequently disseminates the most recent information regarding flood developments, the well-being of victims, and aid from governmental and local organizations during flood situations. Therefore, we do not collect data during the period of increased precipitation but rather during the electoral campaign period, when potential candidates are vying for party support as vice presidential and presidential contenders. Candidate registration for the presidency and vice presidency takes place from October 19 to 25, 2023. In contrast, the electoral process for these offices commences on February 14, 2024.

Despite not being collected during the rainy season, when flooding was a significant issue in Jakarta and a topic of debate among internet users during the presidential election, the data is nevertheless adequate for analysis using NVivo 12 Plus. We use NVivo 12 Plus, a computer-assisted qualitative data analysis (CAQDA) tool, to investigate trends and thematic concepts in public opinion on floods (Lee, 2022). The analysis process in NVivo 12 Plus involves searching and capturing data from Twitter with the keyword "Banjir Jakarta," importing the data into NVivo, coding the data, classifying the information, and displaying the results. Unfortunately, due to Elon Musk's alteration of Twitter's name to X on July 22, 2023, Ncapture is now incompatible for the purpose of downloading discussions on Twitter.

### Research Process

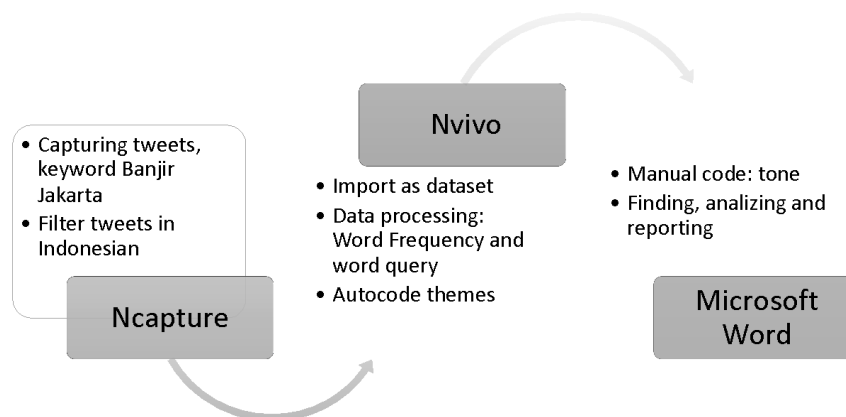


Figure 1. The research process's flow

Figure 1 illustrates the complete research process, encompassing data gathering, data interpretation, data visualization, and the creation of research reports. The first step in the categorization process is gathering tweets using NCapture on NVivo 12 Plus to extract tweets containing the phrase "Jakarta Flood."

We first capture the data by conducting an advanced search on the Twitter application to filter out tweets written only in Indonesian. Step 2 entails importing Twitter content into NVivo Version 12 Plus as a dataset for further investigation.

We download the data using NCapture and then import it into the Nvivo application. We limit the search terms to Indonesian-language tweet content, but we frequently download tweets written in English or local languages. This study will only evaluate tweets written in the Indonesian language. The analysis will exclude tweets that primarily use a

combination of English, regional, and Indonesian languages. The Nvivo software automatically presents the data import result as an account number table, indicating the frequency of uploading tweets or retweets related to the Jakarta flood.

Although Nvivo 12 Plus can automatically categorize data as positive, negative, or neutral, the application's reliance on English compromises the accuracy of the autocoding process for tone trend data in Indonesian. Therefore, we manually assess the tone of the conversation.

Utilizing manual encoding techniques enhances the precision of analyzing study data. We independently evaluate each Twitter post to determine its content tone and associate it with the framework. The unit of analysis is a single Twitter post. While it is not particularly challenging to identify the tone of the discussion, processing a substantial amount of data can be time-consuming.

**4. Results**

We categorize the analytical findings into three sections. First, we will scrutinize the volume of conversations about the term "Banjir Jakarta" that have surfaced through social media searches on Twitter. The second section will focus on the primary topics discussed on Twitter regarding the Jakarta floods. Finally, the third section will provide insights into the evolving conversational tone surrounding the Jakarta floods on Twitter.

Table 1. Total Tweets using keyword "banjir" Jakarta

Types	Frequency	%
Tweet	2.855	83,31
Retweet	572	16,69
Total	3.427	100

Data source: Twitter; pickup time: May 25, 2023, at 07.56 PM

Twitter users played a substantial role in addressing the flood disaster, with 3,427 flood-related discussions. Out of these, 2,855 tweets (83.31%) directly focused on the Jakarta flood, with the remaining 572 (16.69%) being retweets. Analyzing the total volume of tweets related to the Jakarta flood enables us to explore these tweets' daily distribution and intensity.

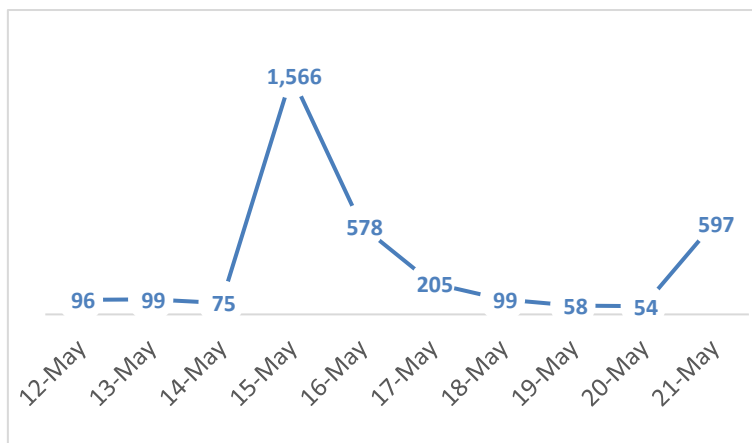


Figure 2. Account Intensity per Day

Data source: Twitter; pickup time: May 25, 2023, at 07:56 PM

Data collection on May 25 revealed relatively few discussions about the floods, with only 96 tweets. Following that, the number of discussions decreased before experiencing a significant surge, reaching its peak on May 15 with 1,566 discussions. Following this peak, the volume of discussions showed a declining trend but exhibited a subsequent increase on May 21.

