

## Hastag War on Social Media: Unraveling Framing Strategies in the Duel #2019GantiPresiden VS. #DiaSibukKerja

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**Abstract-**Social media has emerged as the primary avenue for individuals to articulate their political and social stances. Hashtag wars, a prevalent phenomenon, witness divergent groups utilizing hashtags to promote their agendas and express viewpoints. Within the political realm, these hashtag battles often serve as arenas for discourse and mass mobilization. This study aimed to unveil the framing strategies employed in the hashtag war between #2019GantiPresiden and #DiaSibukKerja on social media. Utilizing a content analysis approach, the research scrutinizes hashtag usage, conveyed messages, and user responses. Various framing techniques, including episodic and thematic framing, alongside positive and negative framing, are analyzed. Moreover, the research explores the influence of social media usage and user interactions on the dissemination of political messages during hashtag wars. Findings indicate the dominance of #2019GantiPresiden in the social media hashtag war. The framing strategies and political discourse of both hashtags serve distinct purposes. #2019GantiPresiden utilizes sentiment-driven or provocative language to highlight dissatisfaction with Jokowi's leadership, while #DiaSibukKerja underscores Jokowi's achievements, emphasizing stability and success. In terms of hashtag impact, #2019GantiPresiden effectively influences public opinion and garners widespread support. Conversely, #DiaSibukKerja succeeds in portraying Jokowi's leadership positively. The practical implications of this research can aid stakeholders in politics and social media to comprehend effective framing techniques for disseminating political messages through digital platforms.

**Keywords:** Social Media, Hashtag Wars, Framing Strategies, Political Messages

### I. INTRODUCTION

Social media has become the primary stage for political and social expression in today's digital era (Sujoko, 2019), (Widiastuti, 2019), (Artiningtyas et al., 2019), & (Andespa, 2021). The phenomenon of hashtag wars is one of the most prominent forms of political participation in the digital realm (Pratiwi, 2018), (Sulaimansyah, 2019), (Themi & Perdana, 2020), & (Esfandari et al., 2020). Hashtag wars involve mass mobilization through the use of specific hashtags

to voice opinions, advocate political goals, or convey specific messages on social media platforms. In a political context, hashtag wars often reflect polarization and competition between groups with differing views (Firdaus, 2019). One notable example of a hashtag war in the political realm is the rivalry between #2019GantiPresiden and #DiaSibukKerja on social media (Laras Weninggalih & M.E Fuady, 2021). The hashtag #2019GantiPresiden depicts a political movement advocating for a change in

political leadership during that year (Handayani et al., 2019), (Haris, 2019), (Sujoko, 2019), & (Fadillah, 2022), while *#DiaSibukKerja* is used as a response or counter-movement against it.

The clash between these two hashtags mirrors the existing political and social divisions within society. However, hashtag wars transcend mere frequency or popularity; they also encompass the conveyance and reception of political messages by social media users. Framing strategies, which shape perceptions and comprehension by presenting information, are pivotal in comprehending the dynamics of hashtag wars on social media. Consequently, framing analysis serves as a crucial tool for elucidating how political messages are directed and influenced by hashtag wars. Hence, this research endeavors to unveil the framing strategies utilized in the discourse between *#2019GantiPresiden* and *#DiaSibukKerja* on social media. By delving deeper into the direction and influence of political messages through hashtag wars, this study seeks to furnish a more profound understanding of political participation dynamics in the digital age and its ramifications on public perception and societal political dynamics.

Comprehending framing strategies in hashtag wars is paramount to discern how social media users respond to conveyed political messages. User reactions and interactions can sway the dissemination of these messages and sculpt broader narratives in the digital political sphere. Within the context of the hashtag war between *#2019GantiPresiden* and *#DiaSibukKerja*, framing analysis is anticipated to unveil how each hashtag constructs its political narrative and how these narratives are interpreted, embraced, or dismissed by social media users. By comprehending the framing strategies employed in hashtag wars, researchers can gauge how political messages are perceived and understood by the public, thereby influencing political dynamics and public opinion on a broader scale. Through an in-depth exploration of hashtag wars on social media and the framing strategies at play, this research strives to offer valuable insights for political practitioners, activists, and researchers to better engage in digital politics and sway public opinion effectively.

In the context of the hashtag war on social media, both hashtags *#2019GantiPresiden* and *#DiaSibukKerja* have different goals. The hashtag *#2019GantiPresiden* highlights negative

aspects related to dissatisfaction with the government's performance, with the hope of effecting a change in leadership, particularly a presidential change in 2019 (Handayani et al., 2019) & (Yulianti & Humeira, 2019). On the other hand, the hashtag *#DiaSibukKerja* focuses on positive aspects, emphasizing the achievements of Jokowi's administration and its commitment to welfare and concern for society. In this regard, the *#2019GantiPresiden* movement successfully influenced the public, gaining widespread support from various regions. Additionally, several influential figures supported this movement, such as Mas Piyu, Raja Purwa, Ridho Ahmad Zahid (social media activists), Ahmad Dhani (renowned artist), Dr. Mardani Ali Sera, M.Eng (Chairman of the PKS DPP Coordination Department for Public Relations), Professor Rocky Gerung (renowned academic, philosopher, and political observer in Indonesia), and others (Rachmadi & Budianto, 2020), (Haris 2019), (Fadillah, 2022), & (Suharman, 2019). Figures like these influential individuals significantly contributed to the support for the *#2019GantiPresiden* movement.

Unfortunately, some of the messages posted by the *#2019GantiPresiden* movement on social media platforms such as Facebook, Instagram, Twitter, and others can be categorized as propaganda or use provocative language (Priyadi, 2016), (Sujoko, 2019), & (Ardiansyah et al., 2019). These messages tend to be negative in nature, including aspects like cornering, insulting, criticizing, accusing, mocking, and even spreading hatred towards the Jokowi government (Muta'allim et al., 2020) & (Muta'allim et al., 2021). This is significant because the role of language in communication has a profound influence ((Muta'allim et al., 2022), (Sofyan, Badrudin, et al., 2022), & (Yudistira et al., 2022). In this context, the *#2019GantiPresiden* movement attempts to convey provocative messages as if they were aspirations or concerns for the people, when in fact, most of these messages are negative and provocative (Ardiansyah et al., 2019). However, not all members of the public understand the language being used, especially those who are unfamiliar with politics and social media.

The *#DiaSibukKerja* hashtag movement, on the other hand, focuses on positive portrayal and the achievements of the Jokowi administration without responding to the criticisms or sentiment-laden language from the *#2019GantiPresiden* hashtag movement. This

illustrates that the Jokowi government aims to show the public that they do not oppose criticism and behave well (Yudistira, R., 2023). This approach can be considered as political communication or image-building strategy using a narrative of goodness (Fatikh, 2019). However, not all members of the public understand the underlying strategies played by these two hashtags. Therefore, researchers use certain concepts or theories to uncover the two framing strategies used in this hashtag war.

As of now, no specific research dedicated to the framing strategies in the hashtag war between *#2019GantiPresiden* and *#DiaSibukKerja* on social media has been identified. Nonetheless, several studies bear relevance and parallels to this subject matter. For instance, Sutanto (2014) uncovered that political campaigns are inherently driven by diverse interests, as evidenced by the conveyed messages. Moreover, Ulfa et al. (2020) shed light on the intense competition in winning strategies on Twitter, particularly between Prabowo's campaign team and Jokowi's team, especially in disseminating political information through hashtags. Conversely, Yanzi et al. (2019) demonstrated that novice voters influenced by mass media coverage related to the *#2019GantiPresiden* hashtag may alter their voting behavior in the forthcoming presidential election. Although these studies do not directly address the hashtag war between *#2019GantiPresiden* and *#DiaSibukKerja*, their findings offer valuable insights into political strategies and the impact of social media in political campaigns and public engagement.

