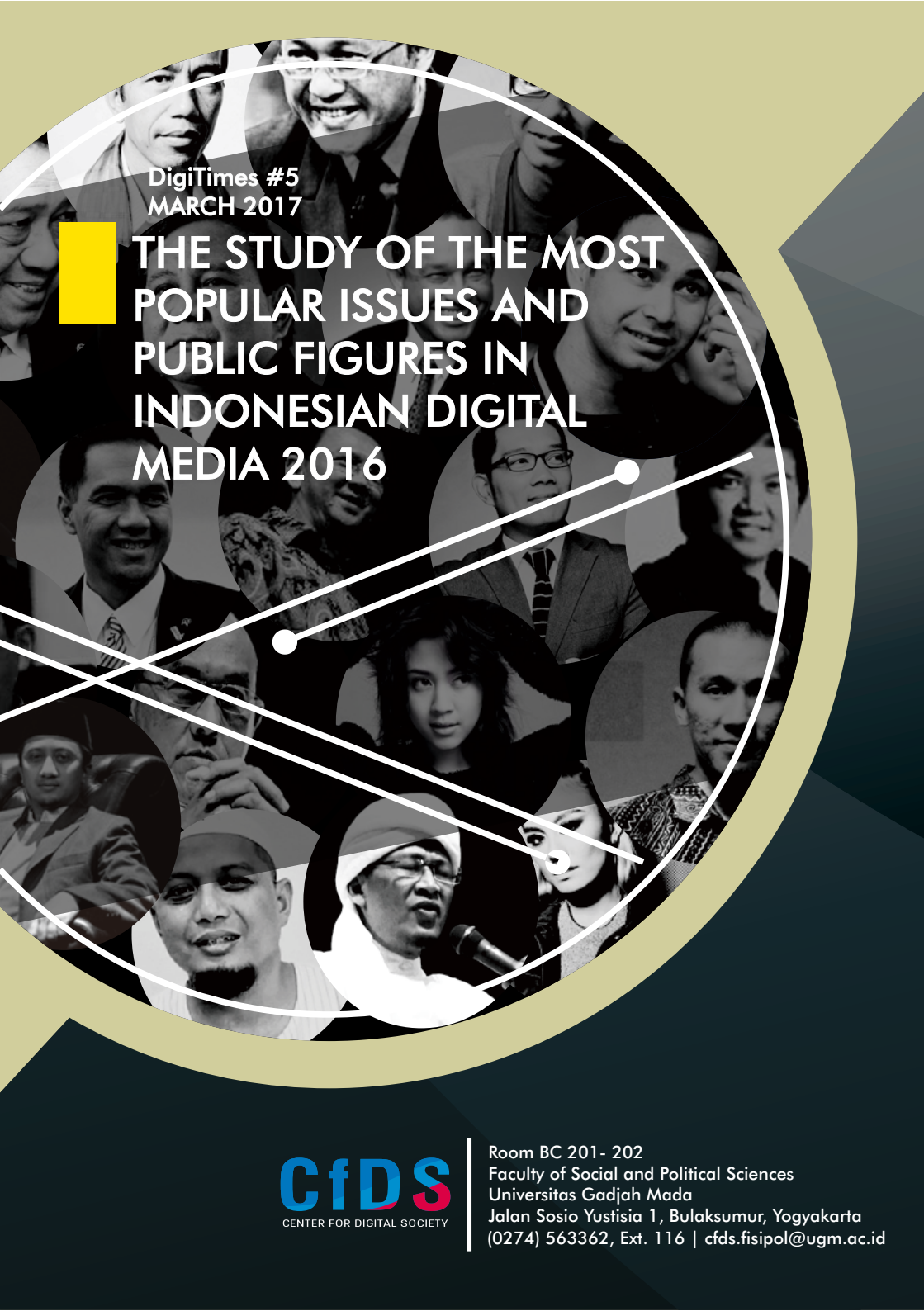




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THE STUDY OF THE MOST POPULAR ISSUES AND PUBLIC FIGURES IN INDONESIAN DIGITAL MEDIA 2016