*4.1 What Was the Tone of Twitter Conversations about the Jakarta Floods?*

Before delving into the tone of Twitter conversations about the Jakarta floods, it is crucial to categorize the types of influencers engaged in these discussions. In this context, the number of followers each individual has determines their level of influence. Here are the distinct categories of influencers actively participating in discussions about the Jakarta floods.

Table 2. Types of Influencers in Twitter Conversations About Jakarta Floods

	Number of Followers	Number of Accounts	%
Mega Influencer (> 1 jt)		9	1,58
Macro influencer (> 100.000 & < 1jt)		6	1,05
Micro influencer (> 1000 & <100.000)		21	3,68
Nano influencer (< 1000)		535	93,70
Total Account		571	100%

Research results

Data source: Twitter; pickup time: May 25, 2023, at 07:56 p.m.

Table 3. Types of Influencers and Their Number of Followers

No	Mega Influencer (> 1 million)		Macro Influencer (> 100.000 & < 1 milion)	
	Name	Followers	Name	Followers
1	detikcom	20.394.826	Merdekadotcom	473.658
2	kompascom	8.510.673	rmol_id	348.776
3	liputan6dotcom	4.550.695	BeritaJakarta	175.367
4	republikaonline	1.991.946	ekowboy2	142.700
5	indozonemedia	1.741.854	kangdede78	118.821
6	mediaindonesia	1.738.119		
7	DKIJakarta	1.424.535		
8	hariankompas	1.044.514		
9	kumparan	1.028.257		

Research results

Data source: Twitter; pickup time: May 25, 2023, at 07:56 p.m.

This analysis reveals that in the conversation about flood disasters in Jakarta, prominent influencers primarily consist of nine accounts, all affiliated with broadcasters or news portals. Pemprov DKI Jakarta is the only government account involved in this discussion. Moreover, the macro influencers in this conversation include broadcasters and active individuals on various social media platforms. However, discussions associated with SINDOnews are excluded from the analysis as they pertain to a context unrelated to flood disasters.

Influencers are categorized based on their social media followers, spanning platforms like Instagram, Twitter, and YouTube. These influencers come from diverse domains, such as art, politics, religion, academia, and expertise. Given their extensive reach and engagement with their audience, the opinions and evaluations expressed by influencers significantly influence public opinion and build trust among their followers. As a result, their perspectives can influence how others perceive and engage with floods, contributing to the ongoing conversation and public discourse surrounding this critical issue, particularly during presidential elections.

Influencers' role in shaping public sentiment on flood disasters is crucial for comprehending how information spreads, gains traction, and influences collective attitudes and behaviors. Their involvement in the conversation can amplify specific narratives, emphasize particular aspects, and drive engagement, ultimately affecting public awareness, preparedness, and response to flood-related challenges in Jakarta. Consequently, analyzing the dynamics of influencer engagement can offer valuable insights to policymakers, government agencies, and other stakeholders looking to effectively address and mitigate the impact of floods in the region. Moreover, it underscores the importance of monitoring and engaging with influencers to foster accurate and informed discussions contributing to community resilience and practical disaster management efforts.

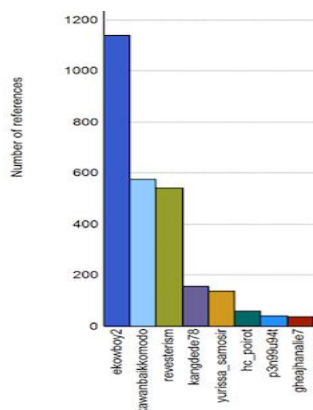


Figure 3. Account Intensity in Tweets Related to Jakarta Floods

Data Source: Twitter, Processed Using Nvivo 12 Plus by the Author

There are six prominent accounts actively engaging in flood-related discussions. We classify one of these accounts as a macro-influencer and the remaining five as nano-influencers. The macro-influencer ekowboy2 is the leading account that frequently tweets about Jakarta floods, contributing 39.24% of the overall conversations. We attribute this account to an individual who is defined as the 'netizen's spokesperson.' However, their reputation for being critical makes it difficult to determine the precise meaning of this designation. The other five significant accounts are kawanbaikkomodo (19.73%), kangdede78 (5.36%), yurissa\_samosir (4.71%), and hc Poirot (2.10%). After a thorough review, we excluded one account, responsible for 18.66% of tweets, from the dataset because it was unrelated to the Jakarta floods.

