The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand

Author	:	Rotumiar Pasaribu
Co – Author	:	Abraham Wahyu Nugroho
Institute	:	Soegijapranata Catholic University, Indonesia
Abstract Title	:	**WHO DELIVER ELECTRIFY MESSAGE OF #JogoTonggo ON TWITTER**
Abstract ID	:	MEDCOM 2023 A 291
Notification Date	:	28th December 2022

NOTIFICATION OF ABSTRACT ACCEPTANCE – MEDCOM 2023

Dear Rotumiar Pasaribu,

Congratulations! Your abstract has been accepted for Presentation subjected to a double-blind peer reviewing process conducted by the Scientific Reviewing Committee of the 8th World Conference on Media and Mass Communication (MEDCOM 2023). On behalf of the Organizing Committee, I would like to formally invite you to attend the MEDCOM Conference to present your paper on the 16th – 17th March 2023 in Bangkok, Thailand.

MEDCOM 2023 is co-hosted by The International Network of Media and Communication (INMC), Xiamen University, Malaysia and Faculty of Journalism and Mass Communication, Thammasat University, Thailand. The Conference is organized by The International Institute of Knowledge Management (TIIKM) in collaboration with University of Rome Tor Vergata, Italy; The School of Media and Communications, Adamas University, India; Faculty of Communication Arts, Dhurakij Pundit University, Thailand; Faculty of Journalism and Mass Communication, Sofia University, St. Kliment Ohridski, Bulgaria; Future University, Egypt; Institut Teknologi Bandung, Indonesia; Durban University of Technology, South Africa; The University of Yalova, Turkey; The University of Zululand, South Africa; Canadian University Dubai, United Arab Emirates and The International University of Minya, Egypt as Academic Partners of the Conference.

The Conference is designed with the purpose of bringing together the International Community of Academics, Independent Researchers, Scholars, Practitioners and Policy Makers to share the Experiences, Research Results, Latest Trends, Developments, Challenges and the Solutions adopted in the Field of Media and Communication.

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand

All Accepted Abstracts for the 8th World Conference on Media and Mass Communication will be published in the Conference Abstract Book with an associated ISBN. The Conference will be supported by high-ranked internationally peer-reviewed journals which are indexed in SCOPUS and other indexing databases.

The registered participants are privileged to submit their full papers to these avenues for publication and we offer an enormous guidance and support for the participants to get their full papers published through the coordination and collaboration with these journals.

All Full Papers sent for Conference Proceedings will be subjected to double-blind reviewing process and will be published electronically with an ISSN in the Proceedings with a DOI Number. Accepted Papers published in Conference Proceedings will be submitted to Scopus, Thomson Reuters, CABI for possible indexing.
For more details, visit the publication page; mediaconference.co/publications/

Visit the Website mediaconference.co for more information. More details and instructions will be communicated closer to the event.

Thank you for considering the 8th World Conference on Media and Mass Communication 2023 to present your latest research work.

We are looking forward to meeting you at the Conference.
Yours Sincerely,

Isanka P. Gamage,
Conference Convener,
MEDCOM 2023.

SOEGIJAPRANATA CATHOLIC UNIVERSITY

TIIKM
THE INTERNATIONAL INSTITUTE OF KNOWLEDGE MANAGEMENT
MEDCOM

THE 8TH WORLD CONFERENCE ON
MEDIA AND MASS COMMUNICATION 2023
"HAS SOMETHING CHANGED? MEDIA AND COMMUNICATION IN THE TRANSFORMATION OF KNOWLEDGE"
16th – 17th MARCH 2023 | BANGKOK, THAILAND

SOCIAL NETWORK ANALYSIS: INDONESIA'S SOCIAL CAPITAL EXPERIENCE IN SOLVING PANDEMIC COVID 19 CRISIS ON TWITTER

Rotumiar Pasaribu, SS.,M.I.Kom
Abraham Wahyu Nugroho, MA.

Soegijapranata Chatolic University
March 17, 2023
Indonesia

Introduction

Covid-19 Pandemic

- Global Crisis
- The Impact for all sector

Crisis Management Program

- Create vaccine for stopping virus spreading, finding medicine for the patient
- Lockdown in some country
- Social distancing, like online work and school, for human crowded anticipation

Jogo Tonggo

- Local Wisdom
- Social Capital
- Social Network
- Social Media

Literature Review

TIIKM ® MEDCOM

THE 8TH WORLD CONFERENCE ON
MEDIA AND MASS COMMUNICATION 2023
"HAS SOMETHING CHANGED? MEDIA AND COMMUNICATION IN THE TRANSFORMATION OF KNOWLEDGE"
16th – 17th MARCH 2023 | BANGKOK, THAILAND

Social Capital

- Putnam describes social capital as a sociological concept used in business, economics, organizational behavior, political science, public health and the social sciences in general, to refer to connections within and among social networks.

Social Network

- Social networks related to the creation and maintenance of social capital. Social capital has been addressed as trust in social relations (Fukuyama, 1995)
- The study of social capital is that of social network-based processes (Steven N. Durlauf. 2005.)

Social Media

- Flora Poecze and Christine Strauss (2020) said with the emergence of computer-mediated social networks, the discussion of the associations between social capital and individual tie strength research. This is crucial to grasp the context of this scale, which still has one of the most noted impacts in the present, empirical social capital research measured on social media.
- Online Social Capital

Methodology

THE 8TH WORLD CONFERENCE ON
MEDIA AND MASS COMMUNICATION 2023
TIIKM · MEDCOM
THE INTERNATIONAL INSTITUTE OF KNOWLEDGE MANAGEMENT
"HAS SOMETHING CHANGED? MEDIA AND COMMUNICATION IN THE TRANSFORMATION OF KNOWLEDGE"
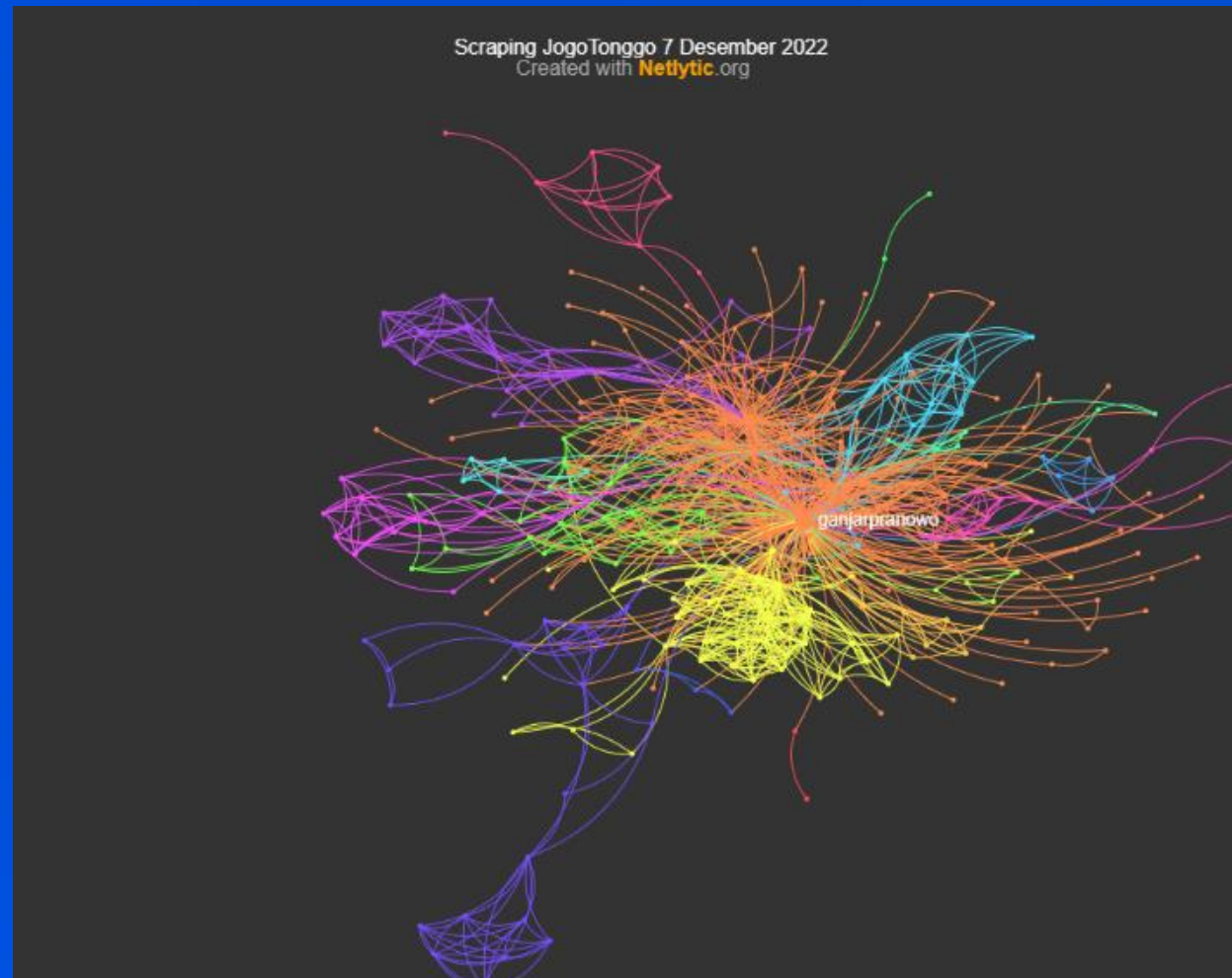16th – 17th MARCH 2023 | BANGKOK, THAILAND

