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Cyber-activism on the dissemination of #Gejayanmemanggil: Yogyakarta's student movement

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Abstract The use of social media on Twitter can generate new movements to improve the welfare of the community, one of which #Gejayanmemanggil in forming a new campaign to move a united mass. The research used Nvivo12 Plus-based technology applications to obtain Eisen data. This study revealed the use of social media Twitter on the dissemination of #Gejayanmemanggil information. The qualitative method was employed to find a model for social media use as mass communication. The data in this study was taken from Twitter. Results of the data analysis showed that #Gejayanmemanggil proved to be very effective activity on student social movement.

Keywords: cyber-activism; social media; the student movement; yogyakarta

INTRODUCTION

Web 4.0 is a new development of the Internet paradigm based on various models, technology, and social relations. This scenario still has a long way to go, although it is relevant before it can be achieved on a large scale (Demartini & Benussi, 2017). Media change can be just a reminder that autonomy is not a guarantee of truth or successor;

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instead, it is a path that can lead to a positive direction (Hayes, Singer, & Ceppos, 2007). In addition to freedom of speech, sharing of social media offers must be handled wisely by its users. Social media can bring new ways of communicating in culture and can change social paradigms. With the presence of social media, actors or user role groups and other users will get references and information as needed.

The same user needs will be an attraction following the entire dialogue process in communicating to completion, which might lead to harmonisation. Therefore, as communicators and communicant, it is necessary to know the ethics of communication in order to understand ethical standards in assessing the techniques, content, and purpose of discussions on social media (Febriyanti & Tutiasri, 2018). Some characters of communication include unlimited distance, time, and can occur anywhere and at any time. Social media like Twitter, Facebook, Instagram, and the like make a distance, not a problem in communication. The presence of social media can hold back social status and distort many thoughts and theories.

Several previous studies (Putra, Bandiyah, & Noak, 2018) describe communication on the Twitter account @Forbali13, which uploaded a meme containing an invitation message to join the Bali beach reclamation movement. The account uses propaganda theory effectively, because in memes there are actually informative and educational messages. Another example of change is social media as an effective means of information.

Student movements in Indonesia are considered diverse, especially in Yogyakarta, which is dubbed as a student city, bringing about many changes in the city of Yogyakarta. For this reason, effective use of social media is needed in the dissemination of uniform information for the effective dissemination of information. The form of change that has been in the spotlight is the #Gejayanmemanggil action which took place on Monday, 23 September 2019, and 30 September 2019, which was carried out by the People Alliance social movement. Heywood (2017)) defines social movements as

"a particular form of collective behaviour where motives for action originate primarily from the attitudes and aspirations of the members, typically in response within a loose organisational framework, to become part of a social movement requires a level of commitment and political activism from membership formally."

In 1995, there were only 1 million sites on the Internet. 2010 was called the peak of internet development, where social media users increased every year (Kosasih, 2016). So self-awareness is needed when exchanging or disseminating information (Watie, 2016). The use of social media influences behaviour and fosters indifference to the surrounding environment. Therefore, social media can be said to be one of the factors that influence moral development (Nurcahyo, Adi, & Edi, 2019). As for the integrity of information technology development in

Indonesia is still at the level of imitation, adoption, and innovation where the application of integrity to the modification and creation of information technology innovation is still minimal among practitioners (Yaumi, 2017). However, in other studies (Syu, 2018), it was found that Western scientists looked at more than the components involved in communication. This is because the communication process will be useful without any interference. It should be noted that both do not look at ethical aspects.

The communication model emphasises ethical issues and good communication procedures, so it does not cause negative impacts when communicating. Social Media is not only a means of information according to (Andriono et al., 2017) E-learning is also a provision of a learning discussion space in users who need information. With this discussion room, some lectures provide references regarding the needs of reference users research (Asiati & Septadiyanto, 2019). The demographic segmentation based on social media utilisation. The results of the test also proved that there are no differences, including gender-based on frequency, usage, occupation, income, religion, and media type based on social media frequency. While according to (Supratman, 2018) Technologists that can improve creativity and digital natively can increase self-reliance awareness, while digital natively can also learn to measure reflections.

