

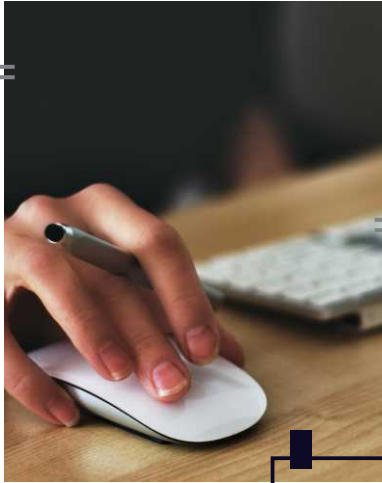


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THE STUDY OF ONLINE PETITION IN INDONESIA: THE CASE OF CHANGE.ORG

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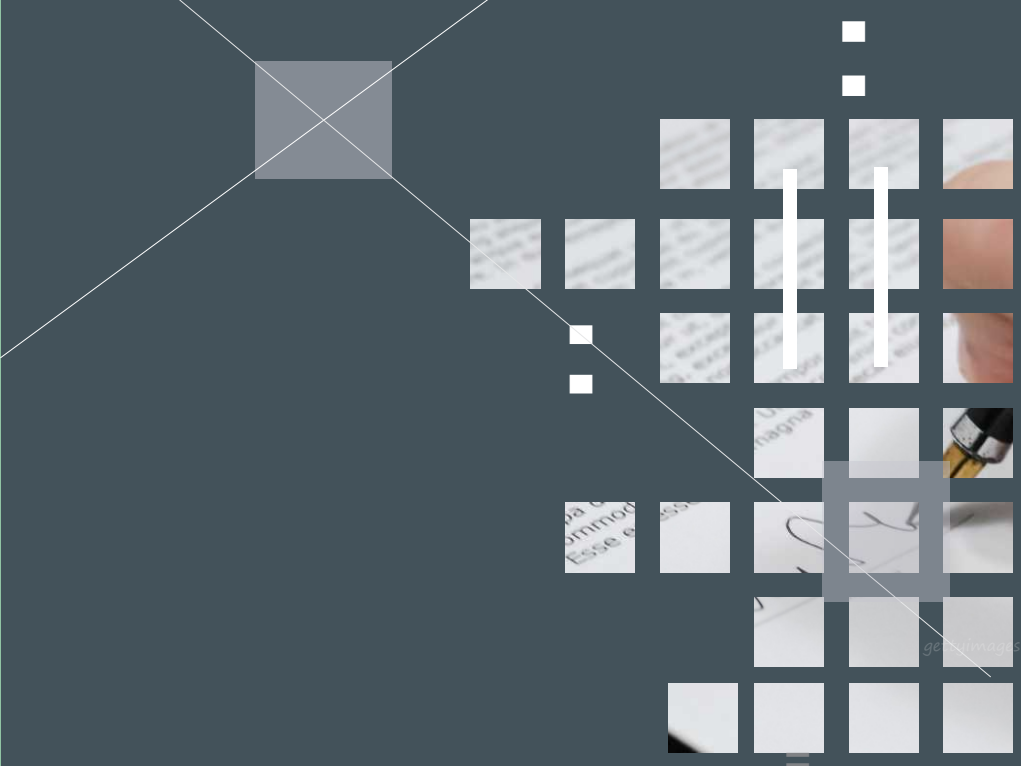
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■ BACKGROUND

The online petition research was conducted due to the rising popularity of the platform worldwide. Specifically, in Indonesia, people have been more active in public participation and becoming more aware of current issues. The range of the issues proposed for future changes varied, and they were aimed at the various 'responsible' institution. Center for Digital Society saw the need of understanding the power of digital society in sharing, spreading, and advocating the issues and gaining supports from a large number of people to achieve various objectives.

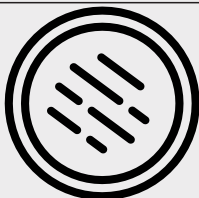
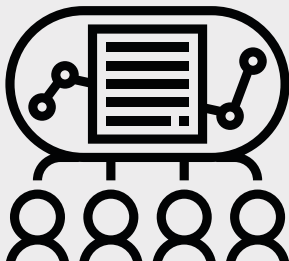
This proposition could be seen from Change.org, one of the most acknowledged petition websites which are being used for advocacy platform by people. The research aims to see how people utilize the site to obtain real changes within the society and the effectiveness of this website in representing these issues.