This research used content analysis focus on quantitative approach. Data was collected from Twitter using Netlytic. Netlytic is a tool to find the social networking. In addition to its text analysis functions, Netlytic also provides users with network analysis and text capabilities.
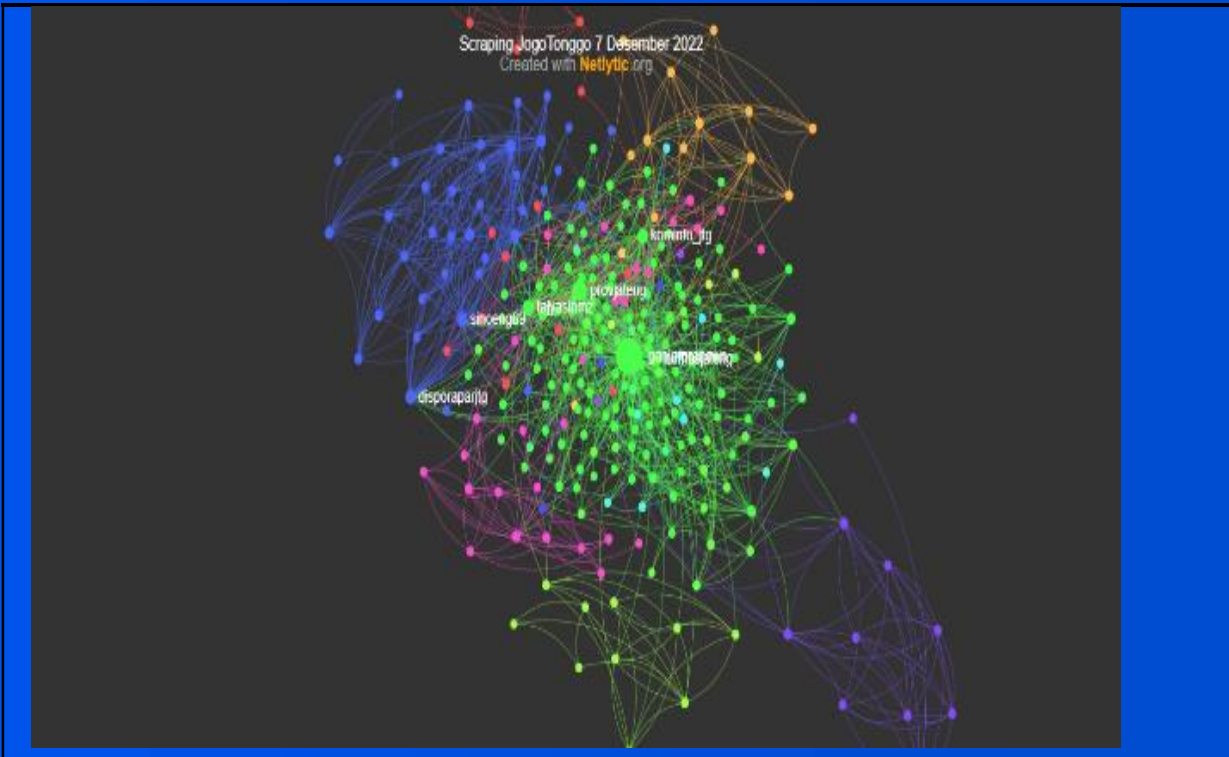
Data was collected using the Octoparse application with a collection period of 1 April – 31 December 2020. In this period, there are 536 posts were obtained with the search keyword JogoTonggo.
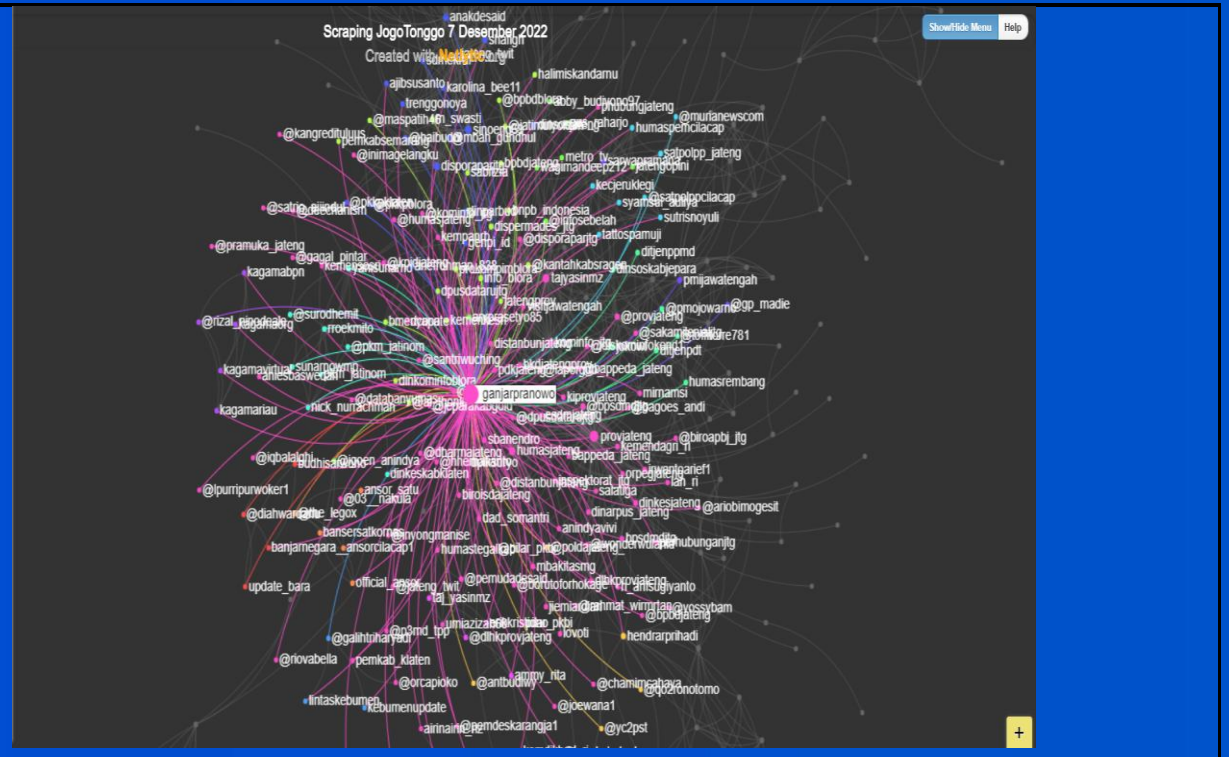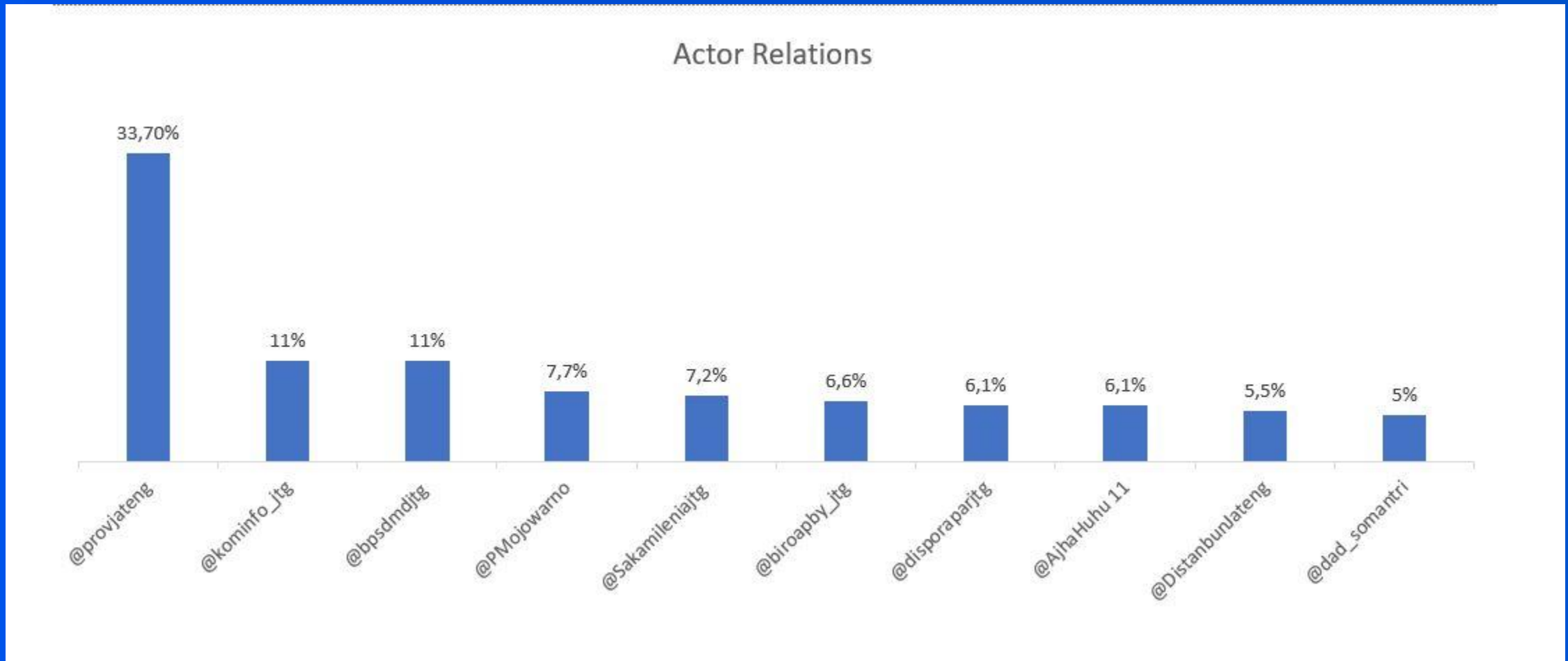
Result

THE 8TH WORLD CONFERENCE ON
MEDIA AND MASS COMMUNICATION 2023
"HAS SOMETHING CHANGED? MEDIA AND COMMUNICATION IN THE TRANSFORMATION OF KNOWLEDGE"
16th – 17th MARCH 2023 | BANGKOK, THAILAND

Actor Relations

| Picture A | Picture B |

Actors Who Most Frequently Mention #JogoTonggo

Keywords Mention Most Frequently

Actor as a message in Social Network Structure
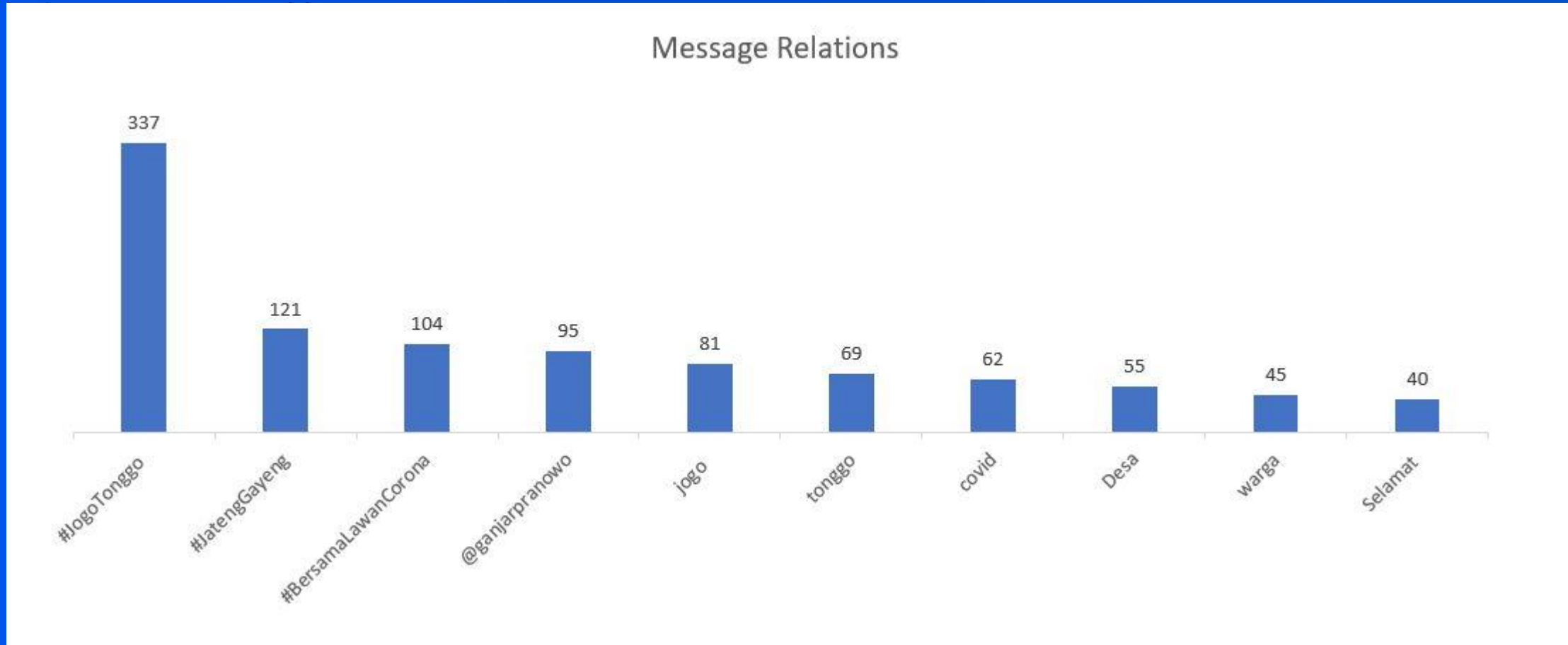
Conclusion

Actor

- The result shows that the actor who frequently sends the message of Jogo Tonggo is @provjateng as government. Other actor majority also done by some governments from whole sector in Central Java Province.