Additionally, several studies have explored various facets related to the hashtag war *#2019GantiPresiden* and its political context. For example, Sunyahni et al. (2019) identified four types of declarative speech acts in the Mata Najwa Episode "*Gara-Gara Tagar: #2019GantiPresiden*," namely deciding, prohibiting, canceling, and approving. Furthermore, Herlina (2019) underscored that the song "2019 Ganti Presiden" signifies awareness and an invitation to boundless solidarity in learning humanitarian values, justice, and aiding the marginalized such as laborers and the colonized. Another study by Fadillah & Chang (2021) found that the hashtag *#2019GantiPresiden*, initially a social media message, evolved into a significant civil force in real life. Lastly, within the framing analysis context, Sapta Agung Pratama (2018) indicated that VOA-Islam tended to steer readers' opinions

towards perceiving Indonesia's decline under Joko Widodo's leadership while advocating the *#2019GantiPresiden* movement as a remedy. These studies collectively deepen our understanding of the dynamics of the hashtag war *#2019GantiPresiden* and its ramifications in politics and social media.

Apart from the mentioned studies, several other relevant studies by researchers such as Muta'allim et al. (2021), Sofyan, Firmansyah, et al. (2022), Irsyadi et al. (2022), Irsyadi (2023), Suryanti et al. (2023), Akhmad Sofyan et al. (2022), Merizawati & Munawir (n.d.), Haryono et al. (2023), and Karuru et al. (2023) discuss the functions, usage, and contexts of language in society, along with investigating its role in everyday communication, education, religion, and other domains. Furthermore, studies highlighting the role of language in religious, cultural, moderation, tolerance, and Islamic contexts by Hairus Salikin et al. (2021), Mahardhani et al. (2023), Dumiyati et al. (2023), and Julhadi et al. (2023) underscore the significant role of language as a conduit of politeness that fosters humane and harmonious relationships. Despite several studies addressing the role of language in social and communication contexts, specific research focusing on framing strategies in the hashtag war *#2019GantiPresiden* vs. *#DiaSibukKerja* remains absent. Thus, this research is poised to bridge this knowledge gap and offer fresh insights into the framing strategies employed in this hashtag war on social media.

This research holds the potential to provide valuable insights for the development of policies and practices that are responsive to the evolving political dynamics in an increasingly interconnected digital era. The implications of this research extend beyond academic aspects to have broad practical impacts in the current political and social contexts. By uncovering framing strategies in the hashtag war on social media, we can deepen our understanding of how politics is shaped, understood, and mediated in the continuously evolving digital era. Furthermore, this research can pave the way for further studies on the role of social media in shaping perceptions and political participation in this increasingly complex digital era. By gaining a deeper understanding of the dynamics of hashtag wars and the framing strategies involved, we can identify relevant trends and behavioral patterns to inform efforts in information management and communication in today's

political context. This can help track the evolution of politics in the digital world and promote the development of more effective strategies in managing political issues that arise on social media platforms.

In this continuously evolving era, research on social media hashtag wars is becoming increasingly important. Through a deep analysis of framing strategies in the hashtag war between *#2019GantiPresiden* and *#DiaSibukKerja*, this research aims to make a significant contribution to our understanding of political dynamics in the digital era. The findings of this research are also expected to provide broader insights into the role of social media in shaping public opinion and influencing political processes. With a better understanding of how political messages are conveyed and received through social media, we can develop more effective communication strategies in digital politics. The outcomes of this research are anticipated to offer valuable insights for various stakeholders, including political practitioners, activists, researchers, and the general public, in addressing the increasingly complex political challenges of this digital era. Therefore, researchers are interested in exploring studies on framing strategies in the hashtag war between *#2019GantiPresiden* and *#DiaSibukKerja* to gain a deeper understanding of the influence of social media in contemporary politics.

Based on the provided background, the researcher formulates the research problem as follows: How are framing strategies employed in the hashtags *#2019GantiPresiden* and *#DiaSibukKerja*, and how do these strategies impact public perception of the political issues discussed on social media? To address this problem, theoretical frameworks including framing theory, mass media theory, and political communication theory are utilized. Framing theory, in this research, is employed to analyze the presentation and perception of both hashtags on social media. Framing pertains to the structuring and interpretation of news or information by the media. In this context, framing analysis seeks to identify patterns in how these hashtags are positioned, presented, and discussed by social media users. Questions to be addressed include: Are these hashtags positioned as substantive political debates or as mere empty rhetoric? How are specific issues raised and framed within the context of these hashtags? By applying the concept of framing theory, this research aims to elucidate how political

narratives are constructed through the use of hashtags, and how this framing influences public understanding and perception of the political issues expressed through social media. The overarching objective is to provide deeper insights into the dynamics of politics and communication in the digital era, which can offer valuable guidance for political practitioners, activists, researchers, and the general public in navigating the intricate challenges of digital politics.

This study involves the use of mass media theory to understand the role of social media in facilitating political debates and conflicts. By utilizing mass media theory, the research will explore how social media influences patterns of political communication and public participation. Questions to be addressed include how social media transforms traditional political dynamics and reporting, and whether social media enhances pluralism of opinions or deepens polarization. Additionally, the study will highlight the political communication strategies employed by actors involved in both hashtags. This includes analyzing how political messages are conveyed, promoted, and defended on social media. The research will explore how these messages are crafted and targeted towards specific audiences. The use of language, symbols, and narratives to support or oppose their political goals will be a key focus of analysis. By integrating mass media theory and political communication strategies, this research will provide a more comprehensive understanding of how social media influences political dynamics, and how political actors utilize these platforms to influence public opinion and mobilize support. This will offer valuable insights into the role of social media in contemporary politics and its relevance to the challenges and changes in political communication in the digital era.

## **II. METHOD**

This research employed a qualitative approach to analyze framing strategies within the hashtags *#2019GantiPresiden* and *#DiaSibukKerja* on social media. The data collected included framing strategies and political language used by the *#2019GantiPresiden* and *#DiaSibukKerja* movements, sourced from the hashtag battle on social media platforms such as Twitter, Instagram, Facebook, and others. The data sample encompassed various types of social media users, including individual users, media

accounts, and public figures involved in the hashtag war, such as Ahmad Dhani, Rocky Gerung, and Mardani Ali Sera. In addition to primary data from social media, the research also incorporated secondary data sources such as news articles, research reports, or previous social media analyses to provide additional context and understanding. The collected data consisted of text posts, comments, and responses utilizing the hashtags *#2019GantiPresiden* and *#DiaSibukKerja*. Beyond text, the data may have included images, videos, or memes related to these hashtags.

A qualitative approach is used in the analysis to identify framing patterns in hashtag usage, including frequency of use, language employed, conveyed narratives, emphasized messages, user interactions, and types of shared content. Within the context of framing analysis, the data is examined to identify framing strategies used, such as positive, negative, or neutral framing, as well as the main themes addressed in messages related to each hashtag. Sentiment analysis is also conducted to evaluate users' attitudes and reactions toward these hashtags. By comparing the framing strategies employed in the hashtags *#2019GantiPresiden* and *#DiaSibukKerja*, this research enables a deeper understanding of the differences in political communication approaches and message strategies used by both parties in the social media hashtag war.

Analysis of the *#2019GantiPresiden* vs. *#DiaSibukKerja* Hashtag War can provide deep insights into the political and social dynamics occurring on social media. Here are several aspects that can be analyzed: Firstly, identifying which hashtag dominates the hashtag war, both in terms of usage frequency and the level of interaction. Secondly, analyzing the objectives behind the use of these hashtags and the messages intended by supporters of each hashtag. Thirdly, studying the framing strategies employed by both sides to shape public perception of the issues discussed within the hashtags. Fourthly, examining the patterns and level of user participation in using these hashtags, as well as the types of content they share or discuss. Fifthly, assessing the impact of this hashtag war on public opinion and the responses it elicits from relevant parties, including political figures or community leaders. Sixthly, analyzing the sentiment associated with each hashtag, whether positive or negative, which can provide an overview of general perspectives on the discussed issues.