Some impacts of the use of social media are changes in social relations ² changes in the balance of social relations. Positive social change is the ease of obtaining and conveying information that can bring social and economic benefits. Meanwhile, changes that tend to be negative are the emergence of social groups in the name of religion, ethnicity, and behaviour patterns that sometimes deviate from existing norms (Cahyono, 2016). In contrast to Pulungan (2016) research which explains that the concentration of media pluralism lies only in the development and growth of media companies, so in fact, the information provided by the press tends to be uniform. The media, as a new force that departs from simple things, can provide power to the broader community (Muthohirin, 2015).

According to Nugraheni & Widyaningrum (2017), almost all young people have personal social media. Special, their social media is used to share opinions. Although the tools used vary, but basically, all teenagers have access to gadgets that are connected to the Internet. Budiman (2017) explains in his research in the field of education, that students generally can understand technology, including computers so that they can understand information. The role of information technology in education includes helping stakeholders to enrich teaching skills using social media. In addition, social media is also needed to exchange information and maintain friendships and is useful in the process of learning and self-actualisation. Uniquely, students actually know the negative impacts and deviations that occur as a result of inappropriate use of social media. However, they continue to use social media because

it has become a demand in everyday life (Sulthan & Istiyanto, 2019). It is likely that students now get more information through social media than in mass media, and they read information more often through social media than mass media which is already foreign to them (Azman, 2018). Warsihna (2019) argued that the media is very important in improving the quality of education; even the educational media has a closer impact on the workforce because of the demands of the times.

Mass communication is the process by which the media disseminates messages to the public at large. On the other hand, mass communication is interpreted as a form of communication that is displayed through print or electronic media (Wilianto & Kurniawan, 2018). This research says digital space can be a communication tool that crosses geographical barriers and can be utilised by student organisations to support the communication process, emphasising the benefits of digital technology as a driver of deliberation and coordination in the dissemination of information which becomes the political attitude of the organisation.

Unlike the research mentioned above, the use of social media is very much based on content and correlation with library services reported at home. There are no signs of coordinated efforts with other groups, and the main purpose of the Twitter account is to connect with other organisations through social interaction. The use of social media can be achieved through usual coordination with first responders, targeted training, and evaluating the strengths and limitations of social media in disaster response (Han, 2019).

Mass communication is used on social media Instagram as an exhibition of works. On a personal page, each user can indicate the identity he wants to convey on the Internet. So, Instagram can be used to build motivation, increase creativity and increase individual productivity (Hayati, 2018). Instagram is a social media that has been known to have applications in the agency. So Instagram's influence is not only in institutions but also in 10-year-old children who use applications in the community, and students (Lubis, 2018). In this research, Instagram also emphasises the establishment of new sub-sections in the Public Relations Bureau, online social media sub-section, in the use of Instagram. Information about offline digital literacy activities is also disseminated through online media, even the purpose of creating content through social media Instagram is as a means of free publication when Instagram online media content is published in online news articles (Rahmaniar & Lestari, 2019). According to (Qashmal & Ahmadi, 2015) The use of Instagram is based on cognitive (Instagram needs), integrative (personal needs), social integrative (social needs), and release of tension towards self-image formation. According to A. and K. A. Prabowo (2017), Instagram is not active enough when it is used as a medium of socialization because the material is only for people who have a concern for television.

The presence of Instagram enhances online identity which enables more effective interaction not only for the personal, but also aims at the performance of government public relations to get the opportunity to perform public relations management functions, namely the external environment in two directions. Thus, the government can communicate with the Community efficiently (Farhatiningsih, 2018). One of the impacts of social media owned by local governments is that it can be widely accessed so that users can interact with each other between the community and government. The use of social media in the creation of motivating users through campaign messages is proven to be significantly and can positively influence the campaign. This is evident in some comparative researchers stating that the motivation of social media users influences attitudes.

A study (Rini, 2016) provided an example that social media can be used as an indication that an entrepreneur can implement good governance and use and utilise information technology. In this study using computers and the use of web sites and social media. The performance of employees in government institutions can improve the performance of government institutions themselves. In contrast to research (Effendi et al., 2019) that stated that through social media accounts, the government makes it easy for people to see access to government activities and activities, so that social media accounts really help the community. The public can also provide aspirations and criticisms to the government through Instagram social media accounts.