Message

- Text result shows that #JogoTonggo is the keyword which mostly spread. This research finds interesting message. Whether the actor who send or receive the message they mostly mention @ganjarpranowo. That is why @ganjarpranowo becomes the biggest size of node in Netlytic.

This research concludes that Ganjar Pranowo as Governor has big power while spreading Jogo Tonggo campaign. Finally, this research describes that social capital, actor position and social media have important impact to solve pandemic crisis.

Thank You

THE INTERNATIONAL INSTITUTE OF KNOWLEDGE MANAGEMENT

This is to Certify that

ROTUMIAR PASARIBU

has participated with the Oral Presentation titled

"SOCIAL NETWORK ANALYSIS: INDONESIA'S SOCIAL CAPITAL EXPERIENCE IN SOLVING PANDEMIC COVID 19 CRISIS ON TWITTER"

at

The 8th World Conference on Media and Mass Communication 2023

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th - 17th March 2023

Prof. Andrea Volterrani	Dr. Chris Fenner	Asst. Professor Tulay Atay	Mr. Isanka P.Gamage
Conference Co-chair	**Conference Co-chair**	**Conference Co-chair**	**Conference Convener**

SURAT - TUGAS

Nomor: 00424/H.7.1/FHK/04/2023

Dekan Fakultas Hukum dan Komunikasi, Universitas Katolik Soegijapranata, dengan ini memberikan tugas kepada :

N a m a	:	**Rotumiar Pasaribu, SS., M.I.Kom. (NPP. 058.1.2014.294)**
		Abraham Wahyu N., S.I.Kom., MA. (NPP. 058.1.2016.305)
Jabatan	:	Dosen Program Studi Ilmu Komunikasi, Fakultas Hukum dan Komunikasi, Universitas Katolik Soegijapranata
Tugas	:	Presenter "The 8th World Conference on Media and Mass Communication 2023 "Has Something Changed? Media and Communication in the Transformation of Knowledge", diselenggarakan The International Institute of Knowledge Management (TIIKM)
Tempat	:	-
W a k t u	:	16 - 17 Maret 2023
Lain – lain	:	Harap melaksanakan tugas dengan penuh rasa tanggung jawab, dan memberikan laporan setelah tugas selesai.

Demikian surat tugas ini diterbitkan untuk dipergunakan sebagaimana mestinya.

Semarang, 20 Maret 2023
Dekan,

Dr. Marcella E. Simandjuntak, S.H., C.N., M.Hum.
NPP. 058.1.1994.161

SOCIAL NETWORK ANALYSIS: INDONESIA'S SOCIAL CAPITAL EXPERIENCE IN SOLVING PANDEMIC COVID 19 CRISIS ON TWITTER

Pasaribu ROTUMIAR[1*] and Nugroho, ABRAHAM WAHYU[2]

[1] *Science Communication Department, Soegijapranata Catholic University, Indonesia*

[2]*Science Communication Department, Soegijapranata Catholic University, Indonesia*

*rotumiarpasaribu@unika.ac.id

ABSTRACT

Major research when using social network for campaigning program in social media discussed about nationality and politic. This research needs to see the using of social network on social capital while using local wisdom to solving all sector crisis in Pandemic Covid-19 era. Jogo Tonggo, as problem solving program, is the application of Indonesia's social capital which is Gotong Royong. As a cultural value, Gotong Royong places importance on doing hard work together, by showing their care towards each other as a way of supporting collectivism, collaboration and cooperation. This research focus on social network analysis to analyze the structure of actor and message relation. This research using Netlytic: a social media text and social networks analyzer. The result shows that the actor who frequently sends the message of Jogo Tonggo is @provjateng as government. Other actor majority also done by some governments from whole sector in Central Java Province. Text result shows that #JogoTonggo is the message which mostly spread. This research finds interesting message. Whether the actor who send or receive the message they mostly mention @ganjarpranowo. That is why @ganjarpranowo becomes the biggest size of node in Netlytic. This research concludes that Ganjar Pranowo as Governor and also as a conceptor has big power while spreading Jogo Tonggo campaign. Finally, this research describes that social capital, actor position and social media have important impact to solve pandemic crisis.

Key words: #JogoTonggo, Social Capital, Social Network Analysis, Twitter

Introduction

The global COVID-19 pandemic is a concern that is being experienced by citizens of the world today. The spread is so rapid that more than 168 countries have confirmed the infection of this coronavirus. The number of positive patients infected with COVID-19 in Indonesia has also increased, although some have been declared cured. A total of 488 districts/cities in 34 provinces of Indonesia have even been declared exposed to COVID-19 (Kamil, 2020). On August 13, 2020, the official website of the Ministry of Health released several provinces with the newest cases of COVID-19, namely DKI Jakarta, East Java, Central Java, North Sulawesi, and West Java (Alam, 2020). (Agus Naryoso, Arifa Rachma Febriyani, Rintulebda A. Kaloka; 2021)

Pandemic Covid 19 still become attractive issue to discuss because it was the global crisis. As people know that Covid 19 influence all kind of sector. Therefore, there are so many mitigations program to solve the problem. All the country, all the government all the citizen cooperates to

solve this problem. Indonesia also participates to always create effective solving program as long as pandemic era. In Indonesia weather the government and the citizen must care and pull together up to solve this situation. Social capital is onc cccce of great expectation to quick solving model.

The global response to COVID-19 has required decisiveness, resilience, and resolve from governments around the world. However, economic, legal, technological, geographic, and cultural barriers can limit the ability of a government to effectively respond to critical public health needs. The intricate network of stakeholders that operate within and interconnect with the public health space is an essential component of a health system's response. In this context, considerations of social capital emerge as a powerful frame of reference for understanding how health interventions may be best implemented to effectively ensure an inclusive extension of health services for all members of society. It is patently clear that if a population group is excluded from accessing the health system and its attendant services and products, the efficacy of any pandemic response or recovery program may be severely undermined. (Wong and Kohler, 2020)

Central Java is one of Indonesian province create Jogo Tonggo as problem solving for handling Covid-19 pandemic. Jogo Tonggo was declared and structured by Ganjar Pranowo as Governor of Central Java in 2020 as problem solving program (https://jatengprov.go.id/rilis/percepat-tangani-covid-19-dengan-jogo-tonggo-apa-itu/. 2020).

Reference: https://jatengprov.go.id/rilis/percepat-tangani-covid-19-dengan-jogo-tonggo-apa-itu/

Nicholas Simarmata, Kwartarini Wahyu Yuniarti, Bagus Riyono and Bhina Patria (2019) describe Gotong Royong, as an Indonesian national identity, is not a new concept because it is a long-standing Indonesian cultural value. Indonesia is a country that consists of many islands with many ethnicities, commonly known for its diverse cultural values. One of those is the Gotong Royong cultural value, which becomes one of the identities of Indonesia. It is a value deeply rooted in the country's ideology, Pancasila, because it becomes the basis for Indonesian people's social solidarity.

With all the variants above, Gotong Royong becomes an exalted noble value (Koentjaraningrat, 1985) for the human relationship with each other (Departemen Pendidikan dan Kebudayaan, 1997) because it emphasizes togetherness, tolerance, caring and high respect for each other (Rochmadi, 2012). This is especially advantageous when solving problems confronted in people's daily lives which may influence Indonesia's national identity (Barkin & Hildebrand, 2014; Lembaga Ketahanan Nasional Republik Indonesia, 1995; Saraswati, 2011; Sood, Chandra, Palmer, & Molyneux, 2004; Zulkarnain, 2014). Gotong Royong as a noble cultural value, must remain and continue to be a part of life that upholds humanity because in Gotong Royong, each

work is carried out jointly regardless of one's position and status, where the work involvement is seen as a process to be in accordance with the expectations of a group work (Newberry, 2007; Pasya, 1987).

The cultural value of Gotong Royong contains four concepts, namely: (1) humans are part of a community, (2) humans depend on all aspects of their fellow human beings, (3) humans must continually maintain good relations with each other, and (4) humans must be fair to each other (Bintari & Darmawan, 2016). As a cultural value, Gotong Royong places importance on doing hard work together, by showing their care towards each other as a way of supporting collectivism, collaboration and cooperaton (Duwata, 2013). Gotong Royong as a cultural value, therefore, cannot be separated from the activities of the Indonesians' daily lives (Effendi, 2013) because traditionally, most Indonesians depend highly on their neighbors and families. For this reason, most Indonesians rely on their extended families to live satisfactorily rather than relying just on their own nuclear family.

Gotong royong activity is almost daily live Indonesian people activity. Especially in pandemic era, although PSBB is announced to minimalize face-to-face activity, but Indonesian people keep help each other when the family, friend or neighbor get Covid. Central Java is one of province which create program based on gotong royong value. The program called "Jogo Tonngo". This program is also based on SDG's program in specific area.

Source: https://localisesdgs-indonesia.org/beranda/cs/program-jogo-tonggo

The Jogo Tonggo program consists of several activities such as: Zero Hunger, Healthy and Prosperous Life, Reducing Inequalities, Sustainable Cities and Settlements, Partnerships to Achieve Goals. Although this program was created to reduce the spread of COVID-19, it also contributes to the achievement of the Sustainable Development Goals (SDGs). Directly, this program contributes to the achievement of SDGs 2 (No Hunger), 3 (Health). In addition, this program also indirectly contributes to the achievement of SDG 10, SDG 11 related to Sustainable Cities and Settlements (especially targets 11.3 and 11.5), and SDG 17 (especially with the high participation of various parties in efforts to prevent the spread of COVID-19). (https://localisesdgs-indonesia.org/beranda/cs/program-jogo-tonggo).

Steven N. Durlauf and Marcel Fafchamps (2005) summarize the definition of social capital, they conclude that social capital is a type of positive group externality. Coleman's definition suggests that the externality arises from social organization. Putnam's definition emphasizes specific informal forms of social organization such as trust, norms and networks. In his definition of social capital, Fukuyama (1997) argues that only certain shared norms and values should be regarded as social capital.