Seventhly, drawing conclusions about the political and social implications of this hashtag war on political dynamics and society as a whole. Subsequently, interpreting the analysis results to understand the political implications of the framing strategies used in this hashtag war. Lastly, researchers can conclude how framing affects public perception, political participation, and communication dynamics on social media.

To ensure the validity and reliability of the research, the researcher employs triangulation techniques by comparing analysis results from various data sources and checking the consistency of findings with related literature and expert perspectives in social media and political communication studies. This approach allows the research to gain a deep understanding of framing strategies in the hashtag war on social media and their impact on public opinion and political dynamics. Social network analysis is used to understand user interactions and information dissemination within social media networks. Identifying influential users (influencers) and patterns of retweets, likes, or shares can provide insights into communication dynamics during the hashtag war. The analysis results are then interpreted to explore the framing strategies used in the hashtag war and their impact on public perception of the discussed issues. Conclusions drawn from this analysis aim to describe the implications of the hashtag war in a broader political and social context. This analytical approach provides a comprehensive framework for understanding the dynamics and framing strategies in the *#2019GantiPresiden* vs. *#DiaSibukKerja* hashtag war on social media.

### **III. RESULT AND DISCUSSION**

#### **3.1 Result**

In the context of the hashtag war between *#2019GantiPresiden* and *#DiaSibukKerja*, the framing analysis aims to uncover how these hashtags construct their respective political narratives and how these narratives are understood, accepted, or rejected by social media users. The findings reveal several forms and functions of hashtags used by both pro and anti-government supporters. The group opposing the government uses the hashtag *#2019GantiPresiden*, while pro-government groups use hashtags such as *#Jokowi2JKW4P*, *#2019TetapGantiPresidenJokowi*, *#2019TetapJokowi*, *#Jokowi2Periode*, and *#DiaSibukKerja*. The function of the *#2019GantiPresiden* hashtag is to criticize the

performance of the government at that time and to call for a change of president in the 2019 presidential election. This hashtag is used to support a change or replacement of presidential leadership. On the other hand, pro-government hashtags like #Jokowi2JKW4P, #2019TetapGantiPresidenJokowi, #2019TetapJokowi, #Jokowi2Periode, and #DiaSibukKerja are used to support the re-election of President Jokowi in the 2019 presidential election.

The use of these hashtags reflects the efforts of supporters to build positive narratives about government performance and to strengthen support for their candidate. This understanding provides insights into the dynamics of framing on social media, where users use hashtags as tools to communicate political views and support political agendas they believe in. Thus, framing analysis helps in understanding how political narratives are constructed and maintained in the context of political debates taking place in the digital public sphere.

**Figure 1. Hashtag #2019GantiPresiden**



Source: <https://www.acehtrend.com/news/tagar-ganti-presiden-dari-gerakan-maya-ke-gerakan-nyata/index.html>

The hashtag #Jokowi2JKW4P is used by individuals who support or are pro-President Joko Widodo (Jokowi), indicating their commitment to re-elect Jokowi in the 2019 presidential election. This hashtag reflects strong support for the continuity of Jokowi's leadership and is often used to voice belief in the quality of his performance and vision as president at that time.

**Figure 2. #Jokowi2JKW4P**



Source: <https://news.detik.com/kolom/d-3997657/selamat-datang-perang-hashtag>

This is similar to the hashtag #2019TetapJokowi, which also serves to affirm public support for Joko Widodo (Jokowi) in 2019, both as the incumbent president and as a presidential candidate. The hashtag #2019TetapJokowi demonstrates a commitment to re-electing Jokowi in the 2019 presidential election, with the goal of reinforcing the narrative that Jokowi is the desired and expected choice of the majority of his supporters.

**Figure 3. Hashtag #2019TetapJokowi**



Source:

<https://news.detik.com/video/180907055/relawan-jokowi-gerakan-ganti-presiden-membodohi-dan-provokatif>

Furthermore, the hashtag #2019TetapGantiPresidenJokowi also shares the same objective, which is to respond to or counter the hashtag #2019GantiPresiden. The hashtag #2019TetapGantiPresidenJokowi originated from the #2019GantiPresiden hashtag, which was later adopted by individuals who support the government as a form of response or opposition



to the previous hashtag. This change reflects efforts to uphold the incumbent president at that time (Jokowi) and oppose calls for replacing him in the 2019 presidential election. By transforming the hashtag into #2019TetapGantiPresidenJokowi, they articulate the belief that a change in leadership at that time was neither necessary nor desired.

**Figure 4. Hashtag #2019TetapGantiPresidenJokowi**



Source:

<https://nasional.tempo.co/read/1086271/relawan-jokowi-deklarasi-menangkan-jokowi-di-pilpres-2019>

The primary reason for using the hashtag #2019TetapGantiPresidenJokowi was because rival hashtags like #2019TetapJokowi could not sustain or compete with the popularity of the #2019GantiPresiden hashtag. Therefore, supporters of Jokowi employed an alternative strategy by manipulating and transforming existing hashtags into #2019TetapGantiPresidenJokowi. They aimed to articulate the belief that a change in president at that time was neither desired nor necessary. However, the efforts did not stop there. Jokowi's supporters then launched a new hashtag, #Jokowi2Periode, in an attempt to counter the #2019GantiPresiden hashtag. They hoped that this hashtag would be an effective response, but unfortunately, #Jokowi2Periode still lagged behind in popularity compared to #2019GantiPresiden. The use of these hashtag strategies reflects intense political dynamics and narrative competition on social media, where supporters strive hard to influence public opinion and strengthen support for their political choices. Despite being launched as responses to the #2019GantiPresiden hashtag, the pro-Jokowi hashtags did not achieve the expected level of popularity to counterbalance the narrative built by the #2019GantiPresiden hashtag.

**Figure 5. #2019GantiPresiden Surpasses #Jokowi2Periode**



Source:

<https://www.viva.co.id/digital/digilife/1025352-2019gantipresiden-kalahkan-jokowi2periode>

Lastly, the hashtag #DiaSibukKerja is the latest or most recent hashtag launched by supporters of Jokowi. The purpose of using this hashtag is to engage in political marketing that can be seen as a form of rebranding of Jokowi's own tagline, "kerja...kerja...kerja...". By using the hashtag #DiaSibukKerja, Jokowi's supporters aim to highlight and emphasize President Jokowi's work activities and dedication in carrying out his duties. This hashtag reflects efforts to build a positive narrative about the president's performance at that time, focusing on Jokowi's busyness and commitment in fulfilling his responsibilities as a national leader. This rebranding is done to strengthen Jokowi's positive image in the eyes of the public and reinforce the pro-Jokowi narrative in the digital public sphere. Thus, the hashtag #DiaSibukKerja becomes a communication tool used to promote Jokowi's leadership qualities and strengthen support for him amid intense political narrative competition on social media.

**Figure 6. Hashtag #DiaSibukKerja**



Source: <https://news.detik.com/berita/d-3996927/ramai-2019gantipresiden-vs-diasibukkerja-di-cfd>

The rebranding was done to strengthen the product's image, differentiate it from competitors, and in the context of the #DiaSibukKerja hashtag, its aim was to challenge or rival the #2019GantiPresiden movement. As a result, both hashtags, #2019GantiPresiden and #DiaSibukKerja, became viral and sustained their popularity on social media for a significant period. These two hashtags, #2019GantiPresiden and #DiaSibukKerja, employed different framing strategies in the hashtag war on social media. #2019GantiPresiden was used to criticize the performance of the government at that time and express the desire to change the president in 2019.

On the other hand, #DiaSibukKerja focused on the narrative of President Jokowi's busyness and dedication in carrying out his duties, aiming to strengthen the positive image of his performance. Therefore, the differences in framing strategies between these two hashtags reflect supporters' efforts to influence public opinion and build narratives that support their political choices. This hashtag war also reflects intense political dynamics on social media, where the use of hashtags becomes a primary tool to advocate for political narratives and influence public perception.