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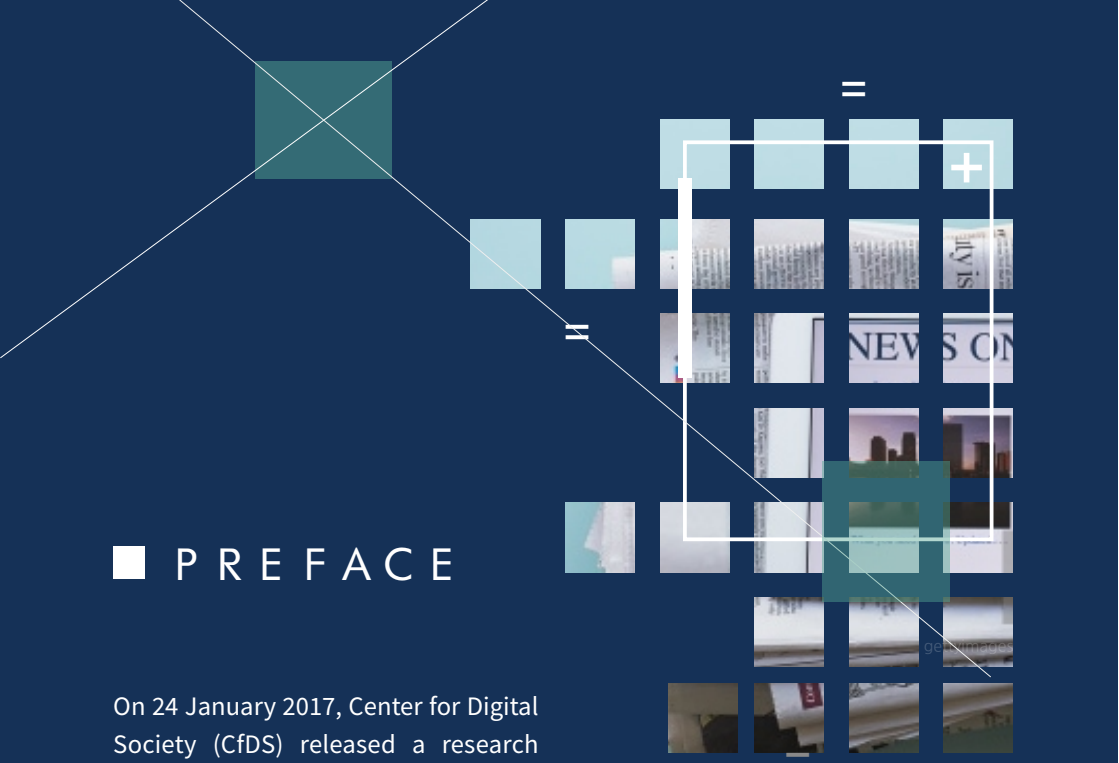
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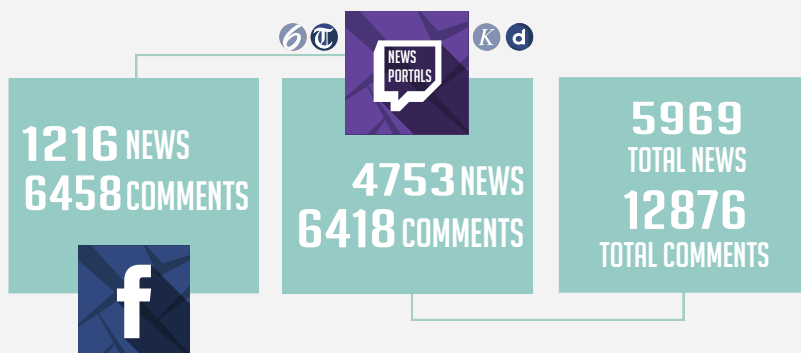


■ P R E F A C E

On 24 January 2017, Center for Digital Society (CfDS) released a research report about Indonesia's Most Popular Issues and Public Figures in digital media across 2016. This report aims to measure netizens' sentiments on Indonesia's most popular issues and public figures in digital media in 2016. Netizens' sentiments were assessed and measured from their comments in four online news channels and one social media platform. Tribun News, Detik News, Kompas, and Liputan 6 represent the top online news sources, while Facebook represents social media. This research gathered approximately 5969 sample news and 12876 sample comments across all examined platforms.