The era of information and technology causes people to need news that is fast and easily accessible. In a report, it was stated that the level of involvement achieved by each local government on Facebook and Twitter shows that the government obtained the highest level through Facebook and Twitter. There is only one successful local government in all social networks. Observations showed that people only use one social network for the most part and tend to ignore it (Haro-de-Rosario, Sáez-Martín, & del Carmen Caba-Pérez, 2018).

This research shows that this is an attempt to see the text in an Instagram account for credibility and prestige that has received public appreciation. This data was also sponsored by Concern, which consistently paid attention to the efforts of the National Police Public Relations Division to improve national credibility and reputation (Prabowo & Rusfian, 2019). However, in this research (Badri, 2016) Social media is needed in the development of village websites through the domain (desa.Id), migration to open source technology, application development of village partners, application development and building village interconnections that support development initiatives. Other findings show, the researchers linked with various target groups of candidates meeting on social media Facebook and Twitter for different purposes. Overall, the results of the researchers show that the campaign strategy and political communication are generally mediated by a variety

of sociotechnical options for social media platforms (Stier, Bleier, Lietz, & Strohmaier, 2018).

To find hoax prevention today can be implemented by increasing public literacy through the active role of government, community leaders, and the community by providing access to the correct source of information for any hoax problem. This can also be helped by systematic education, sustainability, and effective legal action (Rahadi, 2017). In a study (Dewantara & Widhyharto, 2016) it was explained that young people gathered in the community had succeeded in creating new spaces on social media to trigger the movement of space used on social media which was then used to spread information about their activities.

The problem is to attract social media users is needed support and youth to join the community. Young people who are in the Mean are the Z generation who make tourist visits to Garut Regency who want the presence of online applications to facilitate tourism activities. Thus, the researchers propose, in addition to creating an official Instagram travel account relating to Garut and a cell phone containing the Garut travel destination directory (Trihayuningtyas, Wulandari, Adriani, & Sarasvati, 2019). Whereas, in this study, the effectiveness of using Instagram through benchmarking theory was applied to three matrices, namely reach, engagement, and virality. Marketing through Instagram is effective because the target is right (Sutanto, 2016).

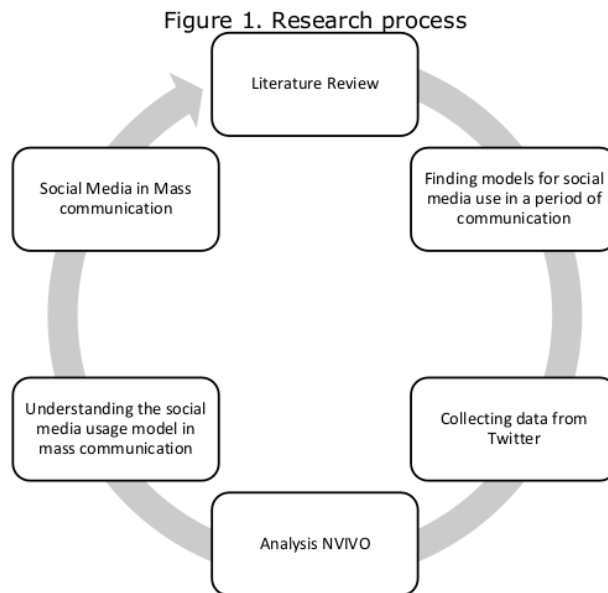
Based on the above research, several conclusions can be made, 1) previous research focused on the development of social media, and 2) not much research focused on the effectiveness of social media as a means of information-based demonstration. The research to be carried out is certainly different from some of the research that has been done above. Therefore, in addition to examining the effectiveness of Twitter use, this research also discusses the dissemination of information about #Gejayanmemanggil.

The #Gejayanmemanggil action is a new type of social movement that is embracing young people. Changes occur in social media, where social media is the first source of information for students. New social change is a contemporary movement that is generally more attractive among young, educated, and relatively prosperous. The variation of young people is believed to be a critical movement, an intellectual movement, and a movement for the struggle for humanity within the party for the aspirations of the people. Therefore, social media is a very influential means of information about student movements in spreading issues or mass communication. This research tries to answer how cyber activists spread #Gejayanmemanggil: the Yogyakarta student movement.