RESEARCH QUESTION

How is the mapping of online petition in change.org from February 2016-February 2017?

METHODOLOGY

Data Collection Method	Data Analysis Method	Issue Categorization
The data in this study was colected from all of the petitions submitted <code>Change.org</code> from February 2016 to February 2017. Data collection began on February 21, 2017 and was conducted by five enumerators. Each of these petitions was grouped according to certain criteria agreed previously. 1,521 pieces of petitions	The data was identified into several groups based on: 1.Types of the petitioned issue 2.Number of supporters 3.Petitions targets 4.Petitions' date of submission The petitions which had been grouped were aggregated and mapped accordingly.	1. Politics ·Politics ·Policy ·Defense and security ·Justice and equality ·Patriotism 2. User Complaints 3. Economy 4. Leisure and sports 5. Environment ·Environmental issues ·Animal protection and conservation 6. Social ·Education ·Transportation and infrastructure ·Gender and sexuality ·Women and children ·Diversity ·Health ·Culture and tradition ·Freedom of expression ·Cybersecurity 7. Others

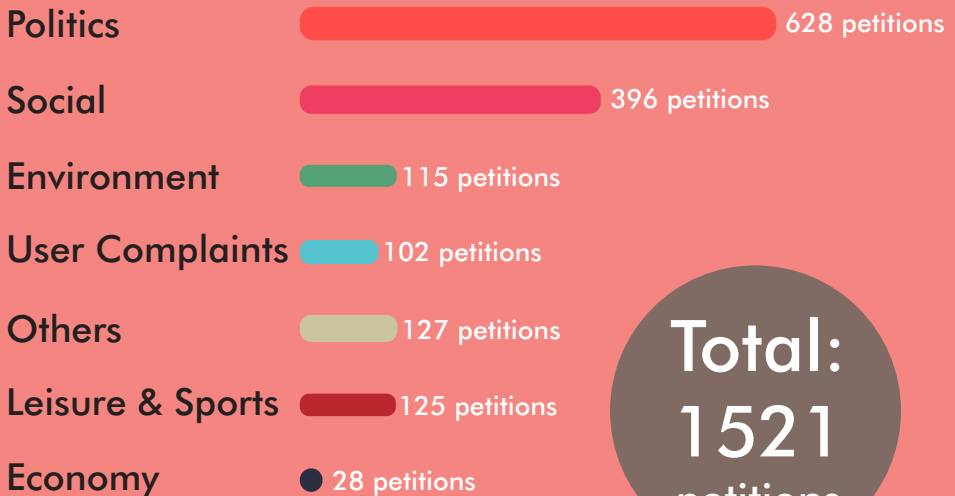


■ Distribution of petition and issue in general

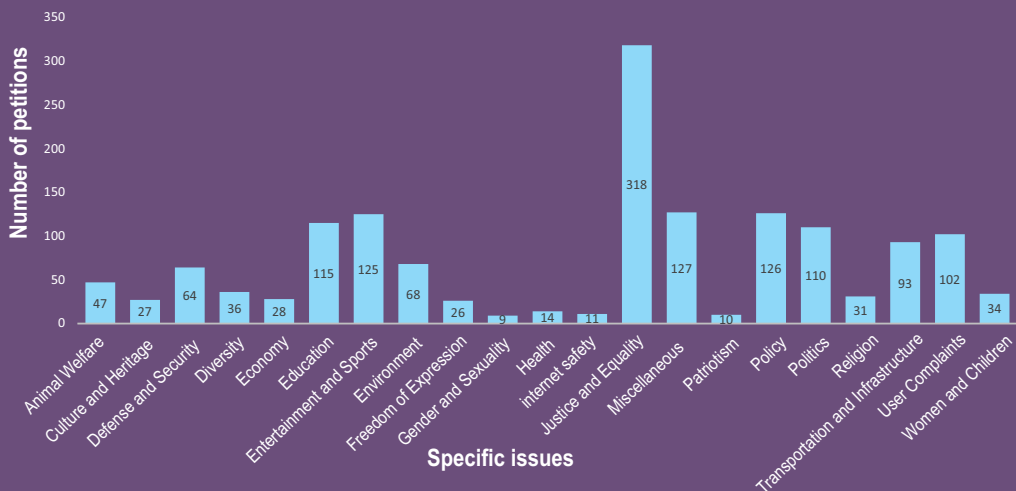
According to the data, political issues caught most of the attention of internet users. In the last one year, political issues were covered in at least **628 petitions**, varying from political phenomena to policy-related issues, but these issues are still on the political domain. Second to that, people are paying much attention towards social issues, with **396 petitions** representing them, which

covered issues such as; health, education, transportation, and more. The least petitioned issue was on the domain of economy with only **28 petitions** in the last one year. By these varieties, it was clear that more people are more involved in national political issues which caught their interest and attention.