Table 4. Public Opinion Tone about Jakarta Flood

No	Mega Influencer (> 1 jt)		Macro Influencer (> 100.000 & < 1jt)		Micro Influencer (> 1000 & <100.000)		Nano Influencer (< 1000)	
	Name	Tone	Name	Tone	Name	Tone	Name	Tone
1	detikcom	Neutral	merdekadotcom	Neutral	RD_4WR1212	Neutral	kawanbaikkomodo	+ (Jokowi)
2	kompascom	Neutral	rmol_id	(-) Ganjar	WarungSejarahRI	Neutral	Yurissa_Samosir	+ (Anies)
3	liputan6dotcom	Neutral	ekowboy2	(-) Ganjar (+) Anies	bachrum_achmadi	(+) Anies		
4	republikaonline	Neutral	kangdede78	(-) Anies	Mkumawijaya	(-) Ganjar		
5	indozonemedia	Neutral			Voidotid	Neutral		
6	mediaindonesia	Neutral						
7	DKIJakarta	Neutral						
8	hariankompas	Neutral						
9	kumparan	Neutral						

Research results

Data source: Twitter; pickup time: May 25, 2023, at 07:56 p.m.

Mega influencers generally maintain a neutral position and provide objective information, aligning with the responsibilities of mass media. Conversations about the Jakarta floods have become a battleground for influencers who support two individuals in the media spotlight as potential presidential candidates for 2024 (at the time of data collection). Two macro influencers, who are major media outlets, have adopted different approaches. Merdekadotcom maintains a neutral stance by disseminating warnings from BMKG to encourage residents to remain vigilant in the face of impending floods. In contrast, the rmol id departs from neutrality and adopts a negative tone. Their article titled 'Banjir Rob Rendam Demak Saat Ganjar Sibuk Safari Politik di Jakarta, PKS: Kasihan Rakyat' implies that the Governor of Central Java and presidential candidate from PDIP, Ganjar Pranowo, should prioritize addressing the floods affecting many villages in Demak, Central Java, rather than engaging in political campaigns in Jakarta. Individual influencers employ diverse approaches, with some defending Anies (ekowboy2) while expressing a negative tone toward Ganjar. Furthermore, influencer kangdede78 tends to adopt a negative tone regarding Anies' handling of the floods in Jakarta during his tenure as the Governor of DKI Jakarta.

The selection of micro and nano influencer accounts was based on their level of engagement in discussions about the floods, as shown in Figure 2. The findings revealed that three accounts had a neutral tone; one had a positive sentiment towards Anies and Jokowi, while one exhibited a negative sentiment towards Ganjar.

The next step involved identifying the most frequently used words in the collected data. We visualized the results as a word cloud (Figure 2), which displayed the sequence of the most commonly used words. The term "Anies," which refers to the Governor of Jakarta, was most frequently used, then "Jateng," "Governor," "President," and "Ganjar Pranowo."



Figure 4. Word Cloud Depicting the Most Frequently Used Words in Discussions About the Jakarta Flood

Data Source: Twitter, Processed Using Nvivo 12 Plus by the Author

Based on word frequency, the next step is to perform a text search for the word 'Anies.' The two main aspects of the text search results are:

1. There are debates between followers and critics regarding the positive and negative aspects of Anies as a leader.
2. There are debates between Anies' and Ganjar's followers regarding their achievements and how they deal with floods in their respective regions.

For instance, consider the following retweet:

@VIVAcoid, This comparison is highly unfair. Anies engages in literary pursuits, while Ganjar indulges in adult cinematography. While Anies is implementing measures to mitigate floods in Jakarta, Ganjar is allowing Central Java to flood.

@UnoDenk and @tvOneNews. Is it correct that the Governor of Jakarta earned international recognition from Singapore? This is intended for TEBET ECOPARK. I require elucidation of the accomplishments of the Governor of Central Java, specifically pertaining to the flooding predicaments in Demak, the deterioration of infrastructure, and the persistent poverty afflicting its inhabitants. However, they managed to secure three consecutive local accolades.

Debates between Anies' followers and his critics concerning positive versus negative aspects of Anies are as follows:

Table 5. Twitter Conversations: 'Anies' Keyword Search Results in Jakarta Flood Discussions

Positive Aspects of Anies:	Negative Aspects of Anies:
<ol style="list-style-type: none"> <li>1. Anies proposed four solutions to address floods in Jakarta.</li> <li>2. Transportation integration in Jakarta was excellent when Anies was in charge and internationally recognized.</li> <li>1. Anies pioneered a sense of tolerance and equality in Jakarta.</li> <li>2. Anies did not flee from Jakarta when floods hit his region.</li> </ol>	<ol style="list-style-type: none"> <li>1. Anies's management skills could be better.</li> <li>2. Anies is seen as not very responsible. His priorities are limited to:                             <ol style="list-style-type: none"> <li>a) Floods;</li> <li>b) Traffic congestion, particularly in public transportation. Anies still needs to address these two issues during his 5-year tenure.</li> </ol> </li> <li>3. There is only urgency for the Jakarta International School (JIS) issue if the goal is to leave a physical legacy.</li> </ol>

Data source: Twitter; pickup time: May 25, 2023, at 07:56 p.m.

### 5. Discussion

The Uses and Gratifications Theory (UGT) provides a framework for understanding the dynamics between influencers and their audience in the context of discussing Jakarta's floods. The Uses and Gratifications Theory (UGT) explains



how individuals seek and utilize media to fulfill specific needs. Influencers employ several approaches in their content to cater to various audience needs, including fulfilling informational requirements, reinforcing personal identity, and engaging in political discourse. During the discussion on Jakarta's floods, the major influencer Merdekadotcom provided objective and neutral information, fulfilling the audience's need for factual news. On the other hand, macro influencers like rmol.id use a critical approach, which appeals to audiences seeking political analysis.