Based on our prior studies, we chose five most popular topics; Jakarta reclamation project, the counterfeit vaccine case, traffic during eid holidays, tax amnesty, and the Jakarta gubernatorial election. These five popular issues were chosen out of dozens of other issues because these five represented social and political issues. On the other hand, we chose 20 most popular figures in the country, based on their numbers of Twitter and Facebook followers. These figures were then classified into three groups; politicians, artists/celebrities, and religious figures.

METHODOLOGY AND SAMPLE SIZE



The research was conducted in three phases. The first phase was the selection of issues and public figures, the second one was the news and comments gathering on the chosen issues and figures, and the third one is the sentiment analysis. As mentioned, the five chosen issues came from the most publicized issues in 2016, particularly the ones that represented socio-political issues. On the other hand, 5 religious figure, 5 artists/celebrities and 10 politicians were chosen based on their background to maintain diversity and better vocalize socio-political issues. The second phase, comments and news gathering, took more time as we manually took 1216 sample news and 6458 sample comments from Facebook alone. News

portals generated 4753 sample news and 6418 sample comments. These samples were collected from random sampling in each month from February till December. The third phase, sentiment analysis, classified each of netizens' comments into three values, 1 for positive sentiments, -1 for negative sentiments, and 0 for neutral sentiments. Sentiments were indeed captured from netizens' comments. All sentiments were then counted and aggregated to see the configuration of sentiments given towards our selected issues and figures.



■ STUDY ON THE MOST POPULAR ISSUES

As mentioned before, the five chosen issues were selected because of its socio-political dimensions (highlighted blue). The reason was to get the issues which had wide magnitude of impacts and were more socially relatable for the well-being of people. Other than these five, there were at least 15 issues which were originally also among the most popular issues. Despite its locality, the issue of Jakarta gubernatorial election was the most popular issue all-year. This is also provoking since the issue did not massively come out after the last quarter of the year. The study also found that

issues related with the life in the capitals were largely covered and talked about. Another finding is the fact that issues that are not related to socio-political dimension were very popular, even more popular than some of our sampled issues. These issues included the cyanide murder by Jessica Wongso, Indonesia Soccer Championship (ISC) and celebrity gossip were a lot more popular than the traffic during eid holidays, Jakarta reclamation project, counterfeit vaccines, and tax amnesty issues.

CHOSEN ISSUES

JAKARTA GUBERNATORIAL ELECTION

80_{NEWS}

TRAFFIC DURING EID HOLIDAYS

29_{NEWS}

JAKARTA RECLAMATION PROJECT

23_{NEWS}

COUNTERFEIT VACCINE CASE

18_{NEWS}

TAX AMNESTY

14_{NEWS}

ISSUE

NUMBER OF NEWS

Jakarta Gubernatorial Election	80
Cyanide Coffee Case	40
ISC (Indonesia Soccer Competition)	37
Indonesian Celebrities	32
Indonesian Tourism	31
Traffic During Eid Holidays	29
Economy of Indonesia	28
Jakarta Reclamation Project	23
2017 Regional Elections	18
Counterfeit Vaccine Case	18
AFF Cup	16
Tax Amnesty	14
Criminality	13
Jakarta Urban Problem	13
Golkar Party's National Congress	13
Aceh Earthquake	12
International Relation	12
La Nyalla Case	12
Rio Haryanto F1	12
Golkar Party's Internal Conflict	11

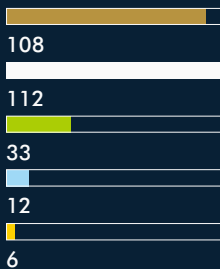
MOST POPULAR NEWS OF 2016 IN 4 NEWS PORTALS

COMMENTS PER NEWS ON EACH ISSUE

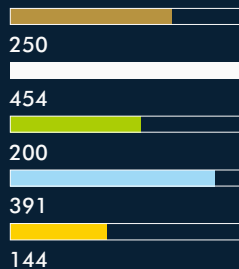
Jakarta Reclamation Project.....	2.52
Jakarta Gubernatorial Election.....	1.64
Conterfeit Vaccine Case.....	1.12
Traffic during Eid Holidays.....	1
Tax Amnesty.....	0.76