Distribution of Petitions – General Issues



Distribution of Petitions – Specific Issues



■ Most Popular Issues

On a more specific note, the most popular issue fell upon justice and equality, with **318 petitions** out of the total of **628 political petitions**. The number was followed by policy-related petitions with **126 petitions** and political petitions with **110 petitions**. The least popular issues which were accounted during the timeline were gender and sexuality

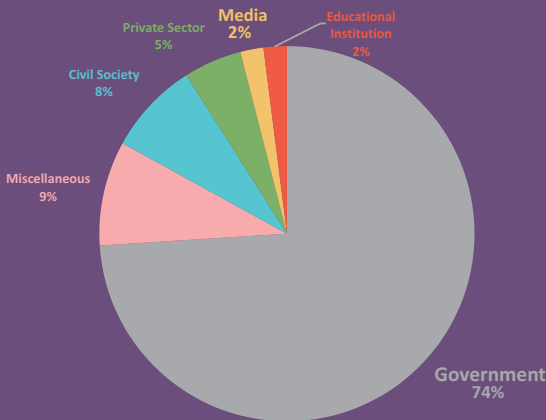
with only **9 petitions**, followed by patriotism with **10 petitions**, and internet security with **11 petitions**. Through this, we can see the projection of how relevant these issues were in representing the reality of the society, the kind of demands which are pertinent to the people.

■ Targeted Groups

These petitions were created to voice the current collective demands of the people. Then, the creators of these petitions must be able to know who are the targeted groups that could further their cause to solve the issues submitted to the website. In the chart bellow, most of the petitions were aimed at the governmental institution. A significant amount of requests were directed towards the government for the sake of policy changes, governmental intervention, and demands for a more reactive government. The other targeted

groups such as the private sectors, civil society, education institution, and the media, amounted to less than half of the number of issues brought to the government, even when they were accumulated.

Distribution of Petitions – Targeted Groups



Distribution of Petitions – Specific Targets

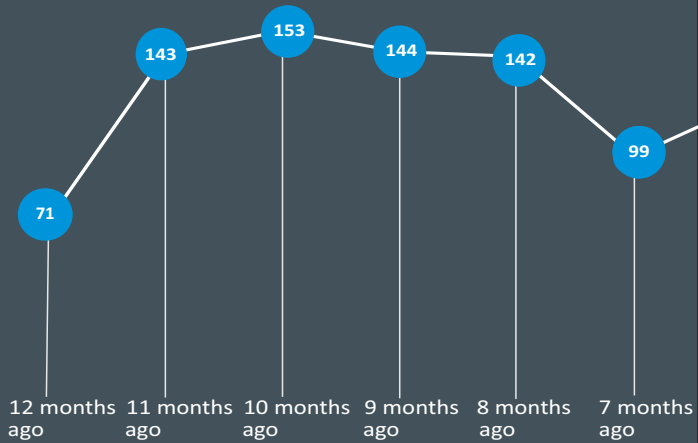
Specifically, the distributions of petitions were aimed to these stakeholders:

SPECIFIC TARGETS	Total
Ministry/Minister	536
President	482
Legislative Body	187
Police	186
Mayor/Regent	113
Governor	106
Private Sector	82
Local Government	57
Educational institutions	30
Media	29
Prosecutor/Attorney	25
Rector	24
KPK	22
KPI	21
KPAI	19
MUI	18
Ombudsman	7
Others	1832
Total	3776

Notes:

- There are about **1832 petitions** targeted to a 'Others' target group category, which equals to 55,8% of the total petition targets.
- A petition could be at more than one petition targets (specific people or institutions).