Social capital is defined by its function. It is not a single entity but a variety of different entities, with two elements in common: they all consist of some aspect of social structures, and they facilitate certain actions of actors-whether persons or corporate actors-within the structure. Like other forms of capital, social capital is productive, making possible the achievement of certain ends that in its absence would not be possible. Like physical capital and human capital, social capital is not completely fungible but may be specific to certain activities. A given form of social capital that is valuable in facilitating certain actions may be useless or even harmful for others. (Coleman, 1988).

According to Putnam, social capital is social networks associated with the norms of reciprocity, indicating that the phenomenon itself jointly describes these networks and their effects on participating individuals. However, to offer a brief outlook regarding the up-to-date inconsistencies regarding social capital discussed in detail by Fine, the argument of social capital being the cause, the effect, or the process itself, is a matter of present scientific debates as well. (Flora Poecze and Christine Strauss. 2020)

Because the socialization cannot spread offline actively, the central java government use social media to fragrance the information. The government create #jogotonggo as a campaign tool. There are more than 5000 posts which use hashtag #jogotonggo. This research focus on how the social capital pattern by using network analysis method in social media. This research aims to find the pattern of the campaign. Then, the result can be a reference for the evaluation or next campaign activity more effective.

Social Capital

Putnam describes social capital as a sociological concept used in business, economics, organisational behaviour, political science, public health and the social sciences in general, to refer to connections within and among social networks. The core idea is that social networks have value. Similar to physical and human capital, social contacts can increase the productivity of individuals and groups. (Social Capital, Human Capital and Health: What is the Evidence? – © OECD 2010) Kane X. Faucher (2018) mention that where does online social capital fit in a broader context of capitalism? At this point, a provisional working definition may serve as a bridge toward a much closer analysis: 1) At the user-end, online social capital is a product of online exchanges that in many cases can be expressed in some numeric form, which may or may not be correlated with a perception of an online user's value in a digitally networked community. Online social capital becomes a kind of offering to the social marketplace when users attempt to leverage the quantifiable measures of friends, followers, views, and likes for some goal. 2) On the network owner's end, online social capital is the labour of users that can be mined as a data commodity and converted into profit, while also existing as a strategy to keep a digitally networked community active in providing their unpaid labour.

From these definitions, we can distinguish three main underlying ideas:
(1) social capital generates positive externalities for members of a group;
(2) these externalities are achieved through shared trust, norms, and values and their consequent effects on expectations and behavior;
(3) shared trust, norms, and values arise from informal forms of organizations based on social networks and associations.
The study of social capital is that of network-based processes that generate beneficial outcomes through norms and trust. (Steven N. Durlauf. 2005.)

Social Network

Riniati, dkk (2017) mention there are three common parameters of social capital: (1). Trust. Trust is a public expectation that grown based on regular behavior, honest, and cooperation on shared norms base. Social capital is a capability that grown from prevalent beliefs in a society (Fukuyama, 1995). A good trust characterized by a solid social institutions that gave birth to a harmonious life (Putnam, 1995); (2) Norms. Norms consists of understanding, values, expectations and goals which are believed jointly by a community. Norms evolve based on the history of cooperation and applied to support the climate of cooperation (Putnam, 1993; Fukuyama, 1995); (3). Network. The network facilitates communication which allows the growth of trust and strengthen cooperation. Closely social networks will strengthen cooperation among its members and provide benefits (Putnam, 1993).

How are social networks related to the creation and maintenance of social capital? Social capital has been addressed as trust in social relations (Fukuyama, 1995), as civic engagement created through participation in voluntary associations (Putnam, 1995a, 1995b, 1995c), as a social fabric that creates a willingness to cooperate in the development of physical capital (Ostrom, 1994), as an explanatory variable in the generation of human capital between generations (Teachman et al., 1997), and as an aspect of social structure that facilitates particular forms of action and cooperation (Coleman, 1987, 1988; Greeley, 1997). (Ronald La Due Lake and Robert Huckfeldt, 1998.)

Social Campaign

A starting point when conducting strategic public relations planning is to examine some of the definitions. According to the UK Chartered Institute of Public Relations (CIPR), which is Europe's largest professional body in the field: Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour.

It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics. (Anne Gregory. 2010)

Broadly, the public relations practitioner needs to possess the following personality traits and attributes:
● Ability to communicate.
● Ability to organize.
● Ability to get on with people.
● Personal integrity.
● Imagination.
● Willingness to learn. (Paul Baines, John Egan, Frank Jefkins; 2004)

Public relations practice is the art and social science of analysing trends, predicting their consequences, counselling organization leaders, and implementing planned programmes of action that will serve both the organization's and the public interest (Jefkins, 1994) (Paul Baines, John Egan, Frank Jefkins; 2004)

Social action campaigns are those that advocate a social issue or cause. They are similar to issue-oriented political campaigns and use many of the same techniques; the main difference is that they are generally long term in nature. For example, an issue-oriented campaign may be a short-term or closed-ended attempt to pass a specific gun control law, whereas a social action campaign would be a broader, open-ended campaign to continue the effort to pass additional gun control measures long after the initial victory was won (or lost). (Randy Robit and Ruth Sullivan, 2014)

Social Media

Communications is undergoing a radical change. Every aspect of how we exchange information is feeling the impact of the technological revolution. Changes are taking place in the way we use the media channels that have been available to us for many years. Totally new communications channels are emerging. The PR practitioners of the 21st century must understand all of these and how they are controlled and influenced if they are going to adapt and survive in this new environment. (Rob Brown, 2009).

Flora Poecze and Christine Strauss (2020) said with the emergence of computer-mediated social networks, the discussion of the associations between social capital and individual tie strength research, investigating both strong and weak ties in an online context based on Granovetter's social tie theories, opened a new research field. The aim for the development of online social capital became one of the core aspects of empirical research, a milestone of which was the development and validation of the first comprehensive online social capital scale by Williams. To better understand the importance and details of this contribution, it is essential to discuss the most widely discussed, existing views of social capital theory. This is crucial to grasp the context of this scale, which still has one of the most noted impacts in the present, empirical social capital research measured on social media.

In parallel to the previously described cultural view of social capital, and theorists of the structural view, the turn of the century marked Nahapiet and Goshal's seminal work (1998). This work elaborated on the multidimensional view of social capital, segmenting it into structural (i.e., social interaction ties), relational (i.e., shared language, cultural understanding) and cognitive (i.e., trust, norms, obligations, identification) dimensions.

Social capital has been put into relationship analyses with enormously diverse phenomena. Fine (2010) offered several curious examples (e.g., the prevention of deforestation, skin color as a factor in marriage prospects, or pets as social capital conduits. The most promising research platforms in social capital studies are social media platforms, building upon belongingness as a human drive, and social engagement. The shared question of such studies is, whether or not the use of social media affects the individual's perception of the social capital of the self and the perceived social support (see the meta-analysis of Domahidi, 2018. As a result, the number of papers is growing rapidly, in which the perceived individual social capital is analyzed on social media platforms.

Today, most NGOs agree on the importance of digital media for public relations activities, although they express concerns on that matter. Seo, Kim and Yang (2009) identified the following doubts: reliability, message control, and the scope of online audiences. Most of the studied NGOs claimed that getting stories into the mainstream media is still very important because of the reputational effect. The publics do not always think of new media channels as being as reliable as well-known media. Additionally, message control remains an issue, as receivers are also content producers. And, according to the same researchers, these concerns can stop some NGOs from "more actively engaging in new media-based public relation activities" (Seo et al., 2009, p. 125). (Emilia Smolak Lozano, Sara Balonas and Teresa Ruão. 2020)

Methodology

This research use content analysis focus on quantitative approach. Data were collected from Twitter using Netlytic. Netlytic is a tool to find the social networking. In addition to its text analysis functions, Netlytic also provides users with network analysis capabilities. At its most basic, network analysis involves building networks from members ('network actors') connected together based on some common form of interaction ('ties'). When building networks from interaction data, however, there are a lot of different parameters and threshold choices to choose from. For example, one of the choices that is likely to influence network formation is how to discover ties between individuals. Netlytic approaches this task by building two types of social networks: (1) Name network and (2) Chain (reply-to) network.

A name network is a social network built from mining personal names in the messages. To discover ties in Name networks, a user can choose from two primary options: "connect a sender to all names found in his/her messages" and/or "connect people whose names co-occur in the same messages".

Both of these options, along with some additional network parameters, can be adjusted by clicking on the "See more processing options" field at the bottom of the 'Name Network' pane. Then, once the user has decided how best to build his/her network, s/he need only click the "Analyze" button for Netlyic to automatically construct the network. Further, by clicking on the number of users listed next to "# of names found" in the Name Network pane, users can review all names found by Netlytic in the network and add or delete names as necessary.

Next, regardless of whether the user chooses to focus on name or chain networks (or to analyse both), s/he can explore the dataset interactively through Netlytic's visualization
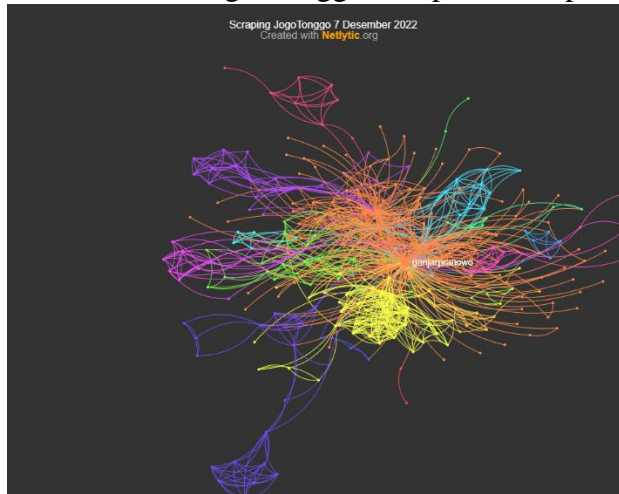
capabilities. By clicking on the "Visualize" button in the "Chain Network" or "Name Network" pane, the user can access the new, touch enabled, HTML5 Network Visualizer (See Figure 11). The HTML5 visualizer has customizable layout, node size, and cluster visibility features. Users can also label and export an image of the network. https://netlytic.org/home/?page_id=2

Data was collected using the Octoparse application with a collection period of 1 April – 31 December 2020. In this period, 536 posts were obtained with the search keyword JogoTonggo.
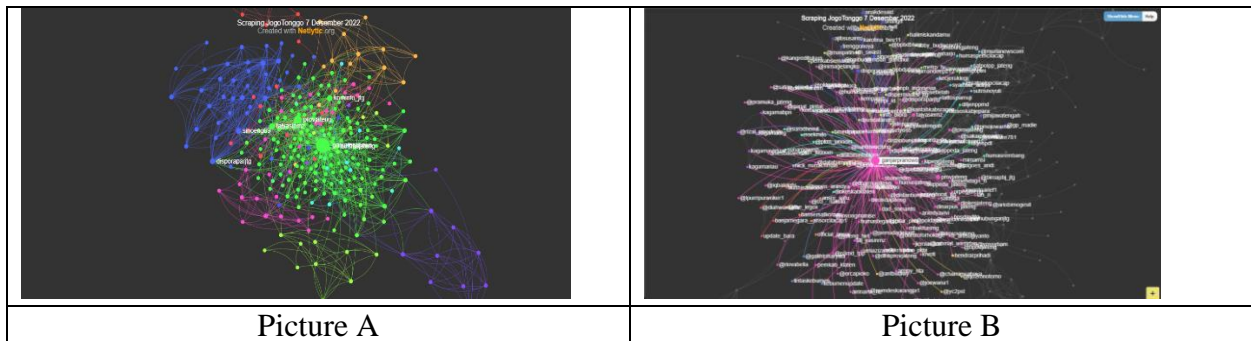
Result and Discussion

Actor Relations

Social campaign will happen efficiently if the communication component is complete. Two of the most important components are communicator and communicant. Social capital called communicator and communicant as actor. Weather the communicator or communicant create relation. The relation describe how the Jogo Tonggo are spread and pictured.