Figure 7. Hastag #2019GantiPresiden vs #DiaSibukKerja



Source: <https://www.pinterpolitik.com/in-depth/gerakan-tagar-peluang-mobokrasi-2/>

The hashtag #2019GantiPresiden tends to use framing that highlights dissatisfaction with the current government and emphasizes the need

for a change in leadership to improve the country's conditions. On the other hand, the hashtag #DiaSibukKerja employs framing that showcases the government's achievements and emphasizes the political and economic stability created under the current leadership. This hashtag war reflects an ideological contest between groups supporting political leadership change (through #2019GantiPresiden) and groups emphasizing the importance of focusing on work and productivity (through #DiaSibukKerja). Each hashtag advocates for different issues, with #2019GantiPresiden highlighting the desire for leadership change, while #DiaSibukKerja emphasizes the importance of focusing on work and individual responsibilities. This hashtag war functions to influence and shape public opinion on debated political and social issues, including political priorities and the urgency of specific issues.

Both #2019GantiPresiden and #DiaSibukKerja can be used as tools for mobilizing mass support and participation in favor of or against an idea, candidate, or political movement. Through this hashtag war, participants strive to expand the reach of their messages and amplify their impact by making their hashtags trend and garnering widespread attention on social media. Each hashtag employs different framing strategies to convey its message. The hashtag #2019GantiPresiden may adopt a negative framing towards the incumbent government, whereas #DiaSibukKerja may use a positive framing emphasizing the importance of work and productivity. Participants in this hashtag war can use various strategies to encourage participation, such as calling for actions, organizing online campaigns, or rallying support from public figures or influencers. They can also respond to opposing messages by attempting to refute or counter the arguments presented. The hashtag war between #2019GantiPresiden and #DiaSibukKerja on social media reflects the evolving political, social, and communication dynamics in the current digital environment, with complex forms and functions

### 3.2 Discussion

In this context, the research will comprehensively discuss several elements, including the dominance and user activity of hashtags, framing strategies used in the #2019GantiPresiden and #DiaSibukKerja hashtags, the use of political language, the impact



of the hashtag war on public opinion, and the implications of framing strategies in political communication.

**The Dominance of Hashtags and User Activity**

In the context of social media, data analysis indicates that the hashtag #2019GantiPresiden dominated the hashtag war (Handayani et al., 2019) & (Mardianti, 2019), with higher usage compared to the hashtag #DiaSibukKerja. Opponents of President Jokowi tended to use the hashtag #2019GantiPresiden as their sole hashtag version. On the other hand, supporters of Jokowi released several versions of hashtags such as #Jokowi2JKW4P, #2019TetapJokowi, #2019TetapGantiPresidenJokowi, and eventually #DiaSibukKerja. However, these hashtags did not receive as much support as #2019GantiPresiden, thereby maintaining the dominance of the #2019GantiPresiden hashtag in shaping public opinion towards Jokowi. Visual analysis demonstrates the popularity and dominance of the #2019GantiPresiden hashtag in tarnishing Jokowi's image.

**Figure 8. Posting on the Twitter Account @maspiyuuu**



On April 8, 2018, @maspiyuuu posted a message on Twitter asking, "Apakah Anda mendukung #2019GantiPresiden?". The message received support from 83% of netizens and garnered 25,926 votes. According to the survey results, 83% supported changing the President while 17% opposed it. The post also received 478 comments, 1,661 retweets, and 1,876 likes. The hashtag #2019GantiPresiden experienced a surge in usage by 232%, being used approximately 120,000 times since Sunday, April 29, 2018, according to Spredfast (2018). This discussion reflects the high political tension

in society at that time.

**Figure 9. Posting on the Twitter Account @RajaPurwa**



On April 7, 2018, @RajaPurwa posted two messages on Twitter seeking opinions on t-shirts with the hashtags #2019GantiPresiden and #Jokowi2JKW4P. A black t-shirt with the hashtag #2019GantiPresiden was intended to receive responses in the form of retweets (RT), while a white t-shirt with the hashtag #Jokowi2JKW4P was expected to garner likes. The review results showed that the hashtag #2019GantiPresiden received 2,057 retweets, whereas the hashtag #Jokowi2JKW4P only received 261 likes. In this context, influential figures like Dr. Mardani Ali Sera, M. Eng (Chairman of PKS DPP Coordination of Public Relations) and Professor Rocky Gerung, a social observer, supported the #2019GantiPresiden movement. Images of the posts from Dr. Mardani Ali Sera, M.Eng, and Professor Rocky Gerung can be seen below.

**Figure 10. Instagram Post from the Account @MardaniAliSera**



On May 7, 2018, Mardani Ali Sera posted a message on his Instagram account stating that “Gerakan #2019GantiPresiden adalah legal, sah, dan konstitusional. Berikut saya sampaikan payung hukum yang menguatkannya. Ayo terus bergerak”. He also provided a link to a video explaining the legal framework supporting the movement to ensure it did not violate any rules. This message received significant responses with 26,400 views, 294 comments, 1,254 shares, and 2,124 likes. Mardani Ali Sera emphasized that the #2019GantiPresiden movement was backed by legal grounds in accordance with the constitution. The provided video link also helped provide a deeper understanding of the legality of the movement. The responses received demonstrated strong interest and support for this message on the Instagram platform at that time.

**Figure 11. Instagram Post from the Account @rockygerung**



In the context of the polemic of hashtag wars on social media, Rocky Gerung (RG) actively participated and supported the #2019GantiPresiden movement. RG stated in his Instagram post that “Mulai hari ini, #2019GantiPresiden telah menjadi “public sphere”: ruang argumentasi publik. Bagus buat demokrasi!”. This post was a response to a quote from Ridho Ahmad Zahid (@ahmadzahid87) who posted “Ga ikut CFD Prof. Ramaikan #2019GantiPresiden”. RG’s support for this movement received numerous responses from netizens, with 271 replies, 1,625 comments, and 3,788 likes. RG actively engaged in sharing his comments and opinions regarding this movement through his Instagram account, which has a large following. Based on this post, it is evident that supporters actively participating in the

#2019GantiPresiden movement dominated the hashtags used by Jokowi supporters. Therefore, it can be concluded that the #2019GantiPresiden hashtag was more dominant compared to the versions used by Jokowi supporters in this context.

The frequency of hashtag usage like #2019GantiPresiden can serve as an indicator of dominance of specific topics or issues in social media conversations. User activities related to this hashtag include various interactions such as posts, retweets, comments, and likes. The usage of this hashtag is supported by active online campaigns or movements, including the creation of creative content and calls for participation. Meanwhile, the hashtag #DiaSibukKerja may have lower user activity levels but still draws attention from a subset of users interested in issues related to work and productivity. In addition to usage numbers, analysis can be conducted on user interactions, such as responses to posts, discussions, or retweets. These interaction patterns can provide insights into how lively and influential conversations are around each hashtag. Analyzing the content shared by users also provides insights into the types of messages or narratives associated with each hashtag. Shared content can include text, images, videos, or memes reflecting support, criticism, or viewpoints on the discussed issues. This overview provides an understanding of the dominance of hashtags and user activities related to #2019GantiPresiden and #DiaSibukKerja on social media. Further analysis can be conducted to understand the implications of these dynamics in the context of hashtag wars and broader social politics.

### Framing Strategy in the #2019GantiPresiden Hashtag

In the context of framing strategies, the group of people supporting a change in leadership during the 2019 presidential election utilizes various frames through the hashtag #2019GantiPresiden. These frames reflect dissatisfaction with the current government and aspirations for leadership change. The frames used encompass positive framing, negative framing, policy framing, identity framing, emotional framing, social change framing, dissatisfaction with government performance, demands for change, shifts in public opinion, exploration of digital democracy, influence of social or political movements, support for opposition or alternative leadership, reactions to

controversial issues or crises, social and cultural changes, fulfillment of unmet hopes and aspirations, and support for political movements or initiatives.