Influencers also reinforce the personal identity of their followers by openly endorsing specific political figures. For example, ekowboy2, who supports Anies and criticizes Ganjar, assists his followers in asserting their political views. On the other hand, kangdede78, who criticized the handling of the flood, provided a venue for his followers to express their dissatisfaction with Anies. This interaction fosters a sense of community and facilitates social interaction, fulfilling the audience's need to participate in a larger discussion.

Neely and Collins (2018) identified Twitter as the primary mode of communication throughout the tragedy. Users use this app to express their concerns about disasters, especially floods. This is consistent with research findings that show fluctuations in the spread of daily tweets, peaking on May 15, revealing differences in public participation in communication in relation to the Jakarta disaster. During that period, when floods occurred, Governor Ganjar Pranowo governed Central Java. The political party PDI-P has nominated Ganjar as their presidential candidate. Presently, Governor Jateng is placing more emphasis on gaining the presidential nomination than giving priority to providing assistance to the flood victims in his province.

Snoussi (2020) emphasized the substantial influence of social media in efficiently managing natural disasters, including floods, in areas with larger communities that have younger and more educated inhabitants. The research data shows that a substantial majority (93.70%) of nano-influencers are actively participating in discussions about the floods in Jakarta. Despite the lack of specific demographic data on Twitter users discussing the floods in Jakarta, we can infer that their characteristics align with Snoussi's research findings because Krisdamarjati's (2023) observation that Indonesian youth rely on social media for news references corroborates this. We categorize influencers based on the size of their social media followers, emphasizing their capacity to shape public discourse and increase awareness about crucial issues such as flood disasters. This evidence elucidates the function of influencers in propagating information and exerting an impact on public sentiment, in alignment with the theoretical notion of agenda setting, which posits that the media have the ability to determine the topics that individuals see as significant.

The presence of certain accounts in the flood-related discussions, such as ekowboy2, kawanbaikkomodo, and others, shows their significant influence in shaping the public agenda on this issue. These influencers, especially the macro-influencers with the account name ekowboy2, made a major contribution to the whole conversation, allowing them to set the tone and focus public attention on the Jakarta flood. Their tweets and involvement have a significant impact on the conversation's direction, which could potentially affect public awareness and response to the flood. Furthermore, the difference between macro-influencers and nano-influencers emphasizes how certain individuals, especially those with larger followers, can have greater influence in setting agendas than others. Influencers are able to shape public opinion and raise public awareness during times of disaster. This in-depth analysis gives an overview of the overall tone of debate about the Jakarta flood, ranging from neutral to positive or negative.

In the digital world of Twitter, the changing political landscape has a significant impact on public discourse. With public attention moving towards potential presidential candidates, we witness intense competition through discussions and hashtags that affect our impression of these people. In an ever-changing context, hashtags like #AniesBaswedan and #GanjarPranowo become prominent, each with its own tone. The development of new media has "given people political power." Citizens can use social media to express their views on political topics and competing politicians. The impact of this empowerment allowed them to influence many voters and even officials, significantly changing the political environment (Bucy & Gregson, 2001).

Anies Baswedan is a prominent figure in this dispute, eliciting intense, unfavorable sentiments. The hashtag #AniesBaswedan symbolizes a negative sentiment, reflecting an assessment of Anies' decision-making skills during his time as Governor of DKI. This conversation emphasizes the importance of choosing a suitable leader for the country's future, providing worrisome details about Anies' potential candidate in the upcoming 2024 presidential election. On Twitter, we didn't find any hashtags or debates specifically addressing candidate President Ganjar's involvement in the flood.

In the context of agenda setting, the use of the most frequently appearing words in conversations, such as 'Anies', 'Jateng', 'Governor', 'President', and 'Ganjar Pranowo', reflects the main focus and the dominant agenda of discussions relating to specific political leaders and flood issues in the Jakarta and Central Java regions. The repeated appearance of these words indicates that topics related to leaders' performance and actions, as well as the flood's impact, are at the center of public discourse. In other words, the dominant words in the conversation reflect the public agenda, highlighting priorities and issues that the community considers significant.

According to the research findings, news portals efficiently use social media to reach various audiences while

maintaining neutrality in their flood-related coverage, particularly involving presidential contenders. Understanding the legal and ethical aspects of communication is critical for news portals and communication practitioners to protect the quality and integrity of the content they transmit in our increasingly linked media ecosystem (Wang et al., 2022). While most news websites take a neutral perspective, one notable exception is *rmol.id*, which takes the opposite viewpoint. Please keep in mind that Ganjar has no specific negative hashtags. However, the public's terrible opinion of him stems from fear, such as his inability to handle flooding in Central Java.

The Twitter exchanges show Anies and Ganjar's fight for the presidential nomination. Data collection suggests that Anies has a public sentiment advantage over Ganjar regarding its flood management techniques. These opposing viewpoints could be crucial in their political journeys. Therefore, the campaign team must acknowledge that engaging with social media is not just a protocol but an essential element of modern politics. They need to design strategies to build a strong online presence, engage a diverse audience, and respond effectively to emerging trends and issues.

The tweet about the flood on social media highlights the significance of selecting intelligent leaders and the necessity of enhancing the city's image and development. The prevailing conversation centers on the ability of local leaders to handle floods, a trait inherently associated with their presidential potential. Meanwhile, more attentive discussions revolved around flood prevention and post-flood management measures. This flood issue serves as a liquidity test for the presidential candidate's popularity and voters in the 2024 elections, particularly after the political split following the 2017 Jakarta elections and the 2019 Indonesian presidential elections.