That picture describes how the relation of the actor are connected each other when they mention #jogotonggo. How many nets which relate to each other show how the actor are connected to each other. The color of that net shows the cluster of the communication room.

Picture A	Picture B

Those pictures show the detail of the cluster. Picture A shows the detail description of the actor and Picture B shows the detail of the name which appear as actor. They are the account who always mention #jogotonggo in Twitter. There are so many actors who active discuss about Jogo Tonggo. The use the #JogoTonggo in Twitter to influence and make aware other people. The researcher takes 10 the most actors who often mention #JogoTonggo by using Netlytic. They are @provjateng

61 (33,7%), @kominfo_jtg 20 (11%), @bpsdmdjtg 20 (11%), @PMojowarno 14 (7,7%), @Sakamileniajtg 13 (7,2%), @biroapby_jtg 12 (6,6%), @disporaparjtg 11 (6,1%), @AjhaHuhu 11 (6,1%), @DistanbunJateng 10 (5,5%), and @dad_somantri 9 (5%). From that data the researcher found that the account are some governments from whole sector in Central Java Province. The most active campaigning #JogoTonggo in Twitter is @provjateng 61 (33,7%).

1. @provjateng 61 (33,7%)
2. @kominfo_jtg 20 (11%)
3. @bpsdmdjtg 20 (11%)
4. @PMojowarno 14 (7,7%)
5. @Sakamileniajtg 13 (7,2%)
6. @biroapby_jtg 12 (6,6%)
7. @disporaparjtg 11 (6,1%)
8. @AjhaHuhu 11 (6,1%)
9. @DistanbunJateng 10 (5,5%)
10. @dad_somantri 9 (5%)

Message Relation

The other component which also important in delivering campaign is message. The message is important. The campaign is created because there is something important as a message to be sent. Message relation is shown by the connected keyword. They describe the structure of the message. The connected key word became connector of the actor. Since Jogo Tonggo was publish as health crisis program in Jentral Java as long as pandemic era, the government has done the campaign with using some method and media. One of the methods is using #JogoTonggo to be spread in social media especially Twitter. The response of this program is spread quickly. It can be seen by Netlytic that there are many a part of a message to socializing the campaign. The data shows that there are 1009 net. They are #JogoTonggo 337 posts, #JatengGayeng 121 posts, #BersamaLawanCorona 104 posts, @ganjarpranowo 95 posts, jogo 81 posts, tonggo 69 posts, covid 62 posts, Desa 55 posts, warga 45 posts and Selamat 40 posts.
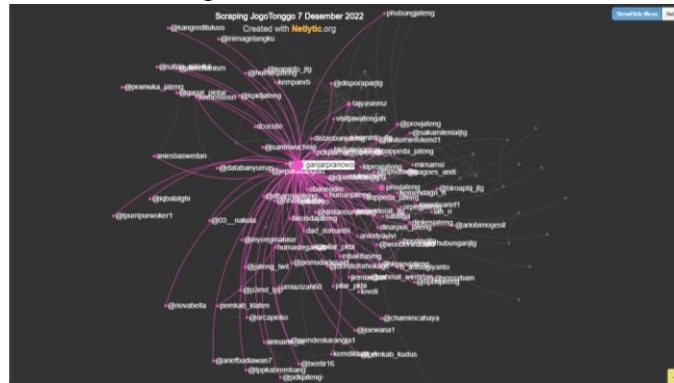
1. #JogoTonggo 337 posts
2. #JatengGayeng 121 posts
3. #BersamaLawanCorona 104 posts
4. @ganjarpranowo 95 posts
5. jogo 81 posts
6. tonggo 69 posts
7. covid 62 posts
8. Desa 55 posts
9. warga 45 posts
10. Selamat 40 posts

Actor as a message in Social Network Structure

Social Network was focus in the actor relation. The actor relation will produce the description of the actor structure. Then connected keyword became connector tool of the actor. From the actor, this research found that The Government around Central Java is the key actor who

spread the #JogoTonggo campaign actively. #JogoTonggo as the keyword also showed how the structure of the message was described. #JogoTonggo, not only as the keyword but also as the message, is the most frequently message which is discussed by the actor.

This research also found the interesting thing. While the actor connected each other when campaigning the #JogoTonggo as the keyword and the message an account @ganjarpranowo result the biggest node of this research. In the bellow picture showed how @ganjarpranowo Cluster which connect to the actor and message.

From that Information, the researcher found that @ganjarpranowo had important role of the #JogoTonggo campaign. The owner of @ganjarpranowo account was Ganjar Pranowo. Ganjar Pranowo is the Central Java Governor. This campaign was success because Ganjar Pranowo got the reward from ministry.

The Jogo Tonggo concept initiated by the Central Java Provincial Government became one of the winners in the Top Public Service Innovation, Covid-19 Handling Innovation and Best Complaint Handling 2020, category of Public Service Handling Covid-19, from the Ministry of Administrative Reform and Bureaucratic Reform (PANRB). (https://jatengprov.go.id/. 2020).

Conclusion

The result shows that the actor who frequently sends the message of Jogo Tonggo is @provjateng as government. Other actor majority also done by some governments from whole sector in Central Java Province. Text result shows that #JogoTonggo is the message which mostly spread. This research finds interesting message. Whether the actor who send or receive the message they mostly mention @ganjarpranowo. That is why @ganjarpranowo becomes the biggest size of node in Netlytic. This research concludes that Ganjar Pranowo as Governor has big power while spreading Jogo Tonggo campaign. Finally, this research describes that social capital, actor position and social media have important impact to solve pandemic crisis.

References

Baines, Paul, John Egan, Frank Jefkins; 2004. Public relations: Contemporary issues and techniques. United Kingdom: Elsevier Butterworth-Heinemann

Brown, Rob. 2009, Public relations and the social web: using social media and Web 2.0 in communications, Great Britain and the United States: Kogan Page Limited

Coleman, James S., 1988. Social Capital in the Creation of Human Capital. Chicago: *The University of Chicago Press.* The American Journal of Sociology, Vol. 94, Supplement: Organizations and Institutions: Sociological and Economic Approaches to the Analysis of Social Structure (1988), pp. S95-S120

DURLAUF, STEVEN N. and MARCEL FAFCHAMPS. 2005. SOCIAL CAPITAL. Handbook of Economic Growth, Volume 1B. Edited by Philippe Aghion and Steven N. Durlauf © 2005 Elsevier B.V. All rights reserved DOI: 10.1016/S1574-0684(05)01026-9

Gregory, Anne. 2010. *Planning and Managing a Public Relations Campaign.* United States: Kogan Page Limited

jatengprov.go.id. 2020. **Program "Jogo Tonggo" Terima Penghargaan dari Kementerian PANRB.** https://jatengprov.go.id/publik/program-jogo-tonggo-terima-penghargaan-dari-kementerian-panrb/#:~:text=Portal%20Berita&text=JAKARTA%20%E2%80%93%20Konsep%20Jogo%20Tonggo%20yang,dan%20Reformasi%20Birokrasi%20(PANRB).

Lake, Ronald La Due and Robert Huckfeldt, 1998. Social Capital, Social Networks, and Political Participation. *Political Psychology, Vol. 19, No. 3, 1998.* 0162-895X © 1998 International Society of Political Psychology. Published by Blackwell Publishers, 350 Main Street, Malden, MA 02148, USA, and 108 Cowley Road, Oxford, OX4 1JF, UK.

Lozano, Emilia Smolak, Sara Balonas and Teresa Ruão. 2020. Public relations strategies in social media: analysis of campaigns for social change in the education sector in Spain and Portugal. Comunicação e sociedade Special Issue | 2020 Estudos em relações públicas avançadas URL: http://journals.openedition.org/cs/3540. Comunicação e Sociedade, special vol., 2020, pp. 175-196 https://doi.org/10.17231/comsoc.0(2020).2746

Naryoso, Agus, Arifa Rachma Febriyani, Rintulebda A. Kaloka; 2021. Digital Campaign to Reduce Covid-19 Pandemic Risk. Jurnal Komunikator. Vol. 13 No. 1 May 2021 P-ISSN: 1979-6765, E-ISSN: 2549-9246.

Poecze, Flora and Christine Strauss. 2020. Social Capital on Social Media—Concepts, Measurement Techniques and Trends in Operationalization, Information 2020, 11, 515; doi:10.3390/info11110515 www.mdpi.com/journal/information.

Poecze, Flora and Christine Strauss. 2020. Social Capital on Social Media—Concepts, Measurement Techniques and Trends in Operationalization. Information 2020, 11, 515; doi:10.3390/info11110515. www.mdpi.com/jurnal.information

Riniati, Agus Suman, Khusnul Ashar, Asfi Manzilati, 2017, THE ROLE OF SOCIAL CAPITAL ON INFORMATION AND COMMUNICATION TECHNOLOGY BASED EMPOWERMENT (Case Study in Kertosari Village, Pasrujambe District, Lumajang Regency). International Journal of Social and Local Economic Governance (IJLEG)Vol. 3, No. 2, October 2017, pages 69-73.

Robit, Randy and Ruth Sullivan, 2014. Developing the public relations campaign: a team-based approach. United States of America: Pearson.

Simarmata, Nicholas., Kwartarini Wahyu Yuniarti, Bagus Riyono and Bhina Patria. **Gotong Royong in Indonesian History, Digital Press Social Sciences and Humanities 5**: 00006

(2020) https://doi.org/10.29037/digitalpress.45341 Proceeding of The 10th International Conference of Indigenous and Cultural Psychology 2019.

to the COVID-19 Pandemic. Wong and Kohler Globalization and Health (2020) 16:88 https://doi.org/10.1186/s12992-020-00615-x

Wong, Anna S. Y. and Jillian C. Kohler, 2020, Social Capital and Public Health: Responding

PAPER NAME

SOCIAL NETWORK ANALYSIS_INDONESIA'S SOCIAL CAPITAL EXPERIENCE IN SOLVING PANDEMIC COVID 19 CRISIS ON

AUTHOR

Rotumiar Pasaribu

WORD COUNT

4679 Words

CHARACTER COUNT

26273 Characters

PAGE COUNT

12 Pages

FILE SIZE

482.6KB

SUBMISSION DATE

Jan 4, 2024 4:17 PM GMT+7

REPORT DATE

Jan 4, 2024 4:18 PM GMT+7

● **14% Overall Similarity**

The combined total of all matches, including overlapping sources, for each database.