In the hashtag *#2019GantiPresiden*, the use of positive framing aims to promote the desire or support for a change in leadership at the highest political level. Messages emphasizing the benefits or hopes associated with changing the president may be presented to create a positive and inspiring narrative. On the other hand, negative framing within this hashtag can include criticism or dissatisfaction with the performance of the current government. Messages highlighting the failures or shortcomings of the current government in addressing certain social or economic issues may be used to build arguments against them. In the context of the *#2019GantiPresiden* hashtag, the use of policy framing can highlight the agenda or policy plans of candidates or parties supporting the change in leadership. Discussions about specific programs or solutions to particular problems may be emphasized to provide a more substantial and in-depth image of the vision being advocated for.

Additionally, identity framing is used to connect political aspirations with the identity of specific groups, such as the youth, ethnic groups, or social classes. Narratives about desired change and transformation can be linked to values or identities relevant to certain user groups. Furthermore, the use of emotional framing is leveraged to express feelings like disappointment, anger, or hope to influence public opinion. Stories or images that resonate emotionally can enhance the appeal of messages associated with this hashtag. Social change framing is also employed to highlight the importance or urgency of leadership change in achieving broader social transformations. Arguments about the need for radical change or renewal in the political system may be presented to strengthen the narrative of change. Further analysis is needed to understand how these framing strategies are applied in the context of the *#2019GantiPresiden* hashtag and how they affect public perception and opinion on the discussed political issues.

Furthermore, there are several reasons why people use the hashtag *#2019GantiPresiden*. One reason is that they feel dissatisfied or disappointed with the performance of the current government, so they choose to voice their aspirations through this hashtag. They may feel that the current government has failed to meet

their hopes and needs, and this hashtag reflects their aspirations for a change in leadership in the country. Moreover, the hashtag *#2019GantiPresiden* may also reflect the belief that by changing the president, there will be new opportunities to address various issues and achieve better progress for the country. The individuals creating this hashtag may also be responding to various political or social issues that cause concern or dissatisfaction in society. Issues such as corruption, injustice, or human rights violations could serve as triggers for the creation of the *#2019GantiPresiden* hashtag. Lastly, some individuals who previously supported the current government may have experienced a change in perspective and become more critical of the government's performance. As a result, they choose to express their support for a change in leadership through the *#2019GantiPresiden* hashtag as a form of political expression and action.

The hashtag *#2019GantiPresiden* also reflects a form of participation in digital democracy, where the public has the opportunity to voice their opinions and aspirations directly through social media. This represents the desire of the public to participate in the country's political process and have an influence on the direction of leadership. Furthermore, this hashtag may also result from the influence of active social or political movements advocating for change or reform at the national level. Individuals involved in these movements then adopt the *#2019GantiPresiden* hashtag as part of their efforts to pursue their goals. People using the hashtag *#2019GantiPresiden* may have criticisms of specific policies or leadership perceived as ineffective or detrimental to the interests of the people. They use this hashtag as a means to express their dissatisfaction and emphasize the need for change in leadership as a response to the existing political and social conditions.

The hashtag *#2019GantiPresiden* reflects the public's demand for comprehensive political renewal. They believe that a change in leadership is a necessary first step to initiate a broader process of reform within the political and governmental systems. For some members of the community, this hashtag also signifies support for political opposition or alternative candidates who offer different visions and programs. They use this hashtag to reinforce a narrative supporting leadership change and to express support for alternative choices. The

#2019GantiPresiden hashtag is also an expression of democratic rights and freedom of speech held by the community. People use social media as a platform to voice their political aspirations and demand desired changes. Additionally, this hashtag may also emerge as a reaction to controversial issues or crises occurring under the current government, such as economic, security, or health problems. Individuals dissatisfied with the handling of these issues use the #2019GantiPresiden hashtag as a form of protest and a demand for change in leadership. This reflects their efforts to have a voice in political matters and influence the direction of state policies.

People using the hashtag #2019GantiPresiden may have a desire to bring about broader social and cultural changes. They believe that a change in leadership can serve as a catalyst for larger transformations in values, norms, and political culture within society. Additionally, the creation of this hashtag may also be a response to specific policies perceived as controversial or unpopular among the public. Individuals negatively affected by these policies may use this hashtag to voice their dissatisfaction. The #2019GantiPresiden hashtag also reflects unfulfilled hopes and aspirations from the past. People who feel that campaign promises were unfulfilled or their expectations were not met under the current government may adopt this hashtag as a form of protest and demand for unmet promises. Therefore, this hashtag becomes a platform to express frustration and aspirations for tangible and positive changes in the future.

Simply put, the creation of the hashtag #2019GantiPresiden is an expression of the community's desire for leadership change. People believe that replacing the president is necessary to steer the country in a better direction and better fulfill the aspirations of the people. Those using this hashtag are also involved in various movements or political initiatives calling for leadership change. The hashtag serves as a means to unite voices with similar goals and visions in supporting political change. The #2019GantiPresiden hashtag not only reflects dissatisfaction with the government's performance but also expresses aspirations for broader political change, unmet expectations, and support for specific political movements or initiatives. This reflects the complexity and diversity of political views in society and the desire to influence the political direction and

future of the country. Furthermore, the framing strategy within the #2019GantiPresiden hashtag involves several influential figures in society, such as *Mas Piyu*, Raja Purwa, Ridho Ahmad Zahid, Ahmad Dhani (a famous artist), Dr. Mardani Ali Sera, M. Eng (Chairman of PKS DPP Coordination of Public Relations), Professor Rocky Gerung (a renowned academic, philosopher, and political observer in Indonesia), and others. This indicates that the hashtag is supported by various influential figures in efforts to rally support and political change in Indonesia, as seen in the images below.

**Figure 12. Public Figures' Support for #2019GantiPresiden**



Source:

<https://www.facebook.com/kumparancom/photos/a.1977604112466947/2482863041941049/?type=3>

### **Framing Strategy in the #DiaSibukKerja Hashtag**

In the context of framing strategies surrounding the hashtag #DiaSibukKerja, there are several approaches used to respond to the #2019GantiPresiden movement. This framing aims to highlight productive leadership, achievements, and the current government's performance, while mobilizing support and solidarity to maintain the political and economic stability achieved under the existing leadership. Positive framing within the #DiaSibukKerja hashtag reflects a more optimistic approach toward the current government. Messages within this hashtag highlight government achievements and emphasize the importance of political and economic stability under the current leadership. This framing often uses language that emphasizes continuity and the government's success in improving public welfare. Positive



framing also emphasizes the importance of work and productivity in daily life, highlighting achievements and progress made by the Jokowi administration. Messages within the *#DiaSibukKerja* hashtag reaffirm dedication and presidential leadership, responding to social and economic conditions in an optimistic and confidence-building manner, legitimizing the current government. Furthermore, this framing builds a positive narrative for the future by emphasizing a focus on public welfare and strengthening the connection between the government and the people. With this approach, the *#DiaSibukKerja* hashtag aims to present a balanced view and promote a more positive image of the current leadership in response to the *#2019GantiPresiden* movement.

Additionally, there is pride in the government's achievements that have significantly contributed to society. In the context of framing strategy with the hashtag *#DiaSibukKerja*, supporters of Jokowi aim to emphasize the President's image as an active and productive leader in carrying out state duties. By portraying the President as "busy working," they seek to promote a positive portrayal of the President's dedication and performance in leading the country. Through this hashtag, supporters of Jokowi want to highlight various achievements and positive activities undertaken by the government under Jokowi's leadership. This includes development policies, social programs, or economic achievements considered successful. The *#DiaSibukKerja* hashtag can also be a response to criticisms against President Jokowi accusing him of not working or performing poorly. By using this hashtag, Jokowi's supporters can assert that the President is actively working for the country's interests. Creating hashtags like *#DiaSibukKerja* can also be a tool to mobilize support and solidarity among Jokowi's supporters. By emphasizing the President's activities and accomplishments, this hashtag aims to build a strong and supportive image for the current leadership, counteracting any negative narratives that may arise from criticisms against the Jokowi administration.

