

## Moving Public Opinion by Politicians: Action Study #AyoMoveOn2024 Through Social Media X

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**Abstract:** The use of social media as a channel for political communication has an influence in determining a person's political behavior, so that it can form public opinion among the community. The reason X is called an information disseminator is because most of the trending topic hashtags that are trending on X become headlines. This is due to the power of X as a mouthpiece for conventional media news, so that many people use it, especially politicians. Therefore, it is not surprising that public opinion is easily formed and is often found on social media X. X is a form of social media that allows its users to express their opinions on various topics effectively. The focus of this study is how politicians influence public opinion. This study explores the intensity of conversations on the @fahrihamzah account and issues related to the #AyoMoveOn2024 action on social media. This study uses a qualitative method with the Qualitative Data Analysis (QDA) Miner approach, which helps network, content, and cloud analysis using Nvivo 12 Plus software. The results of this study indicate that being a consistent medium for spreading public opinion campaign actions through the @Fahrihamzah account network through the #AyoMoveOne2024 public opinion campaign with high conversation intensity. In addition, public opinion accompanying the #AyoMoveOn2024 action campaign shows that the Geloraid party made the most mentions with an intensity of 12.70%. Then the most prominent hashtag is #ayomoveon2024, with an intensity of 10.34%. Furthermore, there were 3013 tweets sent by the @Fahrihamzah account in the #AyoMoveOn2024 action, with seven retweets. This study can illustrate how social media X is effective as a means of disseminating information and campaigning for action by X social media users.

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### INTRODUCTION

Using social media as a political communication channel influences determining a person's political behavior so that it can shape public opinion in the community (Slothuus & Bisgaard, 2021). Twitter officially changed its name to X in July 2023 after being acquired by Elon Musk in October 2022. The name change is part of Musk's vision to transform Twitter into an "everything app," including social media services, digital payments, and other features. X is called an information disseminator because most trending topic hashtags on X become headlines (Barisione et al., 2019). This is due to X's strength as a news channel for conventional media; so many people use it, especially politicians (Baldassarri & Park, 2020a). Therefore, it is unsurprising that public opinion is easily formed and often found on X and many social media (De Vries et al., 2021a).

In early January 2014, Indonesia had 72.7 million internet users, which increased to 88.1 million by the end of 2014, reflecting an increase of about 15.4 million, which may have been due to the 2014 presidential election campaign (Druckman & Jacobs, 2020). The 2014 presidential election campaign dramatically increased the engagement of social media users, especially on X (Chu & Recchia, 2022). Statistics from ictwatch.com, which tracked the rise in both accounts throughout the 2014 presidential election campaign and identified as many as 27,000 accounts,

support this (Kurniawan et al., 2023). The data shows many accounts of supporters, sympathizers, and volunteers were set up specifically for the 2014 presidential election campaign (Wlezien & Soroka, 2012). If studies looking into how Indonesians use social media didn't support the country's high penetration of internet and social media users, growth would have happened (Baldassarri & Park, 2020b). This article addresses the research gap on social media use in Indonesia, especially the role of X during the 2014 presidential election campaign. The main goal of this essay is to examine how the two presidential candidates in the 2014 election's supporting X accounts constructed their tweets and narratives (Rim et al., 2020).

Politicians have multiple media to influence and build relationships with the public in the contemporary social media landscape. Similarly, local leaders may create personal social media profiles to engage directly with their citizens and followers (Donovan et al., 2020). During the 2.0 era, politicians utilized intermediaries, particularly mass media, to convey messages to the public (Zitri et al., 2024). In the digital era, local leaders can use social media to craft materials, build their identities, enhance their public image, and engage in political communication (Busemeyer et al., 2021). Furthermore, politicians can gauge public sentiment regarding their image, reputation, or policies. These perspectives can come from the media, the public, or stakeholders (Cramer, 2020).

