POLITICAL SENTIMENT IN SOCIAL MEDIA:
Propaganda Analysis In 2019 Presidential Election Processes On Twitter Account

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ABSTRAK
Media baru telah berkembang pesat dan sangat berperan sebagai kekuatan politik, serta ekonomi dan budaya di masyarakat. Media baru sebagai media sosial muncul sebagai alat propaganda politik dalam proses sosial politik. Media sosial tersebut merupakan media untuk melayani aspirasi, pendapat, gagasan dan partisipasi politik masyarakat atau warga negara. Publik terlibat dalam diskusi acara yang saling terkait di media sosial. Isu-isu pro-kontra muncul. Media sosial mengkorelasikan setiap kelompok politik dalam masyarakat dan menampilkan dirinya sebagai ruang publik. Di sisi lain, media sosial juga menciptakan sentimen kelompok dan konflik antar kelompok oposisi sebagai aktivitas politik. Penelitian ini mencoba mencari tahu bagaimana media sosial akun Twitter @habibthink berperan sebagai alat propaganda politik dalam konteks proses sosial politik pemilihan presiden Indonesia pada tahun 2019, dan juga untuk mengetahui bagaimana sentimen politik terungkap dalam lalu lintas akun tersebut? Penelitian ini menggunakan konsep *Network society, Political Propaganda, Digital Politic, E-democrary, Social Media* dan analisis sentiment. Laswell (1920) mengatakan bahwa propaganda mewakili aturan untuk membuat opini tentang opini publik, tanpa melihat representasi kedekatan dengan fisik yang memanipulasi simbol-simbol signifikan. Noam Chomsky mencatat bahwa pendekatan propaganda liputan media mengandung dikotomi politik dan kepentingan kekuasaan yang tinggi (Herman & Chomsky, 1988) . Media sosial berperan sebagai alat propaganda politik. Ini mengubah bentuk dan saluran penyampaian informasi politik kepada warga negara. Ini menjadi mekanisme alternatif untuk membentuk informasi dalam agenda, dan juga sebagai platform mediatisasi proses sosial politik. Analisis sentimen adalah untuk menentukan tingkat kekritisan, kritik atau apresiasi yang dijelaskan dalam tweet atau komentar. Ini menunjukkan pengenalan topik, apa yang orang pikirkan, nilai, dan berpendapat tentang isu-isu dalam teks tertentu. Selanjutnya, kita bisa memperkirakan tingkat sentimen positif dan negatif berdasarkan konten media sosial. Penelitian ini menggunakan analisis teks kuantitatif pada akun Twitter @habibthink tentang isu Pilpres 2019. Studi ini menemukan bahwa akun Twitter @habibthink berisi lelucon sarkasme, pernyataan provokatif, dan sentimen negatif tentang kandidat serta proses sosial politik pemilihan Presiden Indonesia 2019.
Kata Kunci : Media Sosial, Politik, Propaganda, Analisis Sentiment, Content Analisis, Pemilihan Presiden

ABSTRACT

The new media has developed rapidly and tremendously played as political, as well as economic and cultural power in society. New media as social media emerge as the tools for political propaganda in sociopolitical process. The social media such Twitter is the medium to serve public or citizen aspirations, opinions, ideas and political participations. Public is involved in interlinked events discussion on social media. Pro-contra issues are emerged. Social media correlate any political group in society and present itself as public sphere. On the other hand, the social media also create the group sentiments and conflicts between oppositional groups as political activity. This research tried to find out how the social media Twitter such @*habibthink* Twitter account played as political propaganda tools in the context of sociopolitical process of Indonesian presidential election in 2019, and also to figure out how was the political sentiment revealed in the account traffic? This research used concept of Network society, Political Propaganda, Digital Politic, E-democracy, Social Media and Sentiment analysis. Laswell (1920) said that propaganda represented a rule for making opinions on public opinion, without seeing a representation of closeness to the physical that manipulated significant symbols.[1] Noam Chomsky noted that a propaganda approach of media coverage contain of highly political dichotomization and power interest (Herman & Chomsky, 1988)[2]. Social media play role as a political propaganda tools. It changes the shape and channels of delivering political information to citizens. It is become alternative mechanisms of forming information on the agenda, and also as a platform of the mediatization of sociopolitical processes. The sentiment analysis is to determine the level of criticality, criticism or appreciation described in the tweets or comments. It show topic recognition, what people think, assess, orate and opine about issues in a particular text.[3] Furthermore, we could estimate the degree of positive and negative sentiments based on the content of social media. This research used quantitative text analysis on Twitter account @*habibthink* about the issues of the 2019 presidential election. The study found that the @habibthink Twitter account was contained sarcasm jokes, provocative statement, and negative sentiment about candidates as well as sociopolitical process of 2019 Indonesian Presidential election.