By encouraging people to use this hashtag, they can feel included in the same group and demonstrate support for the Jokowi administration. This hashtag can also be part of a political strategy in the electoral context or preparation for general elections. By emphasizing the President's performance, Jokowi's supporters can create a positive

narrative about the government that has the potential to influence public opinion, especially leading up to the elections. The *#DiaSibukKerja* hashtag can also be a way to highlight President Jokowi's dedication and leadership in facing various challenges the country is encountering. By showing that the President is actively working for the people's interests, his supporters are trying to affirm that Jokowi is a quality leader who advocates for the public's interests. Furthermore, Jokowi's supporters may want to highlight the government's focus on addressing social and economic conditions faced by the people, such as poverty, inequality, or unemployment. The *#DiaSibukKerja* hashtag can be a way to convey that the government is actively addressing these issues. Moreover, this hashtag can also be used to convey that President Jokowi has good connections with the people and understands their needs and aspirations. By showing that the President continues to work towards positive change for the people, his supporters aim to strengthen the bond between Jokowi and his constituents. By emphasizing that President Jokowi is working diligently, his supporters are also trying to build trust and legitimacy in his government. In this way, the *#DiaSibukKerja* hashtag can be a powerful instrument in a political communication strategy that supports the Jokowi administration.

By demonstrating that the President is active and effective in carrying out his duties, supporters of Jokowi hope to increase public support and confidence in Jokowi's leadership. The *#DiaSibukKerja* hashtag is also part of an effort to build a positive narrative about Indonesia's future under Jokowi's leadership. By highlighting the President's performance and dedication, his supporters aim to shape an optimistic image of progress and prosperity for the country. One important reason behind the *#DiaSibukKerja* hashtag is to emphasize Jokowi's government's focus on the welfare of the people. In this context, Jokowi's supporters want to underscore various programs and policies that have been implemented to enhance social and economic welfare in society. Thus, the *#DiaSibukKerja* hashtag is not just a tool to support President Jokowi but also reflects various important aspects of his government's performance and policies that they want to convey to the Indonesian public and the world at large.

### Political Language in the Polemic of #2019GantiPresiden vs #DiaSibukKerja

Research reveals that in the social media battle between #2019GantiPresiden and #DiaSibukKerja, both hashtags employ different framing strategies to influence public perception of the discussed political issues. The #2019GantiPresiden hashtag tends to use framing that highlights dissatisfaction with the current government. Messages within this hashtag emphasize the need for a change in leadership to improve the country's conditions. This framing often uses language that underscores the urgency of change and mobilizes the community to unite in pursuing this goal. The following are the messages contained in this hashtag battle.

**Figure 13. Support for Presidential Change**



Source:

<https://news.okezone.com/read/2018/09/10/605/1948370/ada-penumpang-gelap-dalam-gerakan-2019gantipresiden>

Berdasarkan pada gambar tersebut terdapat pesan Secara harfiah, kalimat "KAMI mendukung #2019GANTI PRESIDEN" menunjukkan bahwa sebuah kelompok / gerakan mendukung keras terhadap adanya pergantian presiden di tahun 2019. Pesan tersebut merupakan bahasa politik yang digunakan untuk mendukung kampanye atau untuk mempengaruhi orang lain dalam proses mengubah atau mengganti presiden pada tahun 2019 tersebut. Kalimat "KAMI mendukung #2019GANTI PRESIDEN" dikategorikan sebagai kalimat sentimen karena mengandung makna emosional atau sikap terhadap suatu isu politik atau perubahan dalam konteks pemilihan presiden pada tahun 2019. Sentimen dalam konteks ini mengacu pada perasaan atau sikap yang terungkap melalui kalimat tersebut.

Based on the image, there is a message that says "KAMI mendukung #2019GANTI PRESIDEN". This sentence literally indicates

that a group or movement strongly supports changing the president in 2019. This message is political language used to endorse a campaign or influence others in the process of changing or replacing the president in that year. The sentence is considered a sentiment sentence because it contains emotional meaning or attitude toward a political issue or change in the context of the 2019 presidential election. There are several reasons why this sentence is considered to have sentiment. First, the message implies that the speaker or writer (representing the group "KAMI") holds a supportive attitude toward the movement or campaign to change the president in 2019. This sentiment may arise from dissatisfaction with the government at that time or aspirations for political change. Second, the sentence may contain a certain level of emotion, such as a desire to see change or improve the political situation. Sentiment can be reflected in the tone or style of writing used to express support or hope for changing the president. Third, the sentence is part of a political movement or campaign aimed at influencing public opinion or mobilizing support for a specific purpose, in this case, changing the president. Fourth, the sentence emphasizes a specific political issue, namely changing the president in 2019, which reflects feelings or views on the political situation at that time. The hashtag #2019GantiPresiden uses a framing that is more critical of the existing government. Messages in this hashtag tend to highlight dissatisfaction with government policies and emphasize the need for a change in leadership to address the challenges facing the country. This framing often uses language that emphasizes the urgency of change and mobilizes the community to unite in pursuing this goal.

**Figure 14. Sentiment Language #2019GantiPresiden**



Source:

<https://news.republika.co.id/berita/p8amy4330/mardani-tak-ada-nama-gerakan-ini-fokus-2019->

ganti-presiden

The message “*DEMI MASA DEPAN ANAK DAN CUCU KAMI #2019GantiPresiden*”, in the image reflects key elements within the political context and social interests. This sentence employs strong political language with a focus on a larger goal beyond just a change in leadership. The use of the word “DEMI” implies that the change is seen as a sacrifice for a nobler purpose, which is to safeguard the future of future generations. The phrase “*DEMI MASA DEPAN ANAK DAN CUCU KAMI*” highlights familial sentiments and personal concerns within a political context, linking political interests to environmental protection for future generations. The addition of the hashtag #2019GantiPresiden communicates aspirations to witness a change in leadership in 2019, reflecting participation in a political movement for significant improvement. The use of hashtags in political sentences like this indicates efforts to build support or awareness for a specific political issue or goal.

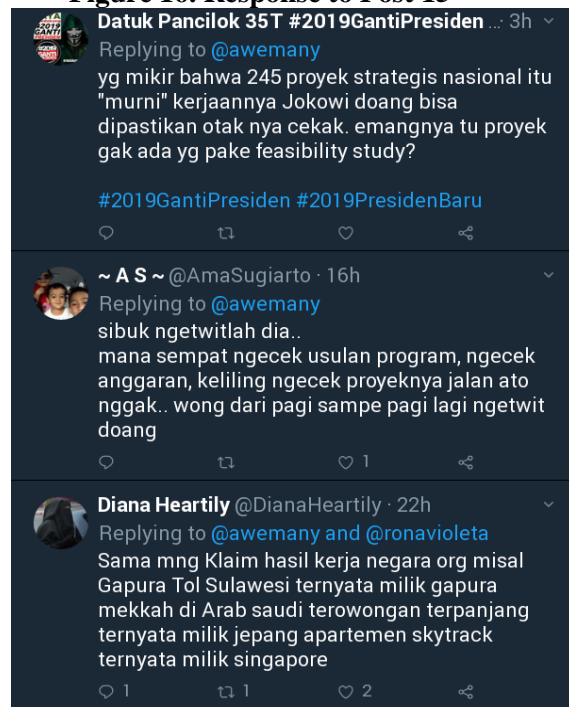
The hashtag #2019GantiPresiden is used as a tool to organize and expand the reach of this political message on social platforms and digital media. While not explicitly mentioning dissatisfaction with the government at that time, this sentence implies a negative sentiment towards the political status quo deemed inadequate to meet the needs and expectations of future generations. In a political context, this sentence is provocative language used by those opposing President Jokowi's leadership. They seek a change in president by using provocative language wrapped in a language of care. This represents a strategy and use of provocative language with the aim to influence society and gain positive support from the public. Therefore, this sentence can be categorized as propaganda language or sentiment language. The hashtag #DiaSibukKerja employs a framing that portrays a more positive view of the current government by highlighting its achievements and emphasizing the importance of political and economic stability under the existing leadership. This framing often uses language that underscores continuity and the success of government policies in improving societal well-being. However, posts or movements using the hashtag #DiaSibukKerja have received negative responses from segments of society opposed to President Jokowi's leadership, as evident in the image.

