

## **PUBLIC RESPONSE ON SOCIAL MEDIA NARRATION (Case Study: #PercumaLaporPolisi)**

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### **Abstract**

*This research wait to aims to find out the public response to #PercumaLaporPolisi in the social media dimension of Twitter. The method used is qualitative with a case study approach on #PercumaLaporPolisi. Data analysis uses Computer Assisted Qualitative Data Analysis (CAQDS) with Nvivo 12plus software. Data is presented in the form of crosstab analysis and word cloud analysis. The results showed that in the narrative #PercumaLaporPolisi majority of the public responded with a negative tendency. The attitude came about because of public distrust of the performance of police and strongly condemned some of the actions of police officers. In addition, the public also responds with a positive tendency by showing a constructive attitude to the #PercumaLaporPolisi narrative. In a neutral tendency, the public responds impartially to two sentiments, both positive and negative. And in word cloud analysis, the public response uses several words that are used as a discussion, such as police, #percumalaporpholisi, law, society, and other words.*

**Keywords:** *#percumalaporpholisi, twitter, public, law*

## **1. INTRODUCTION**

The police become the vanguard in efforts to protect the community in charge of maintaining order, security and order in the community. In addition, the duty of the police is as law enforcement (Alfian, 2020). But conversely, public trust in police agencies is diminishing (Arzha Ali Rahmat, 2021). At the beginning of 2021, the police noted that the crime rate increased in the first week and the second week of 2021 (Hukmana, 2021). In the current era, it is not difficult to obtain information, one of which is through the media of the period, which has always been a place to convey various information (Valencia Frida Varendy, 2021). No wonder if the public is very active in responding to issues that are being hotly discussed on social media (Azmi et al., 2021).

The role of social media is considered as one indication of the ability to provide information, receive information and disseminate information to others (Azmi et al., 2021). One of the containers of information delivery through social media platforms is twitter which is a means of channelling opinion from the public (Yerzi & Sibaroni, 2021). Twitter is one of the containers of information delivery that is quickly reached by the public. Therefore an issue or news quickly spreads and becomes trending through twitter (Azmi et al., 2021).

In 2021 the hashtag #PercumaLaporPolisi was hotly discussed on social media twitter, after the rape of three children by a biological father, where the case was dismissed and re-processed after going viral (Naufal, 2021). The latest case is one of the police officers with the initials RB who again made the hashtag #PercumaLaporPolisi trending in early December 2021. The case of the person with the initials RB attracted a lot of attention on social media, and many furious

people even denounced RB's actions. RB was arrested for allegedly being involved in the suicide of one of the female students in Surabaya with the initials NW (Prastiwi, 2021).

When the hashtag #PercumaLaporPolisi was trending and talked about again, police received a lot of criticism and input from the public through social media twitter. The response from the community of twitter social media users is also very diverse, and there are some inputs and criticisms presented by the community to be input so that the Police will become better in the future and increasingly protect the community (Merdeka, 2021). Such as the emergence of #PercumaLaporPolisi hashtags that appeared in response to public distrust of the performance of the police and strongly criticized some actions of police officers who violated the rules.

In this study, researchers chose twitter social media as the object of the study because twitter has a relationship of interactions that are widely used by the public (Valencia Frida Varendy, 2021). Based on that background, the study aims to find out the public's response to #PercumaLaporPolisi in the social media dimension. The study wanted to look at how positive, negative and neutral tendencies of #PercumaLaporPolisi narratives.

## **2. LITERATURE REVIEW**

### **1.1 Social Media As A Platform**

Social Media is a web application that allows interaction or communication between users online (Setiawan & Setyohadi, 2017). In public social media is also given the ease of communicating because social media presents it in the form of two-way communication (Fuchs, 2014). This will certainly make it easier for the public to establish communication between social media users.

Social media platforms as information and communication media have several advantages, as revealed by Kusumasondjaja (2018): first, social media helps users to have more network interactions are more comprehensive when compared to traditional communication; Second, the use of social media with a message format that is as good as having advantages in reaching many other users; Third, the information presented in social media has a large product categorization, and everything is presented in it.

The use of social media as a communication medium offers diverse and broad information and allows for the interwoven exchange of public opinion to encourage public engagement in the process. Public space. In addition to between users, Afifah Nurul Izzati (2018) said social media also allows interaction between formal and non-formal agencies that is caused by user freedom. in communicating with any user.

Social media also has power in User Generated (UGC) where the content produced by its users is not the result of manipulation by others. Therefore, communication is built both ways in collaborating, exchanging, and getting acquainted with each other visually and audiovisually (Setiadi, 2016). In addition to two-way communication, users can also participate through sharing, participating in creating blogs, wikis, social networks, forums, virtual worlds (Dwi & Watie, 2011).

### **2.2 Public Respons on Social Media**

Some of the information conveyed in social media will all be distributed to the public through traditional media in the form of facts and opinions. Arguments built by the public are influenced by facts and opinions spread in social media (Sul et al., 2017). These opinions can be conveyed in features available in social media such as facebook, Instagram, twitter, wa, line, and others by doing icons such as likes, comments, shares, Etc. Especially in the social media comment icon-twitter is considered more able to identify the opinions submitted to indicate agree and disapproval (Kusumasondjaja, 2018).

Opinions or responses conveyed on social media twitter are now owned by the elite and many of the public who participate in it. Social media is also considered a medium where humans can convey their disquiet which is then shared, exchanged, and can even be influenced by certain information (Chen et al., 2016). Therefore, the harshness conveyed

by the public can be analyzed polarization by giving opinions on social media (Rahmawati et al., 2017).