- 14% Publications database
- Crossref Posted Content database
- Crossref database

● **Excluded from Similarity Report**

- Internet database
- Bibliographic material
- Small Matches (Less then 8 words)
- Submitted Works database
- Quoted material
- Manually excluded sources

SOCIAL NETWORK ANALYSIS: INDONESIA'S SOCIAL CAPITAL EXPERIENCE IN SOLVING PANDEMIC COVID 19 CRISIS ON TWITTER

Pasaribu ROTUMIAR[1*] and Nugroho, ABRAHAM WAHYU[2]

[1] Science Communication Department, Soegijapranata Catholic University, Indonesia

[2]Science Communication Department, Soegijapranata Catholic University, Indonesia

*rotumiarpasaribu@unika.ac.id

ABSTRACT

Major research when using social network for campaigning program in social media discussed about nationality and politic. This research needs to see the using of social network on social capital while using local wisdom to solving all sector crisis in Pandemic Covid-19 era. Jogo Tonggo, as problem solving program, is the application of Indonesia's social capital which is Gotong Royong. As a cultural value, Gotong Royong places importance on doing hard work together, by showing their care towards each other as a way of supporting collectivism, collaboration and cooperation. This research focus on social network analysis to analyze the structure of actor and message relation. This research using Netlytic: a social media text and social networks analyzer. The result shows that the actor who frequently sends the message of Jogo Tonggo is @provjateng as government. Other actor majority also done by some governments from whole sector in Central Java Province. Text result shows that #JogoTonggo is the message which mostly spread. This research finds interesting message. Whether the actor who send or receive the message they mostly mention @ganjarpranowo. That is why @ganjarpranowo becomes the biggest size of node in Netlytic. This research concludes that Ganjar Pranowo as Governor and also as a conceptor has big power while spreading Jogo Tonggo campaign. Finally, this research describes that social capital, actor position and social media have important impact to solve pandemic crisis.

Key words: #JogoTonggo, Social Capital, Social Network Analysis, Twitter

Introduction

The global COVID-19 pandemic is a concern that is being experienced by citizens of the world today. The spread is so rapid that more than 168 countries have confirmed the infection of this coronavirus. The number of positive patients infected with COVID-19 in Indonesia has also increased, although some have been declared cured. A total of 488 districts/cities in 34 provinces of Indonesia have even been declared exposed to COVID-19 (Kamil, 2020). On August 13, 2020, the official website of the Ministry of Health released several provinces with the newest cases of COVID-19, namely DKI Jakarta, East Java, Central Java, North Sulawesi, and West Java (Alam, 2020). (Agus Naryoso, Arifa Rachma Febriyani, Rintulebda A. Kaloka; 2021)

Pandemic Covid 19 still become attractive issue to discuss because it was the global crisis. As people know that Covid 19 influence all kind of sector. Therefore, there are so many mitigations program to solve the problem. All the country, all the government all the citizen cooperates to

solve this problem. Indonesia also participates to always create effective solving program as long as pandemic era. In Indonesia weather the government and the citizen must care and pull together up to solve this situation. Social capital is onc cccce of great expectation to quick solving model.

The global response to COVID-19 has required decisiveness, resilience, and resolve from governments around the world. However, economic, legal, technological, geographic, and cultural barriers can limit the ability of a government to effectively respond to critical public health needs. The intricate network of stakeholders that operate within and interconnect with the public health space is an essential component of a health system's response. In this context, considerations of social capital emerge as a powerful frame of reference for understanding how health interventions may be best implemented to effectively ensure an inclusive extension of health services for all members of society. It is patently clear that if a population group is excluded from accessing the health system and its attendant services and products, the efficacy of any pandemic response or recovery program may be severely undermined. (Wong and Kohler, 2020)

Central Java is one of Indonesian province create Jogo Tonggo as problem solving for handling Covid-19 pandemic. Jogo Tonggo was declared and structured by Ganjar Pranowo as Governor of Central Java in 2020 as problem solving program (https://jatengprov.go.id/rilis/percepat-tangani-covid-19-dengan-jogo-tonggo-apa-itu/. 2020).

Reference: https://jatengprov.go.id/rilis/percepat-tangani-covid-19-dengan-jogo-tonggo-apa-itu/

Nicholas Simarmata, Kwartarini Wahyu Yuniarti, Bagus Riyono and Bhina Patria (2019) describe Gotong Royong, as an Indonesian national identity, is not a new concept because it is a long-standing Indonesian cultural value. Indonesia is a country that consists of many islands with many ethnicities, commonly known for its diverse cultural values. One of those is the Gotong Royong cultural value, which becomes one of the identities of Indonesia. It is a value deeply rooted in the country's ideology, Pancasila, because it becomes the basis for Indonesian people's social solidarity.

With all the variants above, Gotong Royong becomes an exalted noble value (Koentjaraningrat, 1985) for the human relationship with each other (Departemen Pendidikan dan Kebudayaan, 1997) because it emphasizes togetherness, tolerance, caring and high respect for each other (Rochmadi, 2012). This is especially advantageous when solving problems confronted in people's daily lives which may influence Indonesia's national identity (Barkin & Hildebrand, 2014; Lembaga Ketahanan Nasional Republik Indonesia, 1995; Saraswati, 2011; Sood, Chandra, Palmer, & Molyneux, 2004; Zulkarnain, 2014). Gotong Royong as a noble cultural value, must remain and continue to be a part of life that upholds humanity because in Gotong Royong, each

work is carried out jointly regardless of one's position and status, where the work involvement is seen as a process to be in accordance with the expectations of a group work (Newberry, 2007; Pasya, 1987).

The cultural value of Gotong Royong contains four concepts, namely: (1) humans are part of a community, (2) humans depend on all aspects of their fellow human beings, (3) humans must continually maintain good relations with each other, and (4) humans must be fair to each other (Bintari & Darmawan, 2016). As a cultural value, Gotong Royong places importance on doing hard work together, by showing their care towards each other as a way of supporting collectivism, collaboration and cooperaton (Duwata, 2013). Gotong Royong as a cultural value, therefore, cannot be separated from the activities of the Indonesians' daily lives (Effendi, 2013) because traditionally, most Indonesians depend highly on their neighbors and families. For this reason, most Indonesians rely on their extended families to live satisfactorily rather than relying just on their own nuclear family.

Gotong royong activity is almost daily live Indonesian people activity. Especially in pandemic era, although PSBB is announced to minimalize face-to-face activity, but Indonesian people keep help each other when the family, friend or neighbor get Covid. Central Java is one of province which create program based on gotong royong value. The program called "Jogo Tonngo". This program is also based on SDG's program in specific area.

Source: https://localisesdgs-indonesia.org/beranda/cs/program-jogo-tonggo

The Jogo Tonggo program consists of several activities such as: Zero Hunger, Healthy and Prosperous Life, Reducing Inequalities, Sustainable Cities and Settlements, Partnerships to Achieve Goals. Although this program was created to reduce the spread of COVID-19, it also contributes to the achievement of the Sustainable Development Goals (SDGs). Directly, this program contributes to the achievement of SDGs 2 (No Hunger), 3 (Health). In addition, this program also indirectly contributes to the achievement of SDG 10, SDG 11 related to Sustainable Cities and Settlements (especially targets 11.3 and 11.5), and SDG 17 (especially with the high participation of various parties in efforts to prevent the spread of COVID-19). (https://localisesdgs-indonesia.org/beranda/cs/program-jogo-tonggo).

Steven N. Durlauf and Marcel Fafchamps (2005) summarize the definition of social capital, they conclude that social capital is a type of positive group externality. Coleman's definition suggests that the externality arises from social organization. Putnam's definition emphasizes specific informal forms of social organization such as trust, norms and networks. In his definition of social capital, Fukuyama (1997) argues that only certain shared norms and values should be regarded as social capital.

Social capital is defined by its function. It is not a single entity but a variety of different entities, with two elements in common: they all consist of some aspect of social structures, and they facilitate certain actions of actors-whether persons or corporate actors-within the structure. Like other forms of capital, social capital is productive, making possible the achievement of certain ends that in its absence would not be possible. Like physical capital and human capital, social capital is not completely fungible but may be specific to certain activities. A given form of social capital that is valuable in facilitating certain actions may be useless or even harmful for others. (Coleman, 1988).

According to Putnam, social capital is social networks associated with the norms of reciprocity, indicating that the phenomenon itself jointly describes these networks and their effects on participating individuals. However, to offer a brief outlook regarding the up-to-date inconsistencies regarding social capital discussed in detail by Fine, the argument of social capital being the cause, the effect, or the process itself, is a matter of present scientific debates as well. (Flora Poecze and Christine Strauss. 2020)

Because the socialization cannot spread offline actively, the central java government use social media to fragrance the information. The government create #jogotonggo as a campaign tool. There are more than 5000 posts which use hashtag #jogotonggo. This research focus on how the social capital pattern by using network analysis method in social media. This research aims to find the pattern of the campaign. Then, the result can be a reference for the evaluation or next campaign activity more effective.

Social Capital

Putnam describes social capital as a sociological concept used in business, economics, organisational behaviour, political science, public health and the social sciences in general, to refer to connections within and among social networks. The core idea is that social networks have value. Similar to physical and human capital, social contacts can increase the productivity of individuals and groups. (Social Capital, Human Capital and Health: What is the Evidence? – © OECD 2010) Kane X. Faucher (2018) mention that where does online social capital fit in a broader context of capitalism? At this point, a provisional working definition may serve as a bridge toward a much closer analysis: 1) At the user-end, online social capital is a product of online exchanges that in many cases can be expressed in some numeric form, which may or may not be correlated with a perception of an online user's value in a digitally networked community. Online social capital becomes a kind of offering to the social marketplace when users attempt to leverage the quantifiable measures of friends, followers, views, and likes for some goal. 2) On the network owner's end, online social capital is the labour of users that can be mined as a data commodity and converted into profit, while also existing as a strategy to keep a digitally networked community active in providing their unpaid labour.

From these definitions, we can distinguish three main underlying ideas:
(1) social capital generates positive externalities for members of a group;
(2) these externalities are achieved through shared trust, norms, and values and their consequent effects on expectations and behavior;
(3) shared trust, norms, and values arise from informal forms of organizations based on social networks and associations.
The study of social capital is that of network-based processes that generate beneficial outcomes through norms and trust. (Steven N. Durlauf. 2005.)