Political communication who use social media as a medium to convey political messages because they are practical and able to attract audience sympathy (Rim et al., 2020). The formation of public opinion on social media (Sevenans, 2021). One example is the #Let'sMoveOn2024 action by several politicians and their supporters in preparation for the 2024 presidential election in Indonesia (Reny & Newman, 2021). However, quite a few netizens consider this action to be an attempt to influence public opinion that is unfair and tends to be negative. Some criticism has been leveled at politicians who use social media to manipulate public opinion, such as using fake accounts or bots to increase the number of followers and retweets (Rojas & Valenzuela, 2019).

In this case, it is essential to analyze the #Let'sMoveOn2024 action critically and determine whether this is truly an effort to mobilize public opinion (Druckman et al., 2021). On the one hand, politicians have the right to express their opinions and support for the presidential candidate they choose (Rauh et al., 2020). However, they must also pay attention to social media ethics and not use unfair methods to influence public opinion (McGregor, 2019). In this case, it is essential for the public to remain critical in evaluating information provided by politicians or anyone on social media and to carry out fact-checks before making decisions. Apart from that, the government must also pay attention to this problem and provide appropriate regulations to regulate the use of social media by politicians and political parties to influence public opinion (Helberger, 2020).

Scholars rarely research politicians' swaying of public opinion. Research conducted by Barisione et al., (2019) Understanding digital opinion movements: The case of #RefugeesWelcome, while research Helberger, (2020) berfocuses on the political power of platforms, how current efforts to regulate misinformation strengthen the power of opinion, further research Sevenans, (2021) It talks about how public opinion information changes the opinions and behavior of politicians. So, this research is filling the **knowledge gap**. Therefore, this research focuses on How Politicians Influence Public Opinion: A Study of the #AyoMoveOn2024 Action Through Social Media.

## RESEARCH METHODS

This research employs a qualitative approach to investigate social media users' responses in the #AyoMoveOn2024 action network (Haradhan, 2018). As our primary data analysis method in this research, we use Nvivo 12 Plus or (CAQDA) which stands for Computer Assisted Qualitative Data Analysis Nvivo 12 Plus (Edhlund, 2019). Nvivo 12 Plus uses word frequency analysis, mention analysis, hashtags, and sentiment from research data to conduct data analysis. NVivo 12 plus brings researchers "closer" to the data, focusing on meaning and better data connectivity, showing how one concept influences others (Rossolatos, 2019). Data collection was carried out with the help of NCapture, which is an NVivo toolbar add-on developed by Google Chrome to facilitate data collection from social media platforms that are freely available to the public. Tweets covering the #AyoMoveOn2024 action on March 28, 2023. A total of 3,020 tweets were collected. This data collection plan is in line with research that has been conducted on social media analysis because it allows researchers to collect data during the "peak" of online discussions about a particular topic (Salahudin et al., 2020). After that, NVivo 12 Plus is used to process this data further.

## RESULTS AND DISCUSSION

This section of the report will discuss the results after the inspection. These findings break down into two distinct categories. In the first part, we will analyze the Account Intensity in Information Dissemination, then in the second part; we will examine the level of information disseminated on Finally, in the third result, we examine the significant issues raised in the discourse that occurred in X with the #Let'sMoveOn2024 action.

### Account Intensity in Information Dissemination

Do it in the era of disseminating information via social media, and action campaigns are very easily disrupted as they are today (Rojas & Valenzuela, 2019). The development and progress of science and technology is in line with the development of human thought. In the past, humans were only taught to fulfill their needs without considering fast, easy, and effective methods. According to this thinking, humans gradually began to find ways to meet their needs quickly, efficiently, and effectively. It is thinking that inspires humans to create discoveries (Araújo & Prior, 2021).



Figure 1. Account Intensity in Information Dissemination Aksi #AyoMoveOn2024  
Source: @Fahrihamzah