SAMPLE ISSUE

NUMBER OF NEWS SAMPLES ON NEWS PORTALS



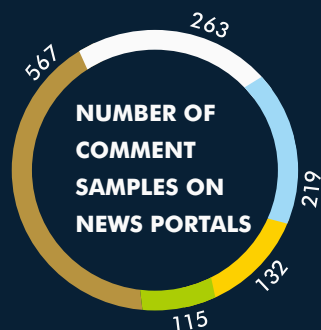
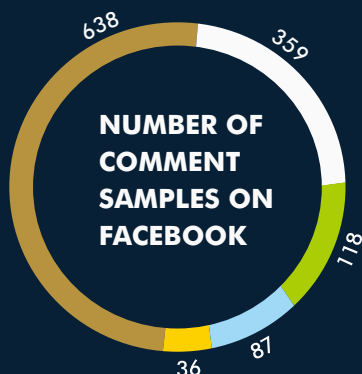
NUMBER OF NEWS SAMPLES ON FACEBOOK



- Jakarta Reclamation Project
- Jakarta Gubernatorial Election
- Traffic during Eid Holidays
- Tax Amnesty
- Conterfeit Vaccine Case



- Jakarta Reclamation Project
- Jakarta Gubernatorial Election
- Traffic during Eid Holidays
- Tax Amnesty
- Conterfeit Vaccine Case



There were several meaningful findings that we can examine further. For example, issues were more covered in news portal, rather than Facebook. However, comments were more made in Facebook, despite low issue coverage. This finding can be seen from the issue of tax amnesty, for example. Despites its popularity in news portal, it is less covered and commented on Facebook. This is largely due to the nature of Facebook which provide more rooms for comments, and that news portals are seldom used for commenting

purposes. Another interesting finding is from comment-per-news section. This represented how intensive an issue is commented. As seen on the table, despite its less number of comments, the issue of reclamation project has approximately 2.52 comments per news in general. Jakarta gubernatorial election on the other hand, despite its high number of news and comments, only scores 1.64 comments per news in general. In general, the issue of counterfeit vaccines received the least coverage and comments on both platforms.

SENTIMENT ANALYSIS

Aggregate of Netizens' Sentiments on Most Popular Issues on News Portals



Aggregate of Netizens' Sentiments on Most Popular Issues on Facebook



Total Aggregate of Netizens' Sentiments on Most Popular Issues on Facebook and News Portals

- Jakarta Reclamation Project
- Jakarta Gubernatorial Election
- Traffic during Eid Holidays
- Tax Amnesty
- Conterfeit Vaccine Case



Sentiments represent the values given to each comments on both Facebook and our selected news portals. The values are 1 for positive sentiment, -1 for negative sentiments, and 0 for neutral or irrelevant sentiments. These values are manually determined by our data collectors. An example of a positive sentiment is when someone supports the reclamation project in Jakarta. On the other hand, when someone is against the tax amnesty project, then it is a negative sentiment. Several irrelevant

comments that were not related to the issues were also captured, and were then given the value 0. Interesting findings were also captured, as seen on the graphs. On Facebook, netizens recorded massive negative sentiments in aggregate towards Jakarta gubernatorial election issue, while the same issue has positive sentiments in aggregate on news portals. Facebook in general also generates negative sentiments in aggregate. As for the total aggregate from both platforms, the Jakarta reclamation project is the only issue which has positive aggregated sentiments.

STUDY ON THE MOST POPULAR PUBLIC FIGURES

MOST POPULAR PUBLIC FIGURES ON SOCIAL MEDIA

POLITICAL FIGURES



S.B. YUDHOYONO

1 19849735
2 7895165
3 15202493



JOKO WIDODO

1 5434707
2 16084285
3 12775872



PRABOWO S.