Social Network

Riniati, dkk (2017) mention there are three common parameters of social capital: (1). Trust. Trust is a public expectation that grown based on regular behavior, honest, and cooperation on shared norms base. Social capital is a capability that grown from prevalent beliefs in a society (Fukuyama, 1995). A good trust characterized by a solid social institutions that gave birth to a harmonious life (Putnam, 1995); (2) Norms. Norms consists of understanding, values, expectations and goals which are believed jointly by a community. Norms evolve based on the history of cooperation and applied to support the climate of cooperation (Putnam, 1993; Fukuyama, 1995); (3). Network. The network facilitates communication which allows the growth of trust and strengthen cooperation. Closely social networks will strengthen cooperation among its members and provide benefits (Putnam, 1993).

How are social networks related to the creation and maintenance of social capital? Social capital has been addressed as trust in social relations (Fukuyama, 1995), as civic engagement created through participation in voluntary associations (Putnam, 1995a, 1995b, 1995c), as a social fabric that creates a willingness to cooperate in the development of physical capital (Ostrom, 1994), as an explanatory variable in the generation of human capital between generations (Teachman et al., 1997), and as an aspect of social structure that facilitates particular forms of action and cooperation (Coleman, 1987, 1988; Greeley, 1997). (Ronald La Due Lake and Robert Huckfeldt, 1998.)

Social Campaign

A starting point when conducting strategic public relations planning is to examine some of the definitions. According to the UK Chartered Institute of Public Relations (CIPR), which is Europe's largest professional body in the field. Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour.

It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics. (Anne Gregory. 2010)

Broadly, the public relations practitioner needs to possess the following personality traits and attributes:
● Ability to communicate.
● Ability to organize.
● Ability to get on with people.
● Personal integrity.
● Imagination.
● Willingness to learn. (Paul Baines, John Egan, Frank Jefkins; 2004)

Public relations practice is the art and social science of analysing trends, predicting their consequences, counselling organization leaders, and implementing planned programmes of action that will serve both the organization's and the public interest (Jefkins, 1994) (Paul Baines, John Egan, Frank Jefkins; 2004)

Social action campaigns are those that advocate a social issue or cause. They are similar to issue-oriented political campaigns and use many of the same techniques; the main difference is that they are generally long term in nature. For example, an issue-oriented campaign may be a short-term or closed-ended attempt to pass a specific gun control law, whereas a social action campaign would be a broader, open-ended campaign to continue the effort to pass additional gun control measures long after the initial victory was won (or lost). (Randy Robit and Ruth Sullivan, 2014)

Social Media

Communications is undergoing a radical change. Every aspect of how we exchange information is feeling the impact of the technological revolution. Changes are taking place in the way we use the media channels that have been available to us for many years. Totally new communications channels are emerging. The PR practitioners of the 21st century must understand all of these and how they are controlled and influenced if they are going to adapt and survive in this new environment. (Rob Brown, 2009).

Flora Poecze and Christine Strauss (2020) said with the emergence of computer-mediated social networks, the discussion of the associations between social capital and individual tie strength research, investigating both strong and weak ties in an online context based on Granovetter's social tie theories, opened a new research field. The aim for the development of online social capital became one of the core aspects of empirical research, a milestone of which was the development and validation of the first comprehensive online social capital scale by Williams. To better understand the importance and details of this contribution, it is essential to discuss the most widely discussed, existing views of social capital theory. This is crucial to grasp the context of this scale, which still has one of the most noted impacts in the present, empirical social capital research measured on social media.

In parallel to the previously described cultural view of social capital, and theorists of the structural view, the turn of the century marked Nahapiet and Goshal's seminal work (1998). This work elaborated on the multidimensional view of social capital, segmenting it into structural (i.e., social interaction ties), relational (i.e., shared language, cultural understanding) and cognitive (i.e., trust, norms, obligations, identification) dimensions.

Social capital has been put into relationship analyses with enormously diverse phenomena. Fine (2010) offered several curious examples (e.g., the prevention of deforestation, skin color as a factor in marriage prospects, or pets as social capital conduits. The most promising research platforms in social capital studies are social media platforms, building upon belongingness as a human drive, and social engagement. The shared question of such studies is, whether or not the use of social media affects the individual's perception of the social capital of the self and the perceived social support (see the meta-analysis of Domahidi, 2018. As a result, the number of papers is growing rapidly, in which the perceived individual social capital is analyzed on social media platforms.

Today, most NGOs agree on the importance of digital media for public relations activities, although they express concerns on that matter. Seo, Kim and Yang (2009) identified the following doubts: reliability, message control, and the scope of online audiences. Most of the studied NGOs claimed that getting stories into the mainstream media is still very important because of the reputational effect. The publics do not always think of new media channels as being as reliable as well-known media. Additionally, message control remains an issue, as receivers are also content producers. And, according to the same researchers, these concerns can stop some NGOs from "more actively engaging in new media-based public relation activities" (Seo et al., 2009, p. 125). (Emilia Smolak Lozano, Sara Balonas and Teresa Ruão. 2020)

Methodology

This research use content analysis focus on quantitative approach. Data were collected from Twitter using Netlytic. Netlytic is a tool to find the social networking. In addition to its text analysis functions, Netlytic also provides users with network analysis capabilities. At its most basic, network analysis involves building networks from members ('network actors') connected together based on some common form of interaction ('ties'). When building networks from interaction data, however, there are a lot of different parameters and threshold choices to choose from. For example, one of the choices that is likely to influence network formation is how to discover ties between individuals. Netlytic approaches this task by building two types of social networks: (1) Name network and (2) Chain (reply-to) network.

A name network is a social network built from mining personal names in the messages. To discover ties in Name networks, a user can choose from two primary options: "connect a sender to all names found in his/her messages" and/or "connect people whose names co-occur in the same messages".

Both of these options, along with some additional network parameters, can be adjusted by clicking on the "See more processing options" field at the bottom of the 'Name Network' pane. Then, once the user has decided how best to build his/her network, s/he need only click the "Analyze" button for Netlyic to automatically construct the network. Further, by clicking on the number of users listed next to "# of names found" in the Name Network pane, users can review all names found by Netlytic in the network and add or delete names as necessary.

Next, regardless of whether the user chooses to focus on name or chain networks (or to analyse both), s/he can explore the dataset interactively through Netlytic's visualization
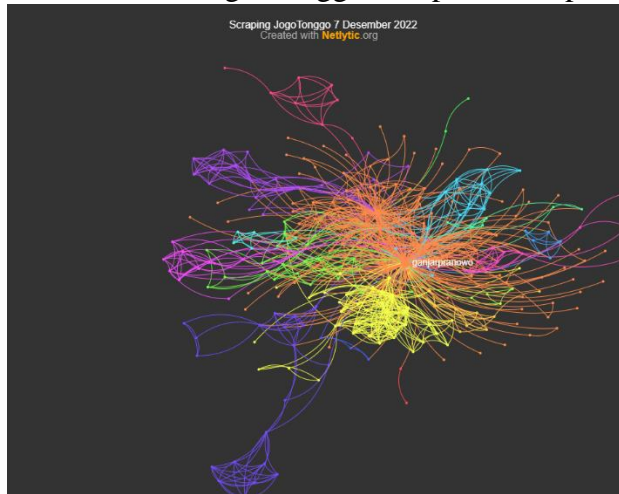
capabilities. By clicking on the "Visualize" button in the "Chain Network" or "Name Network" pane, the user can access the new, touch enabled, HTML5 Network Visualizer (See Figure 11). The HTML5 visualizer has customizable layout, node size, and cluster visibility features. Users can also label and export an image of the network. https://netlytic.org/home/?page_id=2

Data was collected using the Octoparse application with a collection period of 1 April – 31 December 2020. In this period, 536 posts were obtained with the search keyword JogoTonggo.
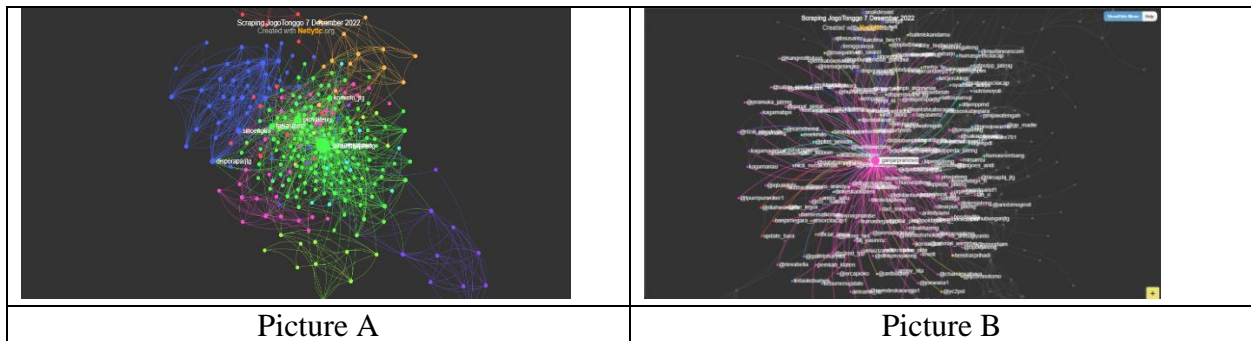
Result and Discussion

Actor Relations

Social campaign will happen efficiently if the communication component is complete. Two of the most important components are communicator and communicant. Social capital called communicator and communicant as actor. Weather the communicator or communicant create relation. The relation describe how the Jogo Tonggo are spread and pictured.

That picture describes how the relation of the actor are connected each other when they mention #jogotonggo. How many nets which relate to each other show how the actor are connected to each other. The color of that net shows the cluster of the communication room.

| Picture A | Picture B |

Those pictures show the detail of the cluster. Picture A shows the detail description of the actor and Picture B shows the detail of the name which appear as actor. They are the account who always mention #jogotonggo in Twitter. There are so many actors who active discuss about Jogo Tonggo. The use the #JogoTonggo in Twitter to influence and make aware other people. The researcher takes 10 the most actors who often mention #JogoTonggo by using Netlytic. They are @provjateng

61 (33,7%), @kominfo_jtg 20 (11%), @bpsdmdjtg 20 (11%), @PMojowarno 14 (7,7%), @Sakamileniajtg 13 (7,2%), @biroapby_jtg 12 (6,6%), @disporaparjtg 11 (6,1%), @AjhaHuhu 11 (6,1%), @DistanbunJateng 10 (5,5%), and @dad_somantri 9 (5%). From that data the researcher found that the account are some governments from whole sector in Central Java Province. The most active campaigning #JogoTonggo in Twitter is @provjateng 61 (33,7%).