Figure 15. Sentiments towards the hashtag #DiaSibukKerja



Source: <https://www.portal-islam.id/2018/05/viralkan-tagar-diasibukkerja-jokower.html>

Figure 16. Response to Post 15



Source: <https://www.portal-islam.id/2018/05/viralkan-tagar-diasibukkerja-jokower.html>

Based on images 15 and 16, there appears to be negative responses from individuals opposing President Jokowi's leadership. Image 15 shows three different photos of Jokowi engaging in various activities: riding a bicycle, sitting by a pool, and holding a chair. Within the image, there's a message posted by the Twitter account @awemany that reads, “*Bua ha ha ha. Dia sibuk kerja itu emang kerjanya apa sih? Ngeresmi'in proyek? Emang kalo pitanya gak digunting jalannya ngga bisa dipakek? Emang kalo ngga*

*pura” nyekop, fondasi ngga bisa digali? Seremonial kok dianggap kerja”*. This message demonstrates a negative or hateful attitude towards Jokowi. The message begins with mocking laughter “*Bua ha ha ha*” followed by sarcastic and mocking rhetorical questions. Phrases like “*Dia sibuk kerja itu emang kerjanya apa sih?*” show a demeaning and skeptical attitude towards Jokowi's activities or work. Rhetorical questions such as “*Ngeresmi'in proyek? Emang kalo pitanya gak digunting jalannya ngga bisa dipakek?*” contain ridicule towards the usefulness of Jokowi's activities. The “*Emang kalo ngga pura” nyekop, fondasi ngga bisa digali?*” includes harsh words aimed to insult or belittle. The final sentence, “*Seremonial kok dianggap kerja*” shows a skeptical attitude towards the value or benefit of ceremonial activities, considered as something unimportant or futile. All of this reflects a negative, skeptical, or even hateful attitude towards Jokowi, using language that is demeaning and mocking. The use of such language can trigger discomfort or tension among people who support or oppose President Jokowi's government. Therefore, it's important to understand the impact of using harsh or hate-filled language in communication interactions.

The message depicted in image 15 received responses from several Twitter accounts that support it, as seen in image 16. As a result, the message in image 16 represents the responses from individuals opposing President Jokowi's government to the message in image 15. Here are the responses from some individuals who oppose Jokowi regarding the message in image 15.

**Datuk pencilok 35T #2019GantiPresiden:** “*yg mikir bahwa 245 proyek strategies nasional itu “murni” kerjanya Jokowi doang bisa dipastikan otak nya cekak. Emangnya tu proyek gak ada yang pake feasibility study?. #2019GantiPresiden #2019PresidenBaru”*”.

**@AmaSugiarto:** “*Sibuk ngetwitlah dia.. mana sempat ngecek usulan program, ngecek anggaran, keliling ngecek proyeknya jalan ato nggak.. wong dari pagi sampe pagi lagi ngetwit doang”*”

**@DianaHeartily:** *sama mng klaim hasil kerja negara org misal Gapura Tol Sulawesi ternyata milik gapura mekkah di Arab saudi terowongan terpanjang ternyata milik jepang apartemen skytrack ternyata milik singapore”*.

Based on the responses above, there is a noticeable display of negativity, sarcasm, or the use of demeaning language towards Jokowi. The statement “*yg mikir bahwa 245 proyek strategies nasional itu ‘murni’ kerjanya Jokowi doang bisa dipastikan otaknya cekak*” implies an assumption that those who think that the 245 national strategic projects are solely the work of Jokowi have narrow-minded or unclear thinking “*otaknya cekak*”. These words reflect a disrespectful and displeased attitude towards the current government. Furthermore, the statement “*Sibuk ngetwitlah dia.. mana sempat ngecek usulan program, ngecek anggaran, keliling ngecek proyeknya jalan ato nggak.. wong dari pagi sampe pagi lagi ngetwit doang*” is a belittling remark about Jokowi's social media activity (tweeting), assuming that Jokowi is not actually doing real work. The use of phrases like “*mana sempat ngece*” and “*dari pagi sampe pagi lagi ngetwit doang*” suggests ridicule towards someone's inability or lack of seriousness in performing their duties. Additionally, the statement “*sama mng klaim hasil kerja negara org misal Gapura Tol Sulawesi ternyata milik gapura mekkah di Arab saudi terowongan terpanjang ternyata milik jepang apartemen skytrack ternyata milik singapore*” accuses Jokowi of frequently claiming the achievements of other countries or organizations as his own. The use of phrases like “*sama mng klaim hasil kerja negara org*” implies dissatisfaction with claims that are deemed untrue or inconsistent with facts.

In the context of linguistic analysis, all these statements reflect a negative or even hateful attitude towards Jokowi's government. The use of demeaning or insulting language can exacerbate division and tension within society. Therefore, it's important to understand the impact of using harsh or hateful language in communication interactions and to uphold values of respect and understanding towards differing viewpoints. It is important to emphasize that individuals who oppose Jokowi by posting criticisms and failures experienced by his administration aim to discredit and tarnish Jokowi's image. Consequently, they garnered support from the public to change the president in 2019. Through various framing strategies such as political language or sentiment, they believe they can influence the public and gain support. However, this approach has led the public to open their eyes and think clearly, realizing that those against the



Jokowi government always portray him negatively. Meanwhile, Jokowi does not respond in kind but remains busy working to improve the welfare of the people. This eventually helps the public recognize Jokowi's goodness because they sift through and select both positive and negative information, as well as sentiment language wrapped in language of goodness or struggle. This research has significant implications for understanding the dynamics of politics on social media. The use of different framing strategies in these hashtags influences public perceptions of the political issues discussed. Moreover, it shows how social media is used as a tool to influence public opinion and mobilize masses. By understanding the framing strategies used in the battle of hashtags on social media, political and communication practitioners can design more effective communication strategies to achieve their political goals. Additionally, the public needs to be equipped with adequate critical skills to identify and evaluate political framings presented on social media to make more informed political decisions.

### **The Impact of Hashtag Wars on Public Opinion**

The framing strategies used in both hashtags reflect efforts from each side to influence public opinion according to their political agendas. The framing employed can trigger emotional responses and provide different understandings of the same political issues. The hashtag *#2019GantiPresiden* highlights dissatisfaction and the need for change, while *#DiaSibukKerja* emphasizes stability and the success of the current government. Both framings influence how people perceive the discussed political issues, as well as their political attitudes and behaviors. The results of this research demonstrate that social media plays a significant role in shaping public opinion and influencing political dynamics. The framing strategies used in hashtag wars on social media can have a profound impact on public perception and political attitudes. With a better understanding of framing strategies in social media hashtag wars, political and communication practitioners can design more effective communication strategies to achieve their political goals. Additionally, the public needs to be equipped with adequate critical skills to identify and evaluate political framings presented on social media to make more informed political decisions.