METHODOLOGY

This research used a qualitative method and through six stages of literature study, which were, finding a model for the use of social media in the communication period, collecting data from Twitter, Nvivo 12Plus

analysis, understanding the model of using social media in mass social communication media. Research flow is displayed in the following graph.



Data in this study were collected using the following methods: literature review (document), retrieval of news documents and the Twitter website #Gejayanmemanggil (@Gejayan_) via NCapture for Nvivo 12 Plus from Web Chrome, then analysis through the Nvivo 12 Plus application which was qualitative data analysis, Internet-based data management, data coding, validity and reliability testing, thematic analysis, interpretive and cross-case analysis and visualization of data analysis results (graphs, graphs and graphs). NVivo software is one of the qualitative data analysis tools used by many qualitative researchers throughout the world (Sotiriadou, Brouwers, & Le, 2014). The focus of this research was to look at how the influence of social media helps in disseminating information to strengthen the #Gejayanmemanggil movement of Yogyakarta students to reach four thousand participants.

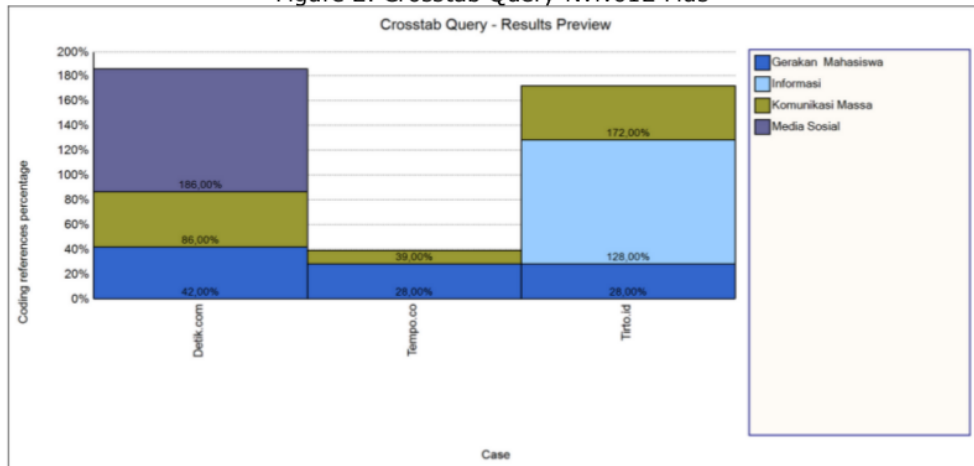
RESULTS AND DISCUSSION

The presence of social media is believed to influence the way people communicate, through which one media can shape the opinions and perceptions of each person. The use of information can achieve common goals. Apart from that, other opinions say that social media is online media that supports social interaction and social media uses web-based technology that turns communication into interactive dialogue (Muya, 2018). The #Gejayanmemanggil action took place on 23 September 2019 and 30 September 2019, this action made part of the road to

Gejayan closed and traffic diverted. The effect lasts about 4.5 hours and ends at 4.30 PM in some areas of Yogyakarta. This action was followed by thousands of masses and used the hashtag #Gejayanmemanggil (Sabandar, 2019). One social media that is often used as a means of public information is Twitter.