1. @provjateng 61 (33,7%)
2. @kominfo_jtg 20 (11%)
3. @bpsdmdjtg 20 (11%)
4. @PMojowarno 14 (7,7%)
5. @Sakamileniajtg 13 (7,2%)
6. @biroapby_jtg 12 (6,6%)
7. @disporaparjtg 11 (6,1%)
8. @AjhaHuhu 11 (6,1%)
9. @DistanbunJateng 10 (5,5%)
10. @dad_somantri 9 (5%)

Message Relation

The other component which also important in delivering campaign is message. The message is important. The campaign is created because there is something important as a message to be sent. Message relation is shown by the connected keyword. They describe the structure of the message. The connected key word became connector of the actor. Since Jogo Tonggo was publish as health crisis program in Jentral Java as long as pandemic era, the government has done the campaign with using some method and media. One of the methods is using #JogoTonggo to be spread in social media especially Twitter. The response of this program is spread quickly. It can be seen by Netlytic that there are many a part of a message to socializing the campaign. The data shows that there are 1009 net. They are #JogoTonggo 337 posts, #JatengGayeng 121 posts, #BersamaLawanCorona 104 posts, @ganjarpranowo 95 posts, jogo 81 posts, tonggo 69 posts, covid 62 posts, Desa 55 posts, warga 45 posts and Selamat 40 posts.

1. #JogoTonggo 337 posts
2. #JatengGayeng 121 posts
3. #BersamaLawanCorona 104 posts
4. @ganjarpranowo 95 posts
5. jogo 81 posts
6. tonggo 69 posts
7. covid 62 posts
8. Desa 55 posts
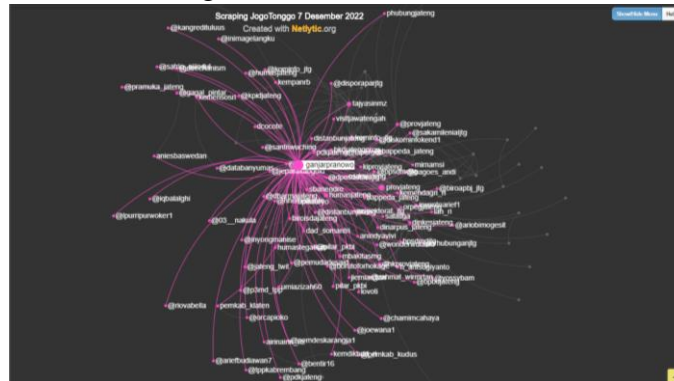9. warga 45 posts
10. Selamat 40 posts

Actor as a message in Social Network Structure

Social Network was focus in the actor relation. The actor relation will produce the description of the actor structure. Then connected keyword became connector tool of the actor. From the actor, this research found that The Government around Central Java is the key actor who

spread the #JogoTonggo campaign actively. #JogoTonggo as the keyword also showed how the structure of the message was described. #JogoTonggo, not only as the keyword but also as the message, is the most frequently message which is discussed by the actor.

This research also found the interesting thing. While the actor connected each other when campaigning the #JogoTonggo as the keyword and the message an account @ganjarpranowo result the biggest node of this research. In the bellow picture showed how @ganjarpranowo Cluster which connect to the actor and message.

From that Information, the researcher found that @ganjarpranowo had important role of the #JogoTonggo campaign. The owner of @ganjarpranowo account was Ganjar Pranowo. Ganjar Pranowo is the Central Java Governor. This campaign was success because Ganjar Pranowo got the reward from ministry.

The Jogo Tonggo concept initiated by the Central Java Provincial Government became one of the winners in the Top Public Service Innovation, Covid-19 Handling Innovation and Best Complaint Handling 2020, category of Public Service Handling Covid-19, from the Ministry of Administrative Reform and Bureaucratic Reform (PANRB). (https://jatengprov.go.id/. 2020).

Conclusion

The result shows that the actor who frequently sends the message of Jogo Tonggo is @provjateng as government. Other actor majority also done by some governments from whole sector in Central Java Province. Text result shows that #JogoTonggo is the message which mostly spread. This research finds interesting message. Whether the actor who send or receive the message they mostly mention @ganjarpranowo. That is why @ganjarpranowo becomes the biggest size of node in Netlytic. This research concludes that Ganjar Pranowo as Governor has big power while spreading Jogo Tonggo campaign. Finally, this research describes that social capital, actor position and social media have important impact to solve pandemic crisis.

References

Baines, Paul, John Egan, Frank Jefkins; 2004. Public relations: Contemporary issues and techniques. United Kingdom: Elsevier Butterworth-Heinemann

Brown, Rob. 2009, Public relations and the social web: using social media and Web 2.0 in communications, Great Britain and the United States: Kogan Page Limited

Coleman, James S., 1988. Social Capital in the Creation of Human Capital. Chicago: *The University of Chicago Press.* The American Journal of Sociology, Vol. 94, Supplement: Organizations and Institutions: Sociological and Economic Approaches to the Analysis of Social Structure (1988), pp. S95-S120

DURLAUF, STEVEN N. and MARCEL FAFCHAMPS. 2005. SOCIAL CAPITAL. Handbook of Economic Growth, Volume 1B. Edited by Philippe Aghion and Steven N. Durlauf © 2005 Elsevier B.V. All rights reserved DOI: 10.1016/S1574-0684(05)01026-9

Gregory, Anne. 2010. *Planning and Managing a Public Relations Campaign.* United States: Kogan Page Limited

jatengprov.go.id. 2020. **Program "Jogo Tonggo" Terima Penghargaan dari Kementerian PANRB.** https://jatengprov.go.id/publik/program-jogo-tonggo-terima-penghargaan-dari-kementerian-panrb/#:~:text=Portal%20Berita&text=JAKARTA%20%E2%80%93%20Konsep%20Jogo%20Tonggo%20yang,dan%20Reformasi%20Birokrasi%20(PANRB).

Lake, Ronald La Due and Robert Huckfeldt, 1998. Social Capital, Social Networks, and Political Participation. *Political Psychology, Vol. 19, No. 3, 1998.* 0162-895X © 1998 International Society of Political Psychology. Published by Blackwell Publishers, 350 Main Street, Malden, MA 02148, USA, and 108 Cowley Road, Oxford, OX4 1JF, UK.

Lozano, Emilia Smolak, Sara Balonas and Teresa Ruão. 2020. Public relations strategies in social media: analysis of campaigns for social change in the education sector in Spain and Portugal. Comunicação e sociedade Special Issue | 2020 Estudos em relações públicas avançadas URL: http://journals.openedition.org/cs/3540. Comunicação e Sociedade, special vol., 2020, pp. 175-196 https://doi.org/10.17231/comsoc.0(2020).2746

Naryoso, Agus, Arifa Rachma Febriyani, Rintulebda A. Kaloka; 2021. Digital Campaign to Reduce Covid-19 Pandemic Risk. Jurnal Komunikator. Vol. 13 No. 1 May 2021 P-ISSN: 1979-6765, E-ISSN: 2549-9246.

Poecze, Flora and Christine Strauss. 2020. Social Capital on Social Media—Concepts, Measurement Techniques and Trends in Operationalization, Information 2020, 11, 515; doi:10.3390/info11110515 www.mdpi.com/journal/information.

Poecze, Flora and Christine Strauss. 2020. Social Capital on Social Media—Concepts, Measurement Techniques and Trends in Operationalization. Information 2020, 11, 515; doi:10.3390/info11110515. www.mdpi.com/jurnal.information

Riniati, Agus Suman, Khusnul Ashar, Asfi Manzilati, 2017, THE ROLE OF SOCIAL CAPITAL ON INFORMATION AND COMMUNICATION TECHNOLOGY BASED EMPOWERMENT (Case Study in Kertosari Village, Pasrujambe District, Lumajang Regency). International Journal of Social and Local Economic Governance (IJLEG)Vol. 3, No. 2, October 2017, pages 69-73.

Robit, Randy and Ruth Sullivan, 2014. Developing the public relations campaign: a team-based approach. United States of America: Pearson.

Simarmata, Nicholas., Kwartarini Wahyu Yuniarti, Bagus Riyono and Bhina Patria. **Gotong Royong in Indonesian History, Digital Press Social Sciences and Humanities 5**: 00006

(2020) https://doi.org/10.29037/digitalpress.45341 Proceeding of The 10th International Conference of Indigenous and Cultural Psychology 2019.

to the COVID-19 Pandemic. Wong and Kohler Globalization and Health (2020) 16:88 https://doi.org/10.1186/s12992-020-00615-x

Wong, Anna S. Y. and Jillian C. Kohler, 2020, Social Capital and Public Health: Responding

● **14% Overall Similarity**

Top sources found in the following databases:

- 14% Publications database
- Crossref Posted Content database
- Crossref database

TOP SOURCES

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

1 Nah, Seungahn. "A Theoretical and Analytical Framework Toward Netw... **3%**
Crossref

2 Ronald La Due Lake. "Social Capital, Social Networks, and Political Part... **2%**
Crossref

3 Alberto Alesina, Paola Giuliano. "Culture and Institutions", Journal of E... **2%**
Crossref

4 Seo, H.. "Global activism and new media: A study of transnational NGO... **1%**
Crossref

5 Siska Nia Irasanti, Titik Respati, Ratna Januarita, Yuniarti Yuniarti, Han... **1%**
Crossref

6 Paul Wilkinson. "Chapter 26 Communicating in the Construction Indust... **1%**
Crossref

7 Anatoliy Gruzd. "The analysis of online communities using interactive c... **<1%**
Crossref

8 Patrik Schober. "Conclusion: True Communications Professionals Will ... **<1%**
Crossref

9 Jamiludin, ., Rabihatun Idris, and Sulaiman Samad. "Weaving Crafts on ... **<1%**
Crossref

10 Soumyananda Dinda. "Social capital in the creation of human capital a...   <1%
Crossref

11 Yosephina Ohoiwutun, M. Zaenul Muttaqin, Ilham Ilham, Vince Tebay. "...   <1%
Crossref

12 Kanwal Ameen. "Use of Public Relations and Publicity (PRP) by the pub...   <1%
Crossref

13 "Social Capital, Social Identities", Walter de Gruyter GmbH, 2014   <1%
Crossref

14 Allison Harell. "Equal Participation but Separate Paths?: Women's Soci...   <1%
Crossref

15 Gillie Gabay. "Is it the public health system? The VOICE model for inclu...   <1%
Crossref

16 M.G. QUIBRIA. "The Puzzle of Social Capital A Critical Review", Asian D...   <1%
Crossref

17 Slamet Riyadi, Leonardus Heru Pratomo. "The Influence of Capacitor V...   <1%
Crossref

18 Liesel Ashley Ritchie, Duane A. Gill. "SOCIAL CAPITAL THEORY AS AN ...   <1%
Crossref

19 Rocha, Manuel Carlos Oliveira. "Developing Marketing Analytics Tools i...   <1%
Publication

🔵 **Excluded from Similarity Report**

- Internet database
- Bibliographic material
- Small Matches (Less then 8 words)
- Submitted Works database
- Quoted material
- Manually excluded sources

EXCLUDED SOURCES

Flora Poecze, Christine Strauss. "Social Capital on Social Media—Concepts, M...
Crossref
9%

Kane X. Faucher. "From Accumulation to Alienation: Marx and Veblen", Univer...
Crossref
4%

Steven N. Durlauf, Marcel Fafchamps. "Social Capital", Elsevier BV, 2005
Crossref
3%

Anna S. Y. Wong, Jillian C. Kohler. "Social capital and public health: respondin...
Crossref
3%