Twitter conversations about political personalities capture the positive and negative aspects of each person's personality. The public must examine the strengths and weaknesses of potential leaders to create a wider worldview. Understanding data and facts from different perspectives is more important than just focusing on one. This balanced approach will help people make more informed decisions in the forthcoming elections. Data analysis suggests that the discussion on Twitter about the Jakarta disaster included influencers who propelled a possible presidential candidate. This analysis gives room to investigate the political consequences of crisis management in the context of the Jakarta flood, when the leaders and supporters of the presidential candidate are involved in the debate.

In connection with the spiral hypothesis of silence, these findings suggest that prominent voices can influence individual tendencies to raise controversy or alternative perspectives on flood-related issues. Using diverse personal influence strategies, such as supporting Anies while expressing disagreement with Ganjar, shows different perspectives in the speech. Nevertheless, the prevalence of some strong individuals, especially those who align with mainstream media or support specific political candidates, can affect the atmosphere and overall conversational trajectory. This exclusive focus on strong individuals and their perspectives can foster a shared belief or adherence to a valid narrative, while potentially restricting or suppressing dissenting thinking or alternative perspectives. In addition, it is possible to identify micro-influencers and nano-influencers by assessing their level of involvement. This analysis also revealed variations in feelings in conversation, suggesting that social norms or dominant discourse can influence individuals when expressing their opinions.

The data describes the principles of the spiral of silence hypothesis, which shows how social interaction on platforms like Instagram, Twitter, and YouTube can affect users' tendencies to express their opinions on important topics. In short, this data shows the significant impact that influential voices have in defining the agenda and dynamics of public discussions on flood-related issues. It's in line with the agenda-setting concept and the spiral of silence. Leaders have the power to shape how people think and react. Meanwhile, differences in how people participate and feel indicate how stories happen, as well as individual tendencies to express objections to interacting with each other during conversations.

Within the framework of the spiral of silence, there is a debate between supporters and critics of Anies regarding the advantageous and disadvantageous aspects of Anies' leadership. Furthermore, there is a debate among the followers of Anies and Ganjar about their achievements and approaches to dealing with floods in their respective regions. This highlights the dynamic nature of expressing opinions and perceptions that might arise within a group. This discussion highlights the discomfort individuals face in articulating opinions that differ from the majority's popular narrative. This argument explores the impact of social pressure and group norms on an individual's tendency to express or support their opinions regarding the spiral of silence principles.

On the contrary, regarding the hypothesis of a spiral of silence, our findings indicate that prominent voices can influence others' tendency to express disagreement or alternative perspectives on flood-related issues. Utilizing diverse strategies through personal influence, such as supporting Anies while expressing disagreement towards Ganjar, showcases several perspectives in the speech. However, the prevalence of certain influential individuals, particularly those aligned with mainstream media or supporting specific political candidates, can impact the overall atmosphere and trajectory of the conversation. Emphasizing strong individuals and their perspectives exclusively can foster consensus beliefs or conformity to prevailing narratives, potentially limiting or suppressing dissenting thoughts or other perspectives. Furthermore, it is possible to identify micro- and nano-influencer accounts by assessing their level of engagement.

The Twitter conversation about the Jakarta flood featured two presidential candidates, Anies and Ganjar, who revealed both the positive and negative aspects of their leadership as public officials. The tone of this conversation could affect public opinion about their nomination as a presidential candidate in Pilpres 2024. Interestingly, the name of Prabowo, who won the Pilpres, didn't appear at all in the discussion on Twitter about the flood disaster. This is likely due to the research's exclusive focus on the flooding in Jakarta, even though the collected conversation also mentions the floods in Central Java. People often associate flooding with it, treating it as a common event and only discussing it when another flood attacks. Researchers spend more time researching and discussing issues.

The data describes the principles of the spiral of silence hypothesis, which show how social interaction on platforms like Twitter can affect users' tendencies to express their opinions on important topics such as flood disasters. Leaders have the power to shape how people think and react. Meanwhile, differences in how people participate and feel indicate how stories happen, as well as individual tendencies to express objections to interacting with each other during conversations. In short, this data shows the significant impact of influential voices in determining the agenda and dynamics of public discussions on flood-related issues. This is in line with the concept of agenda setting and the spiral of silence.

## 6. Conclusion

The study explores the relationship between Twitter's role in public participation, disaster communication, and political discourse, particularly in relation to the Jakarta flood for the 2024 presidential election. It identifies six prominent accounts, with one macro-influencer (ekowboy2) being the leading account, contributing 39.24% of the overall conversations. Other notable accounts include kawanbaikkomodo (19.73%), kangede78 (5.36%), yurissa\_samosir (4.71%), and hc Poirot (2.10%).

Mega influencers generally maintain a neutral position and provide objective information, aligning with the responsibilities of mass media. Conversations about the Jakarta floods have become a battleground for influencers who support two individuals in the media spotlight as potential presidential candidates for 2024. Merdekadotcom and rmol.id have adopted different approaches, with Merdekadotcom disseminating warnings and rmol.id adopting a negative tone.

The selection of micro and nano influencer accounts was based on their level of engagement in discussions about the floods. The Uses and Gratifications Theory (UGT) provides a framework for understanding the dynamics between influencers and their audience in the context of discussing Jakarta's floods. Twitter was identified as the primary mode of communication during the tragedy, with fluctuations in daily tweets revealing differences in public participation in communication.