1 4627644
2 14649333
3 12220510



BASUKI T. PURNAMA

1 2534491
2 10830816
3 7690555



RIDWAN KAMIL

1 4637613
2 7751903
3 4534724



JUSUF KALLA

1 19849735
2 7895165
3 4346075



GITA WIRJAWAN

1 5434707
2 16084285
3 2181076



ANIES BASWEDAN

1 4627644
2 14649333
3 1787511



HARY TANOESOEDIBJO

1 2534491
2 10830816
3 1661893



ABURIZAL BAKRIE

1 4637613
2 7751903
3 1150345

CELEBRITIES



MARIO TEGUH

1 19849735
2 7895165
3 27744900



AGNES MONICA

1 5434707
2 16084285
3 21518992



RADITYA DIKA

1 4627644
2 14649333
3 19276977



SHERINA MUNAF

1 2534491
2 10830816
3 13365307



RAFFI AHMAD

1 4637613
2 7751903
3 12389516

RELIGIOUS FIGURES



YUSUF MANSUR

1 6560548
2 2891127
3 9451675



ARIFIN ILHAM

1 6211929
2 1032945
3 7244874



AA' GYM

1 5159534
2 2007199
3 7166733



FELIX SIAUW

1 3768826
2 1892210
3 5661036



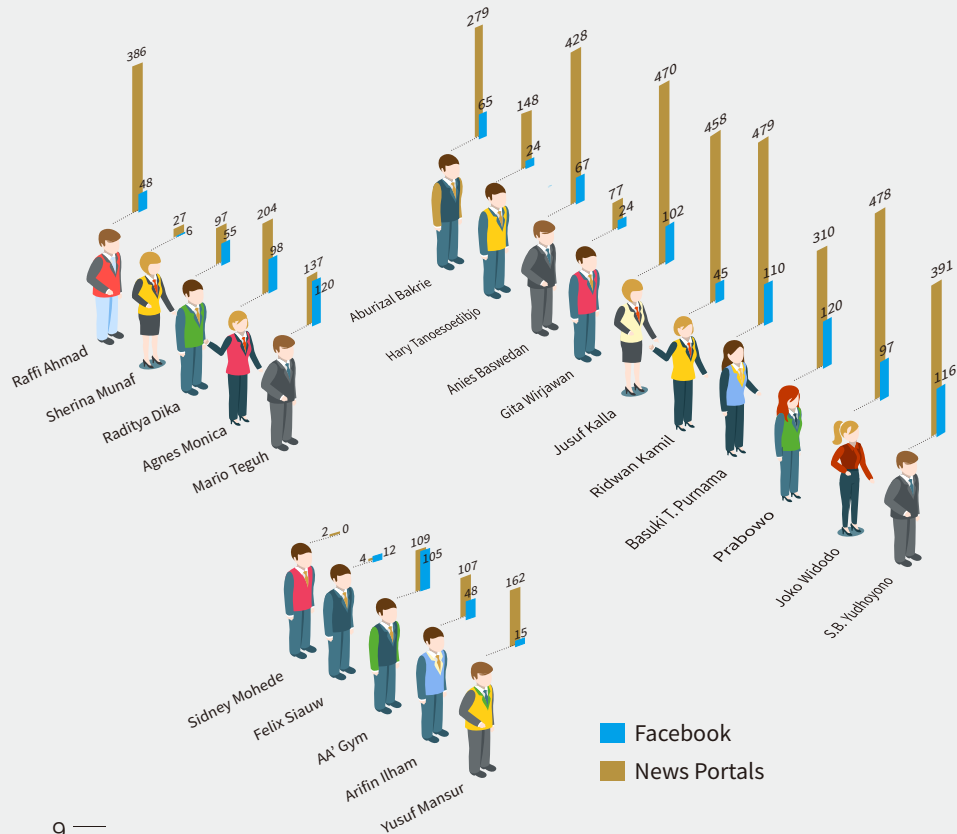
SIDNEY MOHEDE

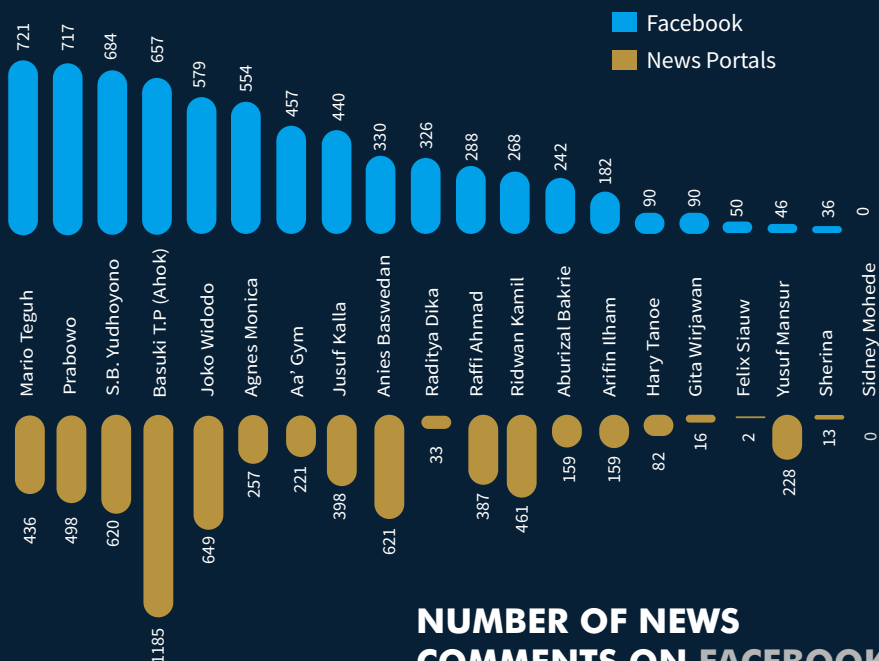
1 366224
2 873362
3 1239586

As mentioned on previous parts, the selected public figures are chosen based on their backgrounds as well, which later becomes the basis for classifying them into three categories; politicians, religious figures, and artists/celebrities. The ranking is based on the number of page likes on Facebook and Twitter followers. As seen on the table, the most followed (and eventually popular) public figures in the country are mostly

artists/celebrities, followed by politicians and religious figures. Politicians are given more spots on the list since they might be portraying more socio-political dimensions, relevant to our selected issues as well. Religious figures were also chosen, given the fact that these people have large follower basis, and that some of them are involved in several recent socio-political issues.