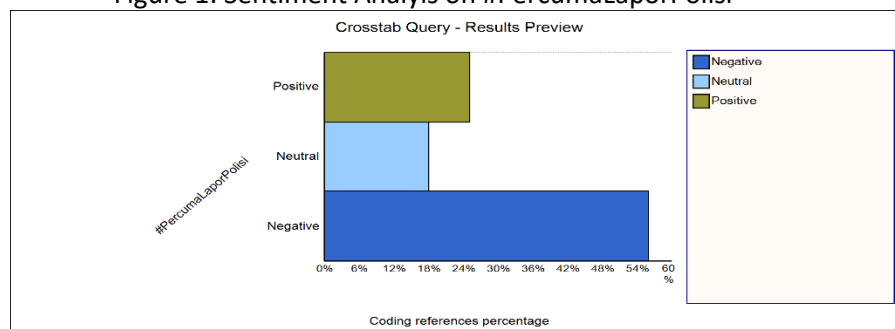
### 3. RESEARCH METHODS

This research uses qualitative methods with a case study approach in #PercumaLaporPolisi. Research data is sourced from: 1) primary data in the form of social media data; 2) secondary data in the form of articles and mass media news relevant to the topic of research. It also uses Computer Assisted Qualitative Data Analysis (CAQDS) with Nvivo 12Plus (Christina Silver, 2014) software. Data analysis in this study has six stages in processing twitter social media data (Salahudin, 2021). The data is obtained from #PercumaLaporPolisi and then uses the Ncapture feature of google chrome, then uses Nvivo 12Plus software to analyze the data, encode data, validity, and interpretation and presentation of data. The data presented is crosstab analysis and word cloud analysis.

### 4. RESULTS AND DISCUSSION

Social media has now become a medium in conveying complaints against something felt by the public (Naradhipa & Purwarianti, 2011). To see the public response in social media, there are three classifications of sentiment, namely positive, negative, and neutral (Kang et al., 2017). Positive sentiment arises over the response of the public who agrees to everything, negative opinion occurs over public attitudes that tend to disagree on all issue and neutral is the Attitude of impartiality in the two sentiments (Singh et al., 2020).

Figure 1: Sentiment Analysis on #PercumaLaporPolisi



Source: Nvivo 12plus (2021)

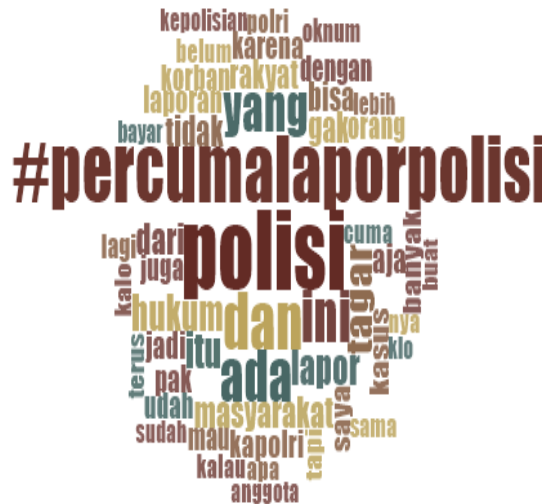
The community response in the discussion #PercumaLaporPolisi on social media twitter contains instructive and agreeable responses. The response is reflected in public opinion that tends to be inclined to report every case incident that is in the realm of the police. The reporting is motivated by citizen reports not processed legally whether it is the events that are happening or past cases. In addition, there are also several cases involving police officers who are considered by the public to be inappropriate and do not reflect themselves as officers. It was then responded to the public by acting on the legal process on the apparatus.

In addition, negative responses also emerged in #PercumaLaporPolisi discussions. The public responds with a tendency that leads to attitudes that tend not to be directed and issue negative speeches to #PercumaLaporPolisi. The response was motivated by the public who considered that the police institution had a level that was not good for the public. It was also disebabkan by some cases related to the police which then were not handled with legal procedures. In addition, there are also several cases involving police officers and the public assessing it with a violation of social norms for the deeds committed. Neutral sentiment also arises with opinions that tend to be impartial between the two discussions.

In word cloud analysis analysis there are several words that are often used in discussion materials #PercumaLaporPolisi. In the 50 word cloud analysis there appears a word as often used as police who are officers involved in it and become a topic of

conversation. In addition #PercumaLaporPolisi which is a massive hashtag is used in every public opinion. In addition, there are other words such as law which is a word used for every opinion that law enforcement has on police officers and some cases involving institutions. The cops in it.

Figure 1: Word Cloud Analysis on #PercumaLaporPolisi



Source: Nvivo 12plus (2021)

## CONCLUSION

#PercumaLaporPolisi in the social media dimension have a positive, negative, or neutral public response. Positive response in #PercumaLaporPolisi arises from the public who assess the need for improvement and record on the police in enforcing the law. In addition, the response also contains some constructive criticism of some data and information from some cases that are handled. In the negative response itself contains sentiments that are negative about behavior involving police institutions. Such behavior occurs in some cases that are not handled by the police without any clarity. In addition, there are several cases that the public considers it as a violation of social norms for police actions. In word cloud analysis there are several words that are often used as a form of response to #PercumaLaporPolisi such as the word police, #percumalaporpholisi, law, society, and followed by other words as a matter of discussion or response given by the public in the #PercumaLaporPolisi.

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