The substantial influence of social media in managing natural disasters, including floods, in areas with larger communities with younger and more educated inhabitants. A substantial majority (93.70%) of nano-influencers are actively participating in discussions about the floods in Jakarta. Influencers can shape public discourse and increase awareness about crucial issues, such as flood disasters.

Twitter exchanges about the Jakarta flood highlight the importance of selecting intelligent leaders and enhancing the city's image and development. The conversation centers on local leaders' ability to handle floods, which is inherently associated with their presidential potential. The flood issue serves as a liquidity test for the presidential candidate's popularity and voters in the 2024 elections, particularly after the political split following the 2017 Jakarta elections and the 2019 Indonesian presidential elections.

The spiral hypothesis of silence suggests that prominent voices can influence individual tendencies to raise controversy or alternative perspectives on flood-related issues. The prevalence of certain strong individuals, especially those aligned with mainstream media or supporting specific political candidates, can affect the atmosphere and overall conversational trajectory. The noise spiral hypothesis states that influential voices may form an individual's tendency to avoid expressing controversial or alternative points of view on issues related to flooding.

The study also revealed emotional differences in conversation, suggesting that social norms or discourse that apply can influence individuals when articulating their point of view. Under a spiral of silent frameworks, discussions arise between supporters and opponents of Anies and Ganjar about their achievements and strategies to cope with the flooding in their respective areas. Finally, the data shows the substantial influence that strong individuals have in shaping the topic and nature of public conversations on flood-related issues, aligned with the idea of agenda setting and the spiral of silence.

## Acknowledgments

The authors would like to thank the Universitas Mercu Buana Research Center, which has provided funding for the research scheme in cooperation with Universitas Telkom Bandung.

## Authors contributions

Nurhayani Saragih, Sriwahyuning Astuti, and Novi Erlita provided initial guidance on topic selection and offered valuable feedback on the research framework, contributing significantly to the study design. Suraya Mansur and Santa

Lorita Simamora were responsible for data collection, data analysis, and reviewing the final results. Endri Endri drafted and revised the manuscript. All authors read and approved the final manuscript.

**Funding**

This work was supported by Universitas Mercu Buana Research Center [project number 01-1-4/IA/PKM/KDN/171/II/2023].

**Competing interests**

Not applicable.

**Informed consent**

Obtained.

**Ethics approval**

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

**Provenance and peer review**

Not commissioned; externally double-blind peer reviewed.

**Data availability statement**

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

**Data sharing statement**

No additional data are available.

**Open access**

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).

**Copyrights**

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

**References**

- Alexander, G. (2024). Role of Social Media Influencers in Shaping Public Opinion and Consumer Behavior in Greece. *International Journal of Communication and Public Relations*, 9(1). <https://doi.org/10.47604/ijcpr.2269>
- Al-Khalifa, H. S. (2015). On the Analysis of Twitter Spam Accounts in Saudi Arabia. *International Journal of Technology Diffusion*. <https://doi.org/10.4018/ijtd.2015010103>
- Alsa, A., Sovitriana, R., Ekasari, A., & Endri, E. (2021). Psychological well-being of mothers with autistic children. *Journal of Educational and Social Research*, 11(6). <https://doi.org/10.36941/jesr-2021-0144>
- Ausat, A. M. A. (2023). The Role of Social Media in Shaping Public Opinion and Its Influence on Economic Decisions. *Technology and Society Perspectives (TACIT)*, 1(1). <https://doi.org/10.61100/tacit.v1i1.37>
- Barberá, P., Casas, A., Nagler, J., Egan, P. J., Bonneau, R., Jost, J. T., & Tucker, J. A. (2019). Who Leads? Who Follows? Measuring Issue Attention and Agenda Setting by Legislators and the Mass Public Using Social Media Data. *American Political Science Review*, 113(4). <https://doi.org/10.1017/S0003055419000352>
- Benrazek, Y. (2022). The Role of Social Media as a Public Sphere in the Algerian Protests: An Analytical Study. *Journal of Intercultural Communication Research*, 51(2). <https://doi.org/10.1080/17475759.2021.1955223>
- Brooker, P., Barnett, J., & Cribbin, T. (2016). Doing social media analytics. *Big Data and Society*, 3(2). <https://doi.org/10.1177/2053951716658060>
- Bucy, E. P., & Gregson, K. S. (2001). Media participation: a legitimizing mechanism of mass democracy. *New Media and Society*, 3(3). <https://doi.org/10.1177/14614440122226137>
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4). <https://doi.org/10.1016/j.bushor.2020.03.003>
- Cui, W. (2024). Public opinion bunching storage model for dense graph data in social networks, *Journal of Intelligent & Fuzzy Systems*. <https://doi.org/10.3233/jifs-233540>
- Dahal, R. (2023). The Influence of Social- Media on Agenda-Setting in Nepali Journalism. *Patan Prospective Journal*, 3(1). <https://doi.org/10.3126/ppj.v3i01.59016>