**NUMBER OF NEWS
SAMPLES ON FACEBOOK
AND NEWS PORTALS**





NUMBER OF NEWS COMMENTS ON FACEBOOK AND NEWS PORTALS

From these graphs, it is very apparent that politicians dominated news coverage and comments intensity over the course of 2016 alone. Names like Gerindra leader (Prabowo Subianto), the incumbent Governor of Jakarta (Basuki Tjahaja Purnama/Ahok) and both former and current presidents (Susilo Bambang Yudhoyono and Joko Widodo) were among the top publicized and commented public figures in both Facebook and our selected news portals. Prabowo and Mario Teguh dominated Facebook, while Ahok and Jokowi took over news portals. Mario Teguh is the

only non-politician public figure to appear the top spots of the most covered (in news) and commented figures. Despite their dominations in term of follower numbers, artists/celebrities did not get much coverage and comments from netizens last year. For religious figures, Aa' Gym was largely famous on Facebook, as he claimed the 5th spot on the most covered in news and 7th spot on the most commented. Yusuf Mansyur, on the other hand, was the most covered and commented on news portals.

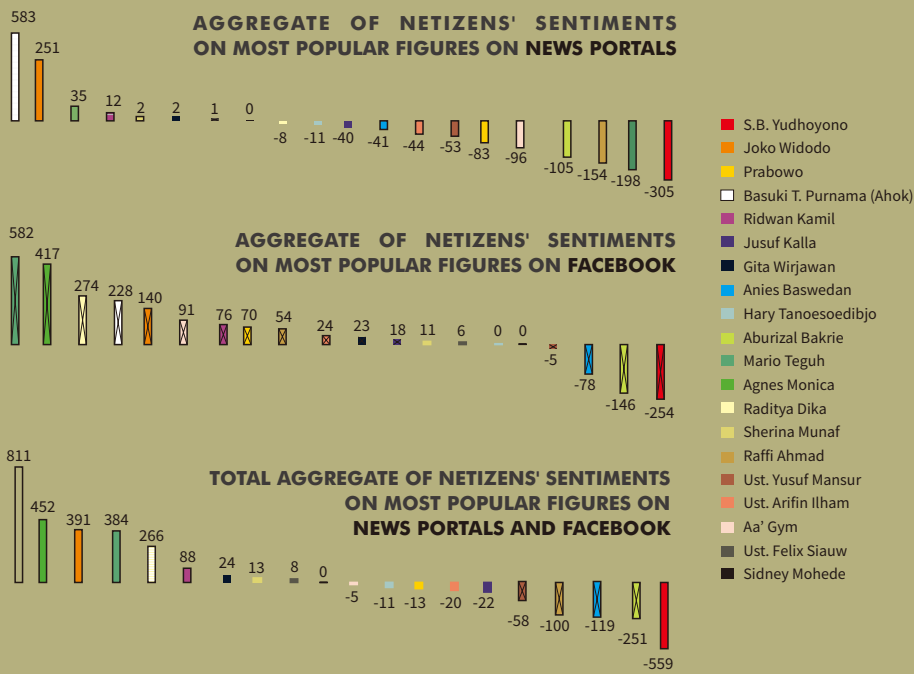
PUBLIC FIGURES	Total Number of News	Total Number of Comments	Comments per News
S.B. Yudhoyono	507	1309	2.51
Joko Widodo	575	1228	2.13
Prabowo	430	1215	2.75
Basuki T. Purnama (Ahok)	589	1842	3.13
Ridwan Kamil	503	729	1.45
Jusuf Kalla	572	838	1.46
Gita Wirjawan	101	106	1.04
Anies Baswedan	495	951	1.85
Hary Tanoesoedibjo	172	172	0.55
Aburizal Bakrie	344	401	1.16
Mario Teguh	257	1157	4.50
Agnes Monica	302	811	2.70
Raditya Dika	152	359	2.37
Sherina Munaf	33	49	1.45
Raffi Ahmad	434	675	1.55
Ust. Yusuf Mansur	177	274	1.53
Ust. Arifin Ilham	155	341	2.19
Aa' Gym	214	678	3.16
Ust. Felix Siauw	16	12	2.42
Sidney Mohede	2	0	0.00