The presence of each account in terms of disseminating information has been carried out for years, as seen in the Fahrihamzah account which joined Social Media The public in the #AyoMoveOn2024 action was connected to various X accounts with a total of 1.5 M followers. This shows that the account in question is a genuine account and is used by @Fahrihamzah as its official social media platform. Even the @Fahrihamzah account on X has been given verified account status, meaning it is recognized as a valid account. Then, through the @fahrihamzah

account, he led public opinion with the action #Let'sMoveOn2024. Norris & Mullinix, (2020) Social media significantly influences and guides public opinion owing to its interactive, extensive, and rapidly disseminating characteristics. Millions of people can quickly receive information or opinions using X, Facebook, Instagram, and TikTok. Elements such as comments, "likes," and sharing facilitate user interaction and response to diverse subjects, potentially shaping their perceptions and attitudes regarding specific issues (Fraser, 2020). Algorithms that tailor content according to user interests and behaviors frequently reinforce preexisting attitudes, engendering an "echo chamber" effect that solidifies users' convictions regarding specific viewpoints. Reeskens et al., (2021) Moreover, social media enables individuals to serve as sources of information and purveyors of opinions, thus broadening public access to diverse viewpoints (De Vries et al., 2021b). Public personalities, activists, news media, and ordinary users can influence public opinion by articulating perspectives or highlighting issues under vigorous debate. Social media is a strategic platform for various players to execute campaigns to shape favorable or unfavorable impressions of an issue, product, or individual (Busemeyer et al., 2020). This phenomenon, however, also elevates the risk of disseminating misinformation and manipulating public opinion, thereby significantly affecting social and political dynamics (Reeskens et al., 2021).

### Intensity action #Ayomoveon2024 on X Social Media Based Mention

There have been many public responses on social media regarding the #Let'sMoveOn2024 action. The dissemination of information and the formation of public opinion through X regarding #Let'sMoveOn2024 shows that there is interaction between X users in responding to this action. The #Let'sMoveOn2024 action has become popular on social media because it provides users with new communication possibilities and an efficient way for researchers to participate in discourse about specific topics, people, or events (David, 2022). In spreading the #AyoMoveOn2024 action conversation network, more details can be seen in the following table.

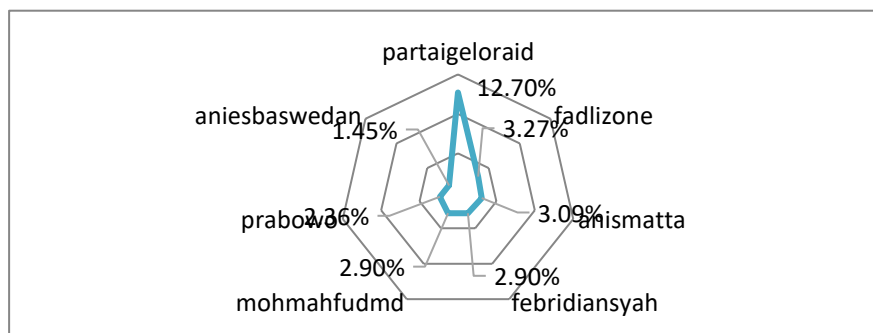


Figure 2. Intensity Name Action #AyoMoveOn2024

Source: Processed using Nvivo 12 Plus

Based on Figure 2 above, the intensity of mentions of the #AyoMoveOn2024 action is higher in communicating with Partaigeloraid, with a total intensity of 12.70%. In second place in promoting the #AyoMoveOn2024 action, namely communicating with Fadlizon at 3.27%, while the intensity of communicating with Anismatta is 3.09%, then with Febridiansyah with a total of 2.90%, continued with communicating with Prabowo 2.36% then finally the intensity of communicating with Aniesbaswedan with a total of 1.45%. Therefore, the intensity of communication with various actors via social media. Helberger, (2020) Action intensity refers to the level or degree of involvement, strength, or frequency of an action or activity undertaken by an individual or group in a given context (Slothuus & Bisgaard, 2021). In social and political studies, action intensity is usually related to how often and strongly an individual or group engages in advocacy, protest, campaigning, or other activities aimed at achieving a particular goal (Davies et al., 2021). Factors influencing action intensity include motivation, personal or group interests, the urgency of the issue, and existing social or political support. For example, in a

political context, the greater the impact of a problem on the community's interests, the higher the intensity of action likely to occur because the community feels compelled to fight for change (Rim et al., 2020b).