- Demetrious, K. (2013). Public relations, activism, and social change: speaking up. In *Public Relations, Activism, and Social Change: Speaking Up*. <https://doi.org/10.4324/9780203078440>
- Ding, C., Jabr, W., & Guo, H. (2023). Electoral Competition in the Age of Social Media: The Role of Social Media Influencers. *MIS Quarterly: Management Information Systems*, 47(7). <https://doi.org/10.25300/MISQ/2022/16422>
- Fatmawatie, N., & Endri, E. (2022). Implementation of the Principles of Financial Governance in Service Companies. *Journal of Governance and Regulation*, 11(4). <https://doi.org/10.22495/jgrv11i4art4>
- Filippov, V. (2021). Transformation of Information and Communication Strategies of Commercial Structures in the Period of Post- Pandemia and Economic Turbulence. *Theoretical and Practical Issues of Journalism*, 10(2). [https://doi.org/10.17150/2308-6203.2021.10\(2\).351-365](https://doi.org/10.17150/2308-6203.2021.10(2).351-365)
- Garjito, D., & Aditya, R. (2020, February 26). *Anies Dianggap Tak Serius Tangani Banjir; #JKTBanjir4niesMlipir Menggema*. <https://www.suara.com/news/2020/02/26/150711/anies-dianggap-tak-serius-tangani-banjir-jktbanjir4niesmlipir-menggema?page=all>
- Glynn, C. J., Herbst, S., Lindeman, M., O'Keefe, G. J., & Shapiro, R. Y. (2016). The History of Public Opinion. In *Public Opinion* (p. 31), Routledge. <https://www.taylorfrancis.com/chapters/edit/10.4324/9780429493256-2/history-public-opinion-carroll-glynn-susan-herbst-mark-lindeman-garrett-keefe-robert-shapiro?context=ubx>
- Grindstaff, L. (2011). Communication Power. *Contemporary Sociology: A Journal of Reviews*. <https://doi.org/10.1177/0094306111425016k>
- Gusfa, H., & Kadjuand, F. E. D. (2020). Political Agonism for Indonesian Cyberpolitics: Critical Cyberculture to the Political Campaign of the 2019 Indonesian Presidential Election on Twitter. *Nyimak: Journal of Communication*, 4(2). <https://doi.org/10.31000/nyimak.v4i2.2685>
- Hakobyan, A. (2020). The digitalization of communication and the spiral of silence theory. *Wisdom*, 14(1). <https://doi.org/10.24234/WISDOM.V14I1.312>
- Harsoyo, B. (2013). Examining the causes of flooding in the Jakarta region from a geological, geomorphological, and river morphometric perspective. *Jurnal Sains & Teknologi Modifikasi Cuaca*, 14(1), 37. <https://doi.org/10.29122/jstmc.v14i1.2680>
- Helfmann, L., Djurdjevac Conrad, N., Lorenz-Spreen, P., & Schütte, C. (2023). Modeling opinion dynamics under the impact of influencer and media strategies. *Scientific Reports*, 13(1). <https://doi.org/10.1038/s41598-023-46187-9>
- Intyaswati, D., & Fairuzza, M. T. (2023). The Influence of Social Media on Online Political Participation among College Students: Mediation of Political Talks. *Southern Communication Journal*, 88(3). <https://doi.org/10.1080/1041794X.2023.2165703>
- Juswil, A. K., Nofrima, S., & Saputra, H. A. (2022). Political Communication Patterns through Social Media: A Case of an Indonesian Presidential Staff Twitter Account. *CommIT (Communication)*. <https://journal.binus.ac.id/index.php/commit/article/view/7889>
- Kellner, D. (2012). Cultural Studies, Multiculturalism, and Media Culture by Douglas Kellner. In *A Cultural Studies Approach to Media: Theory*.
- Langer, A. I., & Gruber, J. B. (2021). Political Agenda Setting in the Hybrid Media System: Why Legacy Media Still Matters a Great Deal. *International Journal of Press/Politics*, 26(2). <https://doi.org/10.1177/1940161220925023>
- Laor, T. (2023). Breaking the silence: the role of social media in fostering community and challenging the spiral of silence. *Online Information Review*. <https://doi.org/10.1108/OIR-06-2023-0273>
- Lee, M. (2022). Evolution of hospitality and tourism technology research from the Journal of Hospitality and Tourism Technology: a computer-assisted qualitative data analysis. *Journal of Hospitality and Tourism Technology*, 13(1). <https://doi.org/10.1108/JHTT-10-2020-0276>
- Lewandowsky, S., Jetter, M., & Ecker, U. K. H. (2020). Using the president's tweets to understand political diversion in the age of social media. *Nature Communications*, 11(1). <https://doi.org/10.1038/s41467-020-19644-6>
- Mangold, W. G., & Faulds, D. J. (2009). Social media is the new hybrid element of the promotion mix. *Business Horizons*. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Mustofa, M. U., Aulia, M. R., Ramadhani, R., & Nurfadillah, K. S. (2022). The Flood Politicization and Social Media: Ecological Disaster, Satire, and the Contestation of the 2024 Indonesia Presidential Election on Twitter. *JISPO Jurnal Ilmu Sosial Dan Ilmu Politik*, 12(1), 39-62. <https://doi.org/10.15575/jispo.v12i1.14577>
- Neely, S. R., & Collins, M. (2018). Social Media and Crisis Communications: A Survey of Local Governments in Florida. *Journal of Homeland Security and Emergency Management* (Vol. 15, Issue 1). <https://doi.org/10.1515/jhsem-2016-0067>
- Olpin, E., Hanson, C. L., & Crandall, A. A. (2023). Influence of Social Media Uses and Gratifications on Family Health