NUMBER OF PETI

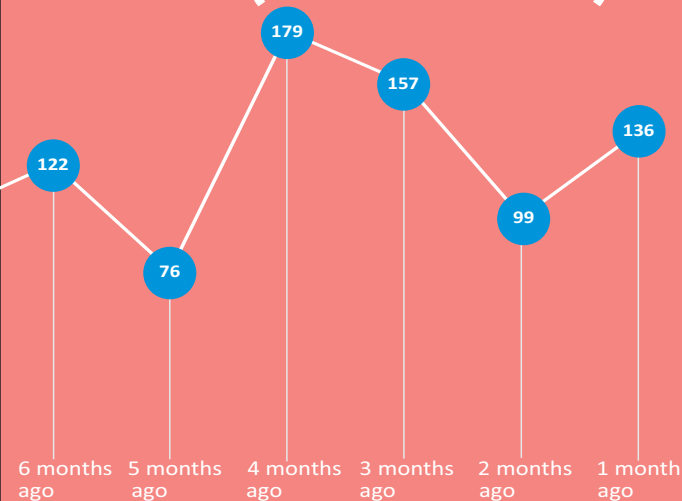


The chart shows how fluctuating the distribution

Top 10 petitions with most supporters

- 1.Revoke Aung San Suu Kyii's Nobel Peace Prize
- 2.Support Indonesian Council of Ulama to imprison Ahok
- 3.Proceed with Buni Yani's Legal Proceedings, the editor of the transcript and provocateur
- 4.Allow women in hijab to excel at their fields and follow their dreams
- 5.FIBA should make a decision this August #fibaALLOWHijab
- 6.Remove hijab ban in Basketball games
- 7.Real action: Boycott MetroTV
- 8.Save the starving bear from Bandung zoo
- 9.Ratify The Law on the Elimination of Sexual Violence #SpeakUp
- 10.Government should not be afraid of Lion air's threat!

TIONS (MONTHLY)



n of the petitions is in accordance to the ongoing

■ CHANGE . ORG 'WINNING' PETITIONS

1. Remove the chains from the elephant in Surabaya Zoo
2. Jokowi must refuse remission for corruptors
3. Allow Gloria to be part of Indonesia's flag bearer team
4. The success of freeing turtle and shark!

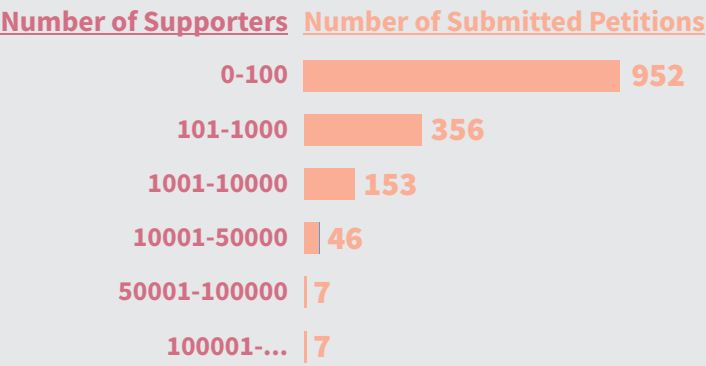
· There were **4 petitions** that 'won' (followed-up by the targeted institutions/people with concrete actions/changes) within the research period from the total of **1521 submitted petitions**. This means the success rate for a petition to 'win' during the given time is as significant as **0.26%**.

THE RANGE OF PETITION SUPPORTERS

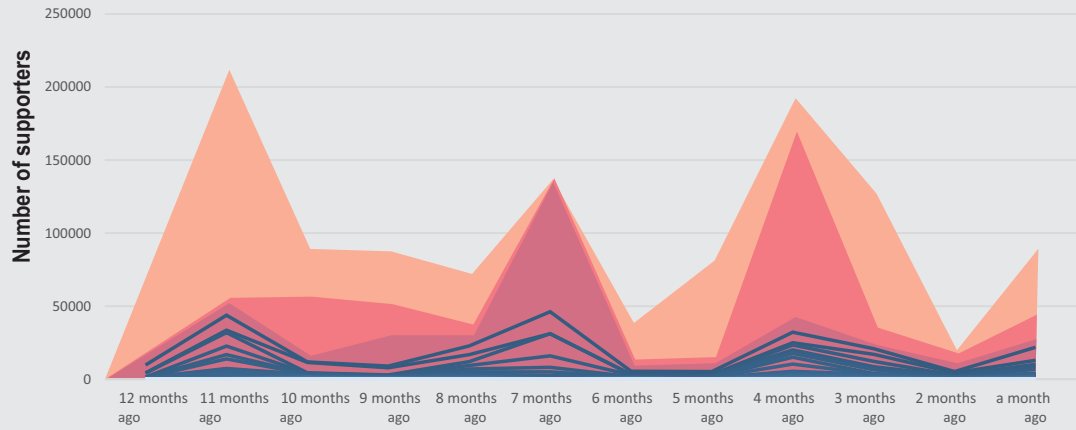
We can see through all of the gathered petitions that there were only **7 petitions** that could gain more than 50000 to 100000 supports and a total of **952 petitions** that reached 0 to 100 supports. This reality portrayed how active digital activism could be; yet at

the same time these participation were less than significant in making tangible changes. This is a depiction of digital noise that could be seen from the chart below:

Range of Submitted Petitions and Number of Supporters

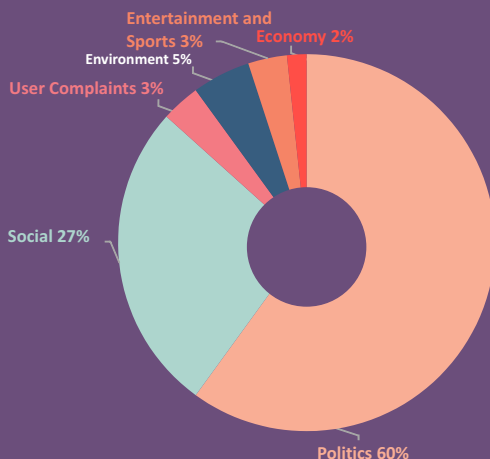


Distribution of Petition for each month



PETITIONS WITH MORE THAN 10000 SUPPORTERS AND THE ISSUES

Out of the **60 petitions** that fall upon the criteria, again, politics is an issue which the people are concerned about, as it covered 36.60% from the total of all petitions. In contrary to the standing, economy became the least popular issue that gained less than 10000 supporters. Within the political scope, justice and equality is the most highlighted issues within the society.



PETITIONS WITH MORE THAN 10000 SUPPORTERS AND THE TARGETED GROUPS

Similar with the earlier data, government institution is the prominent target for these petitions. The data showed the growing enthusiasm for civil society to be more involved with the government.