### **The Implications of Framing Strategies in Political Communication**

The framing strategies used in political communication through hashtag wars on social media between *#2019GantiPresiden* and *#DiaSibukKerja* have significant implications for how the public understands and responds to political issues. In this battle, both sides employ framing to shape narratives that support their own views and undermine those of their opponents. Research reveals the framing strategies used within both hashtags. The positive framing in the *#2019GantiPresiden* hashtag is used to highlight hopes for change and improvement advocated by this movement. They emphasize the importance of leadership change to achieve better goals for the country. In their efforts to criticize the government, this side uses framing that highlights failures and dissatisfaction with the current government's performance, emphasizing issues they believe have not been adequately addressed. On the other hand, the framing strategy in the *#DiaSibukKerja* hashtag emphasizes stability and the success of the current government. They highlight government achievements and the benefits of maintaining the existing leadership. In their efforts to attack the opposition movement, they use framing that highlights instability and the risks posed by leadership change, emphasizing the potential negative consequences of a presidential transition.

The implications of these framing strategies are as follows. First, the use of framing strengthens each group's perspective and deepens divisions among them. This can increase political polarization and reduce space for dialogue and understanding. Second, clever framing strategies can manipulate public opinion by selecting specific aspects of an issue and highlighting or downplaying them according to specific political interests. Third, framing strategies can also aid in the formation of political identity among supporters of these hashtags. They feel connected to the narrative built by their group and feel strong in their beliefs. With a better understanding of the framing strategies used in this hashtag war, the public can be more critical of information presented on social media and understand that each narrative has its own perspective. This can encourage more open dialogue and promote deeper understanding of complex political issues.

Based on this research, it can be concluded that hashtag wars on social media are a

significant phenomenon in contemporary political dynamics. Both hashtags, *#2019GantiPresiden* and *#DiaSibukKerja*, represent ongoing political debates in the digital realm, leveraging social media platforms as tools to convey political messages and mobilize masses. Analysis of framing strategies within these hashtags reveals efforts to shape public perception of specific political issues according to each party's agenda. Framing strategies are used to package political messages in the most favorable way for hashtag users, either to strengthen support or to influence the opinions of others. Furthermore, this research also highlights the importance of digital literacy and information literacy in navigating political information presented on social media. The public needs critical skills to understand and evaluate the political framing presented, so they are not easily swayed by narratives crafted by both sides. The implications of this research are that social media has become a crucial arena for political debate; however, its use also needs to be approached with caution. Policymakers, political practitioners, and the general public need to enhance their understanding of political dynamics on social media and play an active role in promoting accurate and healthy information in the digital space. Therefore, this research provides valuable insights into the influence of social media on politics and underscores the need for increased digital literacy and information literacy in navigating hashtag wars in this digital era.

This research makes significant contributions and implications in helping the public understand political messages conveyed on social media. The contribution of this research lies in uncovering the framing patterns used by both sides in the hashtag wars. This provides a better understanding of how political messages are crafted and presented on social media. By exploring framing strategies in the context of hashtag wars, this research provides insights into how framing influences public opinion and societal political attitudes. This information can assist decision-makers in designing more effective communication strategies. Furthermore, this research also highlights the crucial role of social media in shaping contemporary political dynamics. It enhances understanding of how social media is utilized as a political tool and platform for debate and mass mobilization. The findings of this research can serve as a foundation for further studies in the fields of political communication, social media

studies, and public opinion analysis. This research can stimulate further inquiry into the influence of social media in political processes. Moreover, this research provides valuable insights for political practitioners, activists, and communication professionals in designing effective message strategies on social media. They can leverage the research findings to enhance their political communication efforts. Thus, this research not only deepens understanding of political dynamics on social media but also has a significant impact in the fields of political communication and media research.

The contribution of this research is highly significant in increasing awareness of the role of social media in shaping public opinion and influencing political dynamics. This study can stimulate broader discussions on the ethics of using social media in politics, which is an increasingly relevant issue in this digital era. Furthermore, the research findings can strengthen digital literacy among the public by providing insights into how political messages are crafted and presented on social media. As a result, individuals can become more critical of the information they consume online. With a better understanding of the framing strategies used in hashtag wars on social media, the public can feel more motivated to engage in the political process and become more confident in participating in online political discussions. Moreover, this research provides valuable insights for political practitioners, campaigners, and communication professionals in designing more effective message strategies on social media. They can leverage the research findings to enhance their political communication efforts and achieve their goals more effectively. This research can also assist policymakers in understanding how political information is disseminated on social media and its impact on public opinion. It can aid in designing more informative and effective public policies and enhance transparency in the political process. Therefore, this research will not only have academic impacts but also broader societal impacts by enhancing understanding of the role of social media in politics and strengthening public engagement and political literacy overall.

#### **IV. CONCLUSION**

In 2019, Indonesia witnessed an intriguing phenomenon in the world of social media: a hashtag war that heated up political debates

among the public. Two hashtags that captured significant attention were *#2019GantiPresiden* and *#DiaSibukKerja*. In this hashtag war, both sides utilized social media platforms to convey their political messages by adopting strong framing strategies. The hashtag *#2019GantiPresiden* was used by a group of individuals advocating for a change in leadership in the country. They highlighted various issues deemed important for change, including economic, social, and political issues. The messages within this hashtag were often framed to depict dissatisfaction with the current government and to urge the public to unite for change. On the other hand, the hashtag *#DiaSibukKerja* emerged as a response to the call for changing the president. Supporters of this hashtag aimed to show that the president was actively working for the interests of the nation and its people. They used framing that emphasized government achievements and highlighted the importance of political and economic stability for Indonesia's progress. This hashtag war not only created tension in the digital space but also impacted the political dynamics in society. Social media users from both sides debated, persuaded each other, and tried to influence others' views. However, behind this polarization, there also arose opportunities to deepen understanding of politics and democracy in the digital era.

The outcomes of this hashtag war, coupled with the framing strategies utilized by both factions, underscore the significant role of social media in shaping public opinion and influencing political processes. A deeper comprehension of these dynamics can foster a more discerning public attitude towards the information they encounter on social media and aid political practitioners in crafting more impactful communication strategies. The social media hashtag battle between *#2019GantiPresiden* and *#DiaSibukKerja* has yielded multifaceted implications necessitating appropriate recommendations to tackle these challenges. The ramifications of this research indicate a widening schism within society, with the hashtag war exacerbating polarization among groups with divergent political ideologies, intensifying tensions, and widening the chasm between them. Additionally, the influence of social media has proven to be profoundly significant in rallying masses and reinforcing political narratives. This phenomenon underscores the importance of scrutinizing the framing strategies employed by

both sides to shape public perception, where framing acts as a potent tool to garner support for a particular viewpoint or agenda. Conversely, the hashtag war has also spurred heightened political engagement among the populace, particularly among the younger generation active on social media. Nevertheless, the need for a deeper understanding of political issues remains a pertinent concern. Political communication patterns have also undergone substantial changes, with political messages no longer exclusively disseminated by political parties and candidates but also by individuals or groups on social media.

Several recommendations can be proffered to mitigate the adverse impacts of social media hashtag wars. Firstly, enhancing public comprehension of politics and social media through improved political education is crucial. This can equip the public with the ability to discern manipulative strategies employed in hashtag wars. Secondly, efforts towards stricter oversight of information dissemination are imperative, especially concerning the propagation of false or biased information on social media. Thirdly, fostering healthy and civil discourse on social media is essential to diminish polarization and facilitate constructive exchanges of viewpoints. Fourthly, political entities should pledge to be more transparent and forthcoming in disseminating information to the public to alleviate distrust and suspicion within society. Fifthly, empowering the public to critically and independently analyze political information through voter education promoting critical thinking skills and media literacy is paramount. Finally, collaboration between social media platforms and the government is indispensable to address the proliferation of false and manipulative information through the development of more effective algorithms to detect and counter harmful content. By implementing these recommendations, it is envisaged that the adverse impacts of hashtag wars on social media can be mitigated, and a robust digital democracy can be nurtured for society. This research necessitates further exploration, not only into framing strategies in the *#2019GantiPresiden* vs. *#DiaSibukKerja* duel but also into the role of social media in shaping political perceptions and participation in this increasingly intricate digital era.

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