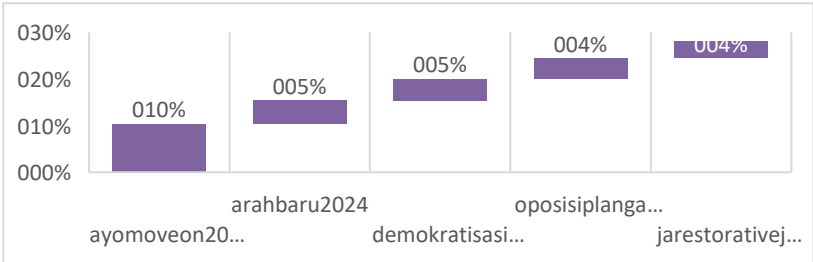


Figure 3. Popular Action Hashtag #Let'sMoveOn2024  
Source: Processed using Nvivo 12 Plus

Figure 3, shown above, calculates the number of efforts made by each account to develop hashtags to mobilize public opinion with the #AyoMoveOn2024 action. Furthermore, the hashtag #ayomoveon2024 contributed the largest proportion of the time used on the @Fahrihamzah account in leading public opinion with the #AyoMoveOn2024 action totaling 10.34%. Meanwhile, the hashtag #baru2024 totaled 5.03%. On the other hand, the hashtag #democratizationofpoliticians was 4.75% and #oppositionpangaplongo was 4.47%. Furthermore, the hashtag #jarestorativejustice has a total of 3.63%, #forindonesia with a total of 6.05%, #jakartabangkit 5.15% and #jaklingko 2.44%. De Vries et al., (2021b) A hashtag is a term or expression that begins with the symbol "#" and is widely used on social media to designate or classify certain materials. The main purpose of a hashtag is to make it easier for users to find, track, and engage in trending discussions or topics (Reeskens et al., 2021). On sites like X, Instagram, and TikTok, hashtags such as "#Election2024" and "#CleanEnvironment" allow users to search for and categorize content related to elections or environmental issues. In doing so, hashtags facilitate consolidating previously disjointed public dialogues, increasing their accessibility and visibility to a wider audience (Fraser, 2020). In addition to serving as a content curation instrument, hashtags contribute significantly to forming online communities and mobilizing public sentiment (Rim et al., 2020a). Hashtags allow users to amplify certain messages, gain support for social movements, and encourage others to engage in the same subject (Busemeyer et al., 2020). An example is the hashtag "#MeToo," which is used in worldwide social movements against sexual harassment (Baldassarri & Park, 2020b). Hashtags facilitate the rapid and effective spread of messages, generating momentum for social change. Conversely, if used excessively or inappropriately, hashtags may be less effective; Thus, their selection and application require careful consideration (Norris & Mullinix, 2020).

**Big Aksi The #Ayomoveon2024 Conversation Network On X Social Media**

We concentrated on tweets expressing criticism and concerns to understand the #Let'sMoveOn2024 action better. According to research Nepal & Neupane, (2020), X's social media platform has the potential to be an ideal public arena. This is especially true for expressing emotions and discussing current problems (Piazza, 2023). Users of social media platform X, for example, can raise issues of public concern through their tweets (Bello et al., 2023) Selain itu, Anselmi et al., (2022) It is said that social media platform X is helpful as a place for criticism directed at the government through conversations or conveying information via tweets. The above explanation allows us to classify tweets according to one of these categories. To make the process of filtering tweet topics easier, we use phrases that are relevant to each subject. This information can be seen in the following table

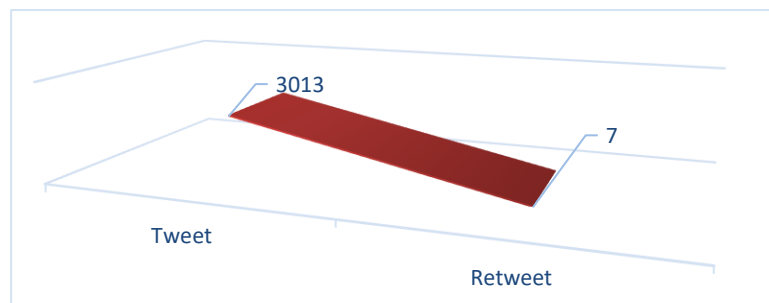


Figure 4. a Intensitas Big Aksi The #AyoMoveOn2024 Conversation Network on X Social Media