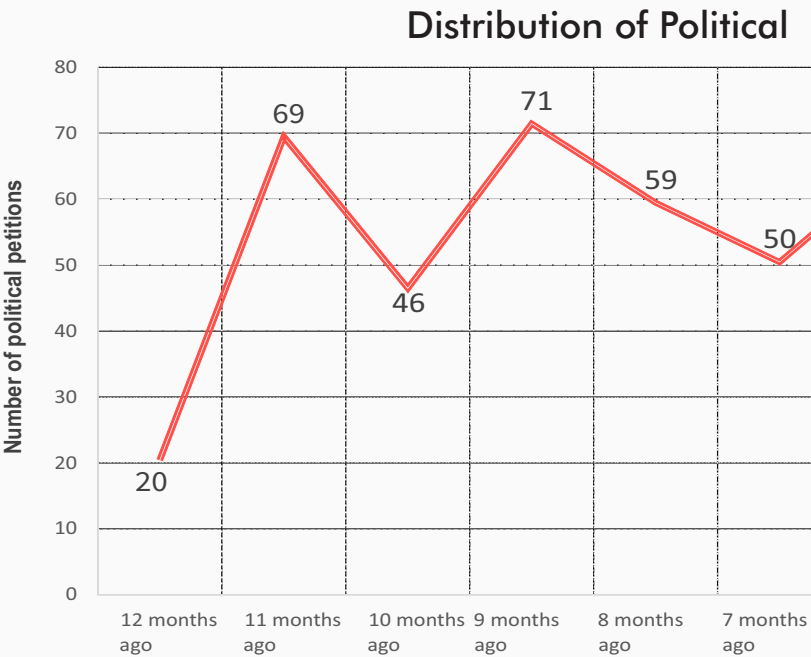


POLITICAL AND SOCIAL PETITIONS

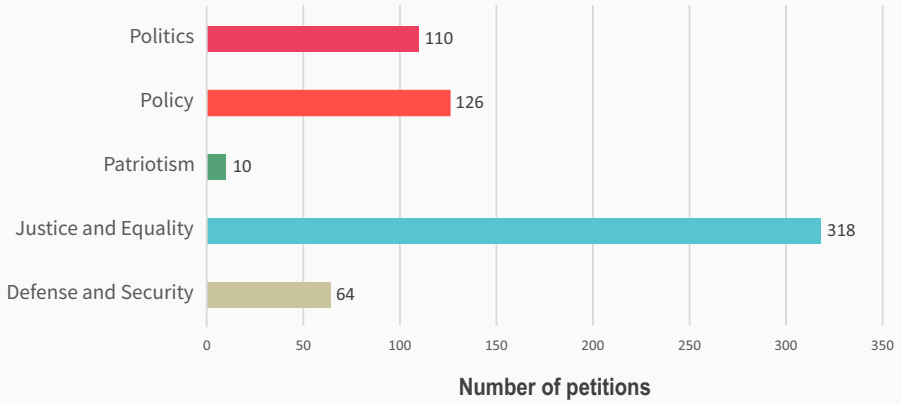
The two specific issues are the dominant issues with approximately **1024 submitted petitions** which accounted for 67,32% of the total petitions.

● POLITICAL PETITIONS

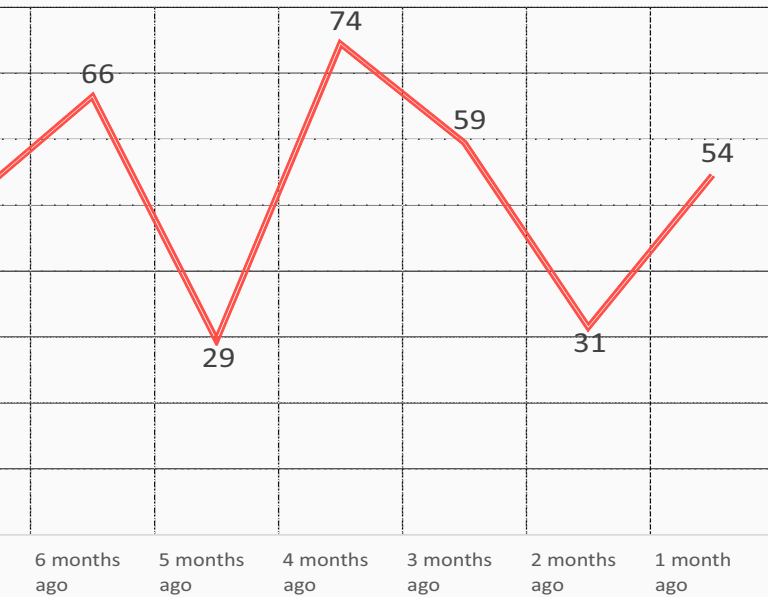
As political petition is the most popular kind of petition, we tracked the activity and involvement of people within this particular issue. Throughout the months, the number of petitions which were submitted to the website ranged from **29 petitions** as the lowest in September and **74 petitions** in October 2016. On average, there are approximately **52,3 petitions** per month focusing on political issues. These issues were directed towards the government with **518 petitions**, which amounted to 82% of the total incoming petitions. The four specific issues which were launched include justice and equality, patriotism, policy related issues, and security.