Analysis via Web News

Figure 2. Crosstab Query Nvivo12 Plus



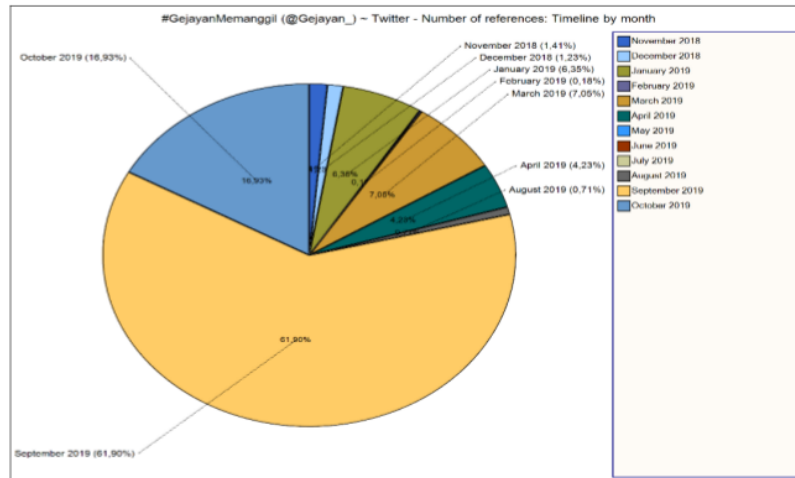
Source: Processed by researchers using NVivo12Plus (2019)

Cross-tab queries provide a quick way to check the distribution of encodings across all cases and demographic variables. Based on data on information dissemination through Web news, Detik.com, Tempo.com and Tirto.id to the variables of the student movement, intelligence, mass communication and social media are considered social media variables. From the data analysis, it was evident that social media influences the distribution of information so that the variable affects the information variable.

Analysis of Cyber-activism on the dissemination of #Gejayanmemanggil: Yogyakarta' student movement

Social media is the most extensive means of information for millennials and adults. Social media not only makes information quickly available, but the spread of problems can also occur very quickly. Social media makes many changes start to appear and develop and bring new communication in the community. Social media affects all walks of life. Consequently, vigilance must be increased because social media is increasingly opening opportunities for everyone to be involved and free to take opinions.

Figure 3. Twitter Activity Intensities



Source: Processed by researchers using NVivo12Plus (2019)

Based on the data above, Social Media 4.0 has changed people's lifestyles with technological convenience. This facility is used by all groups, especially the millennial generation born from 1980 to 2000. This generation tends to use the power of technology in any activity or retrieve information, social media becomes a barometer for mass communication in the #Gejayanmemanggil, media which is a source of information on some of the demands of society.

Social media, including Twitter, is a mass communication tool in disseminating information, this is evident from the intensity of Twitter's activities. The data above was taken through Nvivo12 Plus based on data that Twitter @gejayanmemanggil the most intense in September 2019. However, not only in September 2019, seen from the diagram above, in October 2019 the intensity of Twitter @gejayanmalling activities is still prevalent. This account becomes one of the means of disseminating information in the current digital revolution that responds to the student movement by providing claims information dissemination in the field.

Figure 4: #Gejayanmemanggil demands.



Photo: Princess Sarah Arifira/coil.

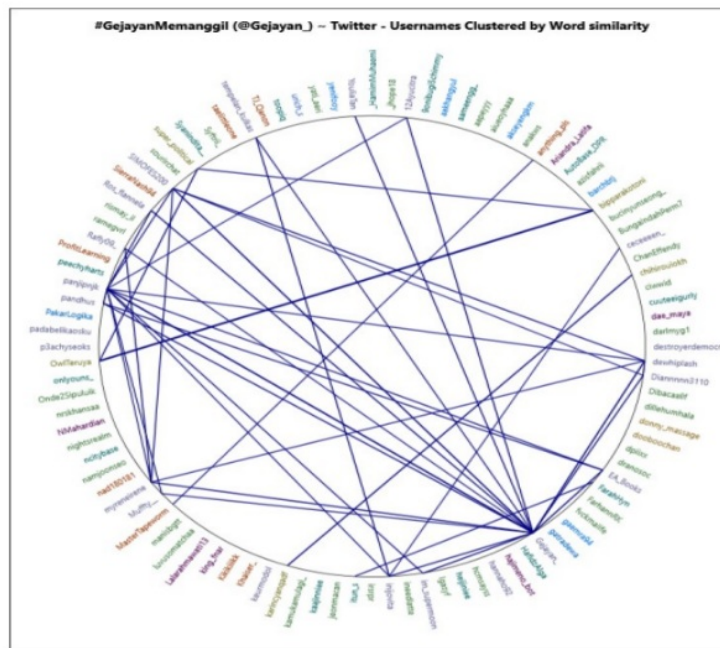
This account is still active as a means of disseminating information in the current digital revolution. This account also responded to student movements by disseminating field information. The account, however, also made several demands. Among the several claims incurred in the #Gejayanmemanggil action include: first, reject the Draft of the Penal Code, revise the Mineral Mining Law, revise the Land Law, revise the Community Law, revise the Labour Law, cancel the Corruption Eradication Commission Act, and the Natural Resources Act, ratify the Draft of Elimination of Sexual Violence Law, and revise the Domestic Workers Protection Act; second, cancel the leadership of the problematic Corruption Eradication Commission (KPK); third, refuse Indonesian Army and Police to occupy government positions; fourth, stop militarism in Papua and other regions. Release Papuan political prisoners immediately; fifth, stop the criminalisation of activists; sixth, stop burning forests in Kalimantan and Sumatra by corporations, and revoke corporate licenses of forest burners; seventh, bring human rights violators and criminals to trial, including those who sit in power circles. In conclusion, the overall program was a success, although it did not guarantee this demand was accepted.