Source: Processed using Nvivo 12 Plus

This research highlights that accounts can be used for social support and action campaigns. Hoping to exercise one's right to freedom of expression by hitting, protesting, or opposing decisions made by stakeholders using campaign actions via account X (Park et al., 2021). Activism on social media through using accounts in campaign campaigns can generate large amounts of online social support (Frimer et al., 2022). After learning the number of tweets about problems and complaints, We will continue our rigorous investigation by looking at the term frequency. The text mining approach known as "word cloud" allows us to present the terms that appear most frequently in paragraphs of content (van Haperen et al., 2022). This is a word cloud generated by the #Let'sMoveOn2024 action network.



Figure 5. Focus on Issues in the aksi #AyoMoveOn2024 Conversation Network

Source: Processed using Nvivo 12 Plus

X, a social media platform, became a forum for raising the #Let'sMoveOn2024 action due to the frequency of prominent words. The dominant keywords in this theme produce relevant issues in the #Let'sMoveOn2024 action discussion network, significantly when raising public opinion accompaniment via social media. Discourse topics that produce dominating words that lead to expressions of campaign action. Meanwhile, most terms used in the critical condition dialogue are related to actors. Through these categories, discussion X can become a site of user participation and interaction. X is a type of social media that facilitates online interactions to improve public attitudes about information stored on the network. This interaction also allows users to traverse dynamic terrain, communicate, and interact with others in real time (Cano-Marin et al., 2023).

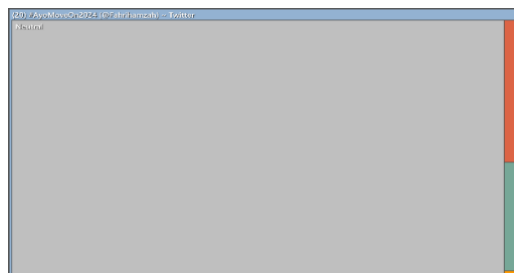


Figure 6. Public sentiment in response to the #Let'sMoveOn2024 action

Source: Processed using Nvivo 12 Plus

Based on Figure 6 above, public sentiment towards the #AyoMoveOn2024 campaign action via the @Fahrihamzah account received neutral sentiment, meaning that social media users As in research Bagaskoro et al., (2022) Sentiment analysis (SA) is the computational study of understanding people's views and feelings toward entities such as people, organizations, issues, events, and subjects. Sentiment analysis can be applied to individuals, organizations, issues, events, and topics. Wlezien & Soroka, (2012) Collective opinion Denotes the sentiments, perspectives, or beliefs that arise within the public around a specific problem, individual, organization, or event. This feeling may be favorable, negative, or neutral and is frequently shaped by personal experiences, mass media, social media, and interpersonal interactions within a social context. In social and political environments, public opinion significantly influences the endorsement or opposition of policies, programs, or leaders, affecting social stability and political dynamics (Chu & Recchia, 2022). Assessing public mood has become more accessible through data analysis of social media, which reveals real-time reactions to certain topics. In the corporate sector, sentiment analysis enables corporations to comprehend client opinions of certain products or brands (Cramer, 2020). At the same time, in the political arena, it assists governments or candidates in gauging public reactions to policies or campaigns being executed (Busemeyer et al., 2021). By comprehending public mood, these entities can modify their plans to more effectively match public expectations, enhance favorable perceptions, or mitigate difficulties that may incite conflict (Druckman & Jacobs, 2020).

### CONCLUSION

Based on the discussion above, it can be concluded that, being a consistent medium in disseminating the campaign action accompanied by public opinion, the campaign accompanied public opinion #AyoMoveOne2024 with high conversation intensity. In addition, public opinion accompanying the #AyoMoveOn2024 campaign action shows that the Geloraid party made the most mentions with an intensity of 12.70%. Then the most prominent hashtag is #ayomoveon2024, with an intensity of 10.34%. Furthermore, were 3013 tweets made in the #AyoMoveOn2024 action, with seven retweets. This study can illustrate how social media X is effective as a means of disseminating information and campaigning for action by X social media users.

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