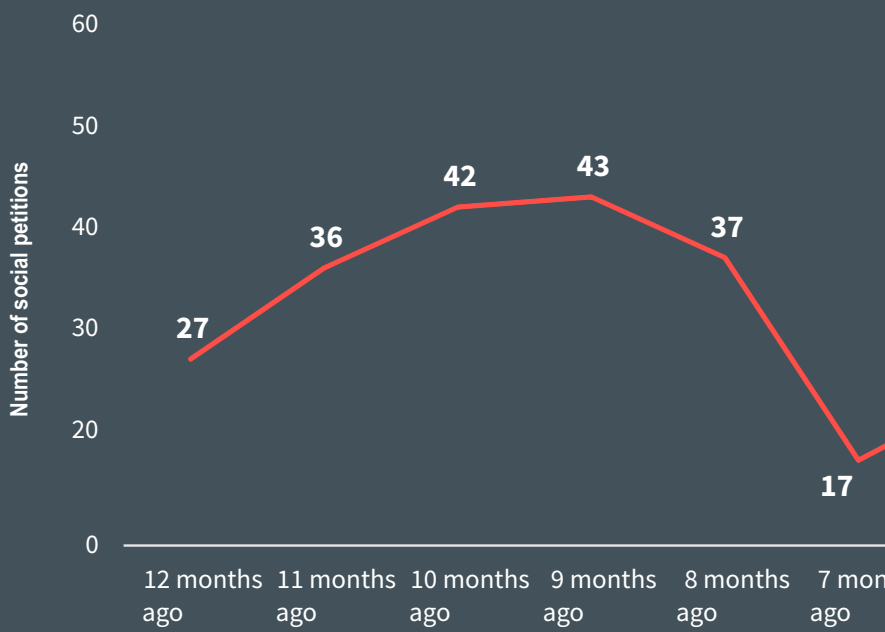
Political Petitions: Specific Issues



Petitions for Each Month

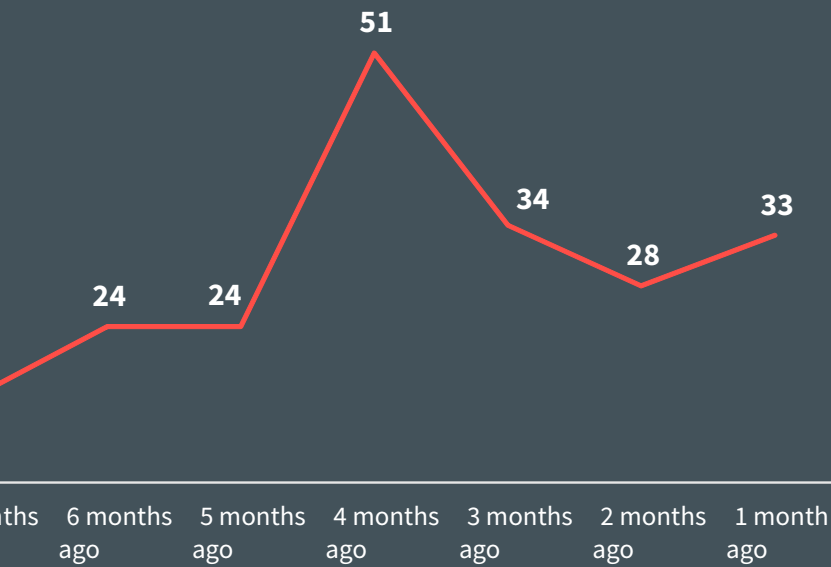


Distribution of Social

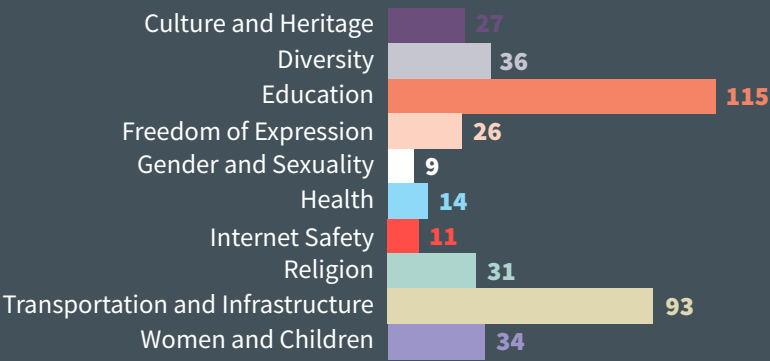


The social petition is the second most popular kind of petition with larger range of societal issues that caught the attention of the people. The most petitions were noticed to be under education matters with **116 petitions**, followed by transportation and infrastructure issues with **93 petitions**. On average, there are **33 petitions** submitted monthly throughout the year and peaked on **51 submitted petitions** on October 2016. Most petitions were directed towards the government with **324 petitions** or 81% from the total incoming petitions.

Petitions for each month



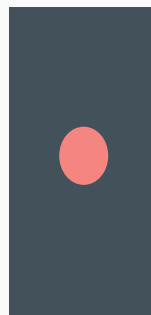
Social Petitions: Specific Issues



■ CONCLUSION :

Online Petitions in the Democratic Context

There is the inevitable gap between the concept of digital democracy and the practice of digital democracy in Indonesia. The gap can be caused due to the low level of digital literacy in the context of understanding the use of the online petition. Despite the cultivation of democratic participation, the development of democratic culture is still lacking. The result from this research is a reflection of condition of digital democracy in Indonesia, where noises still dominate over the voices. Ideally, the democratic culture is an intertwining activity between the government parliament, the street parliament in the form of social activism, and digital Parliament in the form of online discussion and petitions. Change.org shed a glimpse of the dynamics on digital activism and how there are rooms for improvement and development for the purpose of cultivating better digital democratic framework in this platform, especially in Indonesia.





ABOUT CFDS

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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