- among U.S. Parents: A Cross-Sectional Study. *International Journal of Environmental Research and Public Health*, 20(3). <https://doi.org/10.3390/ijerph20031910>
- Oubennaceur, K., Chokmani, K., Lessard, F., Gauthier, Y., Baltazar, C., & Toussaint, J. P. (2022). Understanding Flood Risk Perception: A Case Study from Canada. *Sustainability (Switzerland)*, 14(5). <https://doi.org/10.3390/su14053087>
- Park, J., Lee, J. M., Xiong, V. Y., Septianto, F., & Seo, Y. (2021). David and Goliath: When and Why Micro-Influencers Are More Persuasive Than Mega-Influencers. *Journal of Advertising*, 50(5). <https://doi.org/10.1080/00913367.2021.1980470>
- Partington, A. (2007). Irony and reversal of evaluation. *Journal of Pragmatics*, 39(9). <https://doi.org/10.1016/j.pragma.2007.04.009>
- Rafita, Y. (2014). Social Network Analysis Dalam Melihat Kecenderungan Pemberitaan Pada Akun Twitter “@detikcom” dan “@Metro\_TV. *Khazanah*. <https://doi.org/10.20885/khazanah.vol6.iss2.art7>
- Rahman, K. T. (2022). Influencer Marketing and Behavioral Outcomes: How Do Types of Influencers Affect Consumer Mimicry? *SEISENSE Business Review*, 2(1), 43-54. <https://doi.org/https://doi.org/10.33215/sbr.v2i1.792>
- Reyes-Menendez, A., Saura, J. R., & Alvarez-Alonso, C. (2018). Understanding #worldenvironmentday user opinions on Twitter: A topic-based sentiment analysis approach. *International Journal of Environmental Research and Public Health*, 15(11). <https://doi.org/10.3390/ijerph15112537>
- Ritonga, E. Y. (2018). Teori agenda setting dalam ilmu komunikasi (Agenda setting theory in communication science). *JURNAL SIMBOLIKA: Research and Learning in Communication Study (E-Journal)*, 4(1), 32-41.
- Ross, B., Pilz, L., Cabrera, B., Brachten, F., Neubaum, G., & Stieglitz, S. (2019). Are social bots a real threat? An agent-based model of the spiral of silence to analyse the impact of manipulative actors in social networks. *European Journal of Information Systems*, 28(4), 394-412. <https://doi.org/10.1080/0960085X.2018.1560920>
- Saragih, N., & Suraya. (2022). Citizens’ opinions about religious moderation in Twitter conversations. *El Madani: Jurnal Dakwah Dan Komunikasi Islam*, 3(01). <https://doi.org/10.53678/elmadani.v3i01.720>
- Sharma, A., & Ghose, U. (2020). Sentimental Analysis of Twitter Data with respect to General Elections in India. *Procedia Computer Science*, 173. <https://doi.org/10.1016/j.procs.2020.06.038>
- Silverman, D. (2011). Chapter 3: Data analysis. *Interpreting Qualitative Data: A Guide to the Principles of Qualitative Research*.
- Simanjuntak, M. L., Mansur, S., Saragih, N., Hayati, S., & Endri, E. (2022). The role of quality and trust on using website news. *International Journal of Data and Network Science*, 6(3). <https://doi.org/10.5267/j.ijdns.2022.4.004>
- Snoussi, T. (2020). Social media for crisis communication management. *International Journal of Business and Management Research*, 8(3). <https://doi.org/10.37391/ijbmr.080302>
- Supian, M. N. A. A., Razak, F. A., & Bakar, S. A. (2017). Twitter communication during 2014 flood in Malaysia: Informational or emotional? *AIP Conference Proceedings*. <https://doi.org/10.1063/1.4980883>
- Wang, J., Ban, H. J., Joung, H. W., & Kim, H. S. (2022). Navigations for Hospitality Human Resource Management Research: Observing the Keywords, Factors, and Topics under the COVID-19 Pandemic. *Information*. <https://www.mdpi.com/2078-2489/13/3/126>
- Yang, K., Michael, K., Abbas, R., & Holderness, T. (2018). Urban flood modelling using geo-social intelligence. *International Symposium on Technology and Society, Proceedings*. <https://doi.org/10.1109/ISTAS.2017.8319086>
- Yao, M. Z., & Ling, R. (2020). “What Is Computer-Mediated Communication?”-An Introduction to the Special Issue. *Journal of Computer-Mediated Communication*. <https://doi.org/10.1093/jcmc/zmz027>
- Yohanes Advent Krisdamarjati. (2023). *Social media becomes the news reference of young audiences*. Kompas.Id. <https://www.kompas.id/baca/riset/2023/08/01/media-sosial-menjadi-rujukan-berita-para-audiens-muda>
- Yuliawati, S., Saragih, E., Daniel, N., Susilo, R., & Endri, A. (2022). Public perception of the quality of a one stop public service mall. In *Journal of Management Information and Decision Sciences* (Vol. 25, Issue S1).
- Zhang, Y. L., Tian, Z., Zhou, Z., Huang, J., & Zhu, A. Y. F. (2023). Intention to consume news via personal social media network and political trust among young people: evidence from Hong Kong. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.1065059>
- Zhang, Y. N., Chen, F., & Rohe, K. (2022). Social Media Public Opinion as Flocks in a Murmuration: Conceptualizing and Measuring Opinion Expression on Social Media. *Journal of Computer-Mediated Communication*, 27(1). <https://doi.org/10.1093/jcmc/zmab021>
- Zhang, Y. Y., & Guo, L. (2021). ‘A battlefield for public opinion struggle’: how does news consumption from different sources on social media influence government satisfaction in China? *Information Communication and Society*, 24(4), 594-610. <https://doi.org/10.1080/1369118X.2019.1662073>