When aggregated, Ahok stood out as the most covered in news and commented public figure in the whole year of 2016, with 589 news of out of the whole sampled news, and 1842 comments out of the whole sample. He is followed closely by Jokowi, Jusuf Kalla, SBY, and Ridwan Kamil in the most covered in news, and followed by SBY, Jokowi, Prabowo, and Mario Teguh in the most commented. Once again, politicians still attracted more publicity and comments compared to artists/celebrities and religious figures. Other than this information, comment per news can also be seen from the attached table. It is

quite surprising to see how Mario Teguh managed to top the list, way above Ahok, the most publicized and commented. This means more people on average commented on posts related to Mario Teguh than Ahok. The case with his son which received huge publicity might be a huge drive behind this finding. Ahok also trailed behind Aa' Gym by 0.03 point. Interestingly, more people put more comments on average to some religious figures, Felix Siauw and Arifin Ilham than to President Jokowi. This may indicate that some religion related issues (especially Ahok and his blasphemy controversy amidst his candidacy in the upcoming Jakarta election) were also taking the spotlight.

In the total aggregate, Ahok once again stands as the figure with most positive sentiments in aggregate from netizen, while the figure with most negative sentiments in aggregate is Susilo Bambang Yudhoyono. However, on Facebook, Mario Teguh receives the most positive sentiments in aggregate, leaving Ahok in fourth place. Despite this little deviance, Ahok in general still receives positive sentiments. The overwhelming positive sentiments still flow in amidst the recent blasphemy case entangling him. Susilo Bambang Yudhoyono, in comparison, consistently receives negative sentiments from netizen on all platforms. The overwhelmingly negative sentiments from him rose after his son stepped in as a candidate in the Jakarta

election. Another interesting finding lies on the fact that artists/celebrities hold the top three positions on the Facebook list. This might be due to the fact that segmentation of users on Facebook and news portals differs. Netizens tend to use Facebook for leisure and lifestyle purposes, hence the result. On the other hand, people who comment on news portals might be more concerned in socio-political issues, hence the result as well. Other interesting finding is that majority of comments on news portals are negative in tones, compared to comments on Facebook. Only 8 out of 20 figures receive positive sentiments in aggregate on news portals. On Facebook, only 4 out of 20 figures receive negative sentiments in aggregate.



PUBLIC FIGURES RECEIVING
MOST NEGATIVE COMMENTS



S.B. YUDHOYONO ANIES BASWEDAN PRABOWO SUBIANTO

PUBLIC FIGURES RECEIVING
MOST POSITIVE COMMENTS



BASUKI T. PURNAMA MARIO TEGUH JOKO WIDODO

MOST POPULAR PUBLIC FIGURES
ON EACH NEWS PORTAL BASED ON NUMBER OF COMMENTS



BASUKI T. PURNAMA
303
S.B. YUDHOYONO
167
JOKO WIDODO
164
RAFFI AHMAD
136
PRABOWO SUBIANTO
132



BASUKI T. PURNAMA
548
ANIES BASWEDAN
263
JOKO WIDODO
163
RAFFI AHMAD
149
YUSUF MANSUR
145



S.B. YUDHOYONO
163
BASUKI T. PURNAMA
135
JOKO WIDODO
122
ANIES BASWEDAN
118
PRABOWO SUBIANTO
117



PRABOWO SUBIANTO
219
JOKO WIDODO
200
BASUKI T. PURNAMA
199
S.B. YUDHOYONO
196
RIDWAN KAMIL
193

News mostly covered during conflict period with his son, Kiswinar (September-November 2016). Positive and negative tones ration on Facebook is 651:69 while on online news portals is 90:288.