The targets to be achieved by the #Gejayanmemanggil action are: 1) Ensuring that the parliament and the government will change the Corruption Eradication Commission (KPK) Act and several other drafts of laws that did not consider the aspirations of the public, 2) Showing to the political elite and the parliament that people do not always approve product policies that hinder public participation in evaluating and controlling the political elite, 3) ensure parliament members to work on the interests of the people, not corporations (capital owners), 4) Ensure that new social movements can spread to all provinces in Indonesia and urge the Government to respond their list of demands quickly.

The high demand is due to the fear that there will be no more room for aspiration and participation for civil society and the loss of freedom of expression even though the government is obliged to guarantee the welfare, protection and security of the people.

Based on the analysis of the similarity of Word Nvivo12 Plus, showed that information related to @gejayanmemanggil were effectively disseminated Twitter account that with a sudden impact affects citizens in the distribution of information to the Twitter network. The higher the number of scales, shows the ranking of informants, sends communicants to communicators by disseminating information via Twitter to get a good response and get a very fast response. So, within a few days the #gejayanmemanggil became very popular.

Figure 5. Word Similarity Nvivo12 Plus



Source: Processed by researchers using NVivo12Plus (2019)

Mass communication is the process of communication through mass media. The purpose of interaction is to convey information to the public, which allows feedback that can be done directly through social media. This picture also looks at the use of social media in information facilities that create information technology-based information dissemination to realise e-government that facilitates technology development in mass communication.

In addition, the impact of #gejayanmemanggil on social media, especially Twitter, is very influential in millennial thinking, seen from the fact that Twitter users retweet #gejayanmemanggil to invite other millennials to participate in #gejayanmemanggil actions. This shows the impact of social media that affects social life in society. Changes in social relations or changes in the balance of social relations and all forms of change in public institutions in society will affect social systems, including values, attitudes and patterns of behaviour among groups in society.

CONCLUSION

#Gejayanmemanggil movement analysis that used Nvivo12 Plus, measured effectiveness in achieving the goals. This study analysed Twitter accounts. Social media is not phenomena in spreading information, but social media, especially Twitter, spread information about #Gejayanmemanggil movement and unites the voices and

aspirations of the student. The scheme is considered impactful and effective as it was able to deliver information, consolidate student movements, and led them into action on the road. The use of social media for action with scenarios created by the #Gejayanmemanggil coordinator, People's Movement Alliance, consolidated student movements into the streets. There were three meeting points, namely at the University of Gadjah Mada (UGM) roundabout, the main gate of Universitas Sanata Dharma, and the Persimpangan Revolusi UIN Sunan Kalijaga. After everyone gathered, the mass was directed to Colombo T-junction, Gejayan. Gejayan was a witness to the 1998 New Order revolutionary struggle and on 23 September 2019. This new movement repeats the old history of the regime's resistance movement. Technically, the action went safely and peacefully. This grand Gejayan meeting demanded that it is very important for the government to listen to the aspirations of students and civil society.

The role of information technology in mass communication that has been used in #Gejayanmemanggil was quite active. This was evident in how the work took place. An indicator in measuring there was a high level of enthusiasm and participation of students. In fact, residents around #Gejayanmemanggil area joined the movements on September 23, 2019, and September 30, 2019.

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