News about him appeared on monthly basis and Liputan 6 covered most of the news. Number of negative tones is bigger than positive tones on Facebook (214:60), while on online news portals, number of positive tones is also bigger (150:96)



Mostly covered by Tribun News, with approximately 60 news samples and centered on November-December 2016. Positive and negative tones ratio on Facebook is 88:64 while on news portal is 37:81.



Mostly covered by Facebook (105 news samples) and mostly centered on November-December 2016. Both platforms are showing higher positive sentiments than negative sentiments, where the ration between the positive and negative sentiments is 273:182 on



Mostly covered by Tribun News (92 news samples) and covered mostly on October-December 2016. The ratio between positive and negative sentiments is 82:140.



Kompas covered most of the news (117 news samples) and covered mostly on September-November 2016. The positive and negative sentiments ratio is 207: 766.



The media exposure is equally distributed on both platforms with monthly news coverage. The positive and negative sentiments ratio is 646:255.



Kompas covered the most of news (117 news samples) and mostly covered on September-November 2016. Number of negative tones is higher than positive tones on Facebook (216:133), while number of positive sentiments is higher than negative sentiments (251:189) on online news portals.



Mostly covered by Tribun News (118 news samples), during November-December 2016. The ratio between positive and negative tones is 316:435.



Even distribution of media exposure with monthly coverage. Despite his controversy on religious blasphemy case during October-December, positive tones were rising significantly at the same period on news portals, and negative tones were decreasing significantly on Facebook. The ratio between positive and negative sentiments is 1116:305.

■ CONCLUSION

From the selected twenty public figures and five issues across 4 news portals and one social media platform (Facebook), several important conclusions can be derived. Firstly, there is a different segmentation of netizens' behaviors on Facebook and online news portals. On Facebook, people talk mostly about general topics on entertainment, lifestyle, and religion. News portals, on the other hand, generally invite people to comment more on socio-political topics, as seen by the number of news coverage that is larger on news portals than on Facebook. Secondly, politicians receive more popularity than other categories of public figures; religious figures and artists/celebrities. Politicians' popularity on these platforms are in line with the most popular issue, that is Jakarta Gubernatorial Election. Thirdly, on sentiments, most of the issues selected receive negative sentiments from the netizens across all digital media platforms. This can portray the kind of reactions people tend to give on the net; the tone of internet in general. Negative sentiments are also poured down mostly to politicians. This might also reflect the ways people respond to politicians on the digital sphere. An interesting finding lies on the sentiment given to Ahok. In the middle of the overwhelming scrutiny to his blasphemous act, netizens are shown to give more positive sentiments than the negative ones. This indeed can be interpreted and speculated in different ways, and may need deeper studies. However, it is very apparent that digital media is now playing huge roles in crafting public opinions and stances, which are portrayed by the sentiments given by netizens in digital media.



ABOUT C F D S

Center for Digital Society (CfDS) is the research center established by the Faculty of Social and Political Sciences, Universitas Gadjah Mada. The institution is created under the concern over the contemporary dynamics of socio-political condition of the world that is accentuated by the impeccable influence of information technology. The phenomenon triggers the new patterns and complexities in the society, and thus requires new approaches in managing such complexities.

CfDS pledged to delve more on the study of contemporary digital society, including related issues surrounding the topic; such as the issues of smart city and urban development. The emphasis is then put on the utilization of technology to shape the society in becoming digitalized, as well as to bring solvency to social issues.

Vision

Solving Social Problem and Accelerating Prosperity through Indonesia Digital Society

Activities

1. Research and Development
2. Dissemination and Publication
3. Education and Policy Advocacy

Research Scopes

1. Digital Commerce
2. Digital Citizenship
3. Digital Lifestyle



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