Keywords: Social Media, Politic, Propaganda, Sentiment Analysis, Content Analysis, Presidential Election

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[1] David R. Wilcox. 2005. *The Theory of Propaganda* dalam *Propaganda, the Press and Conflict*. Routledge. P.10

[2] Alison Edgley, *The Social and Political Thought of Noam Chomsky*, 2000, Page 148

[3] Asad Mehmood, Abdul S. Palli and M.N.A. Khan. 2014. *A Study Of Sentiment And Trend Analysis Technique For Social Media Content*. in I.J. Modern Education and Computer Science, Islamabad, pakistan , 12, 47-54 Published Online December 2014 in MECS (http://www.mecs-press.org/) DOI: 10.5815/ijmecs.2014.12.07. retrieved on August 2019

I. INTRODUCTION

The media is known as one of the sources of information for society. Audience need information and media become powerful and most influence tool for society. Burhan Bungin defines mass media as a source of mass information, which is accessible to a wide audience. [4]

Apuke (2018) research showed that the political issues is one of dominant issue in social media platform area for few countries. His result shown that the US and Indonesia, have wide coverage in social media in the term of the political issue or context. Overall, results suggest that across the world, social media is now being used as a platform for spreading political opinions as well as a means of involvement and influencing of electorates to support and vote a particular political party or candidate. But on the other hand, the digital propaganda or computational propaganda is now a threat to online political campaign and democracy across the world, since it could be misused for interest groups or people to fake grassroots political support and likes on Facebook and Twitter, thereby increasing the chances of manipulating public opinion and spreading political misinformation.[5] The others research shown that the political sentiment in social media is not a reliable election results predictor. Additionally, results also shown that it is impossible to state that social media impacts voting decisions, at least not from the polarity of the sentiment of opinions on social media. These research findings opposite each other. Means so many perspective and opinion about the political issue and sentiment analysis in the media correlating with the social media function. [6]

The development of the media accompanied by social media Twitter on the masses. In the year 2013 Twitter user up to 218.3 million users worldwide (Okezone.com, 14 October 2013). Twitter also has features that facilitate its users to communicate indefinitely by anyone. Twitter, spearheaded by Ashton Kutcher as the first celebrity to have one million followers. Not just celebrities, politicians or high-ranking officials also use Twitter for their personal interests. Like a @habibthink Twitter account is discussing the political world. Social Media is used freely without any filters, such as the discussion of content on the Twitter account, there are no restrictions in it. Thus, the Twitter account belonging to the @habibthink freely discusses the politics, such as 2019 Indonesian presidential election. This Twitter account is not favoring to any candidates, but this account made an information that invites, insure, and expose information that is not provided by the conventional media. So, creating followers of @habibthink Twitter account plunge into the words that are in the account. The @habibthink twitter account open public discourse or discussion for all people. Pro-contra issues are emerged. Social media correlate any political group in society and

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[4] Burhan Bungin. 2006. *Sosiologi Komunikasi.* Jakarta: Kencana. p.2.

[5] Oberiri Destiny Apuke . 2018. The Role Of Social Media And Computational Propaganda In Political Campaign Communication. In *Language & Communication Journal* . November 2018. 5(2):225-251. Elsevier BV. Retrieved from (4) (PDF) THE ROLE OF SOCIAL MEDIA AND COMPUTATIONAL PROPAGANDA IN POLITICAL CAMPAIGN COMMUNICATION (researchgate.net) on January 2023

[6] Paulo Rita, Nuno António, Ana Patrícia Afonso. 2023. Social Media Discourse And Voting Decisions Infuence: Sentiment Analysis In Tweets During An Electoral Period. In *Social Network Analysis and Mining Journal* (2023) 13:46 https://doi.org/10.1007/s13278-023-01048-1. Received: 25 May 2022 / Revised: 16 February 2023 / Accepted: 17 February 2023. Retrieved from Social media discourse and voting decisions influence: sentiment analysis in tweets during an electoral period | Social Network Analysis and Mining (springer.com). Retrieved on July 2023

present itself as public sphere. On the other hand, the social media also create the group sentiments and conflicts between oppositional groups as political activity.

II.   LITERATURE REVIEW

Judging from the etymology, the word politics comes from the Greek language, a policy which means city state. In Greek-era statesmen, people interacted to achieve welfare (goodness, according to Aristotle) in his life. Politics can be interpreted as a process of interaction between individuals and other individuals in order to achieve common good. Political thought, particularly in the Western world, was heavily influenced by the ancient Greek philosophers. Philosophers regarded politics as an attempt to achieve the best of political society. [7]

According to Harold Laswell (Subiakto & Ida, 2012 :15), communication as well as a model in the communication and political environment are five questions: Who says what, in which Chanel, to whom, with what effect. It emphasizes persuasive to accomplish certain things. Political communication is increasingly interesting when the internet and social media are growing, because it has made a tremendous change especially about public opinion. The social media users use internet to convey their opinions. Political communication is an interdisciplinary field that seeks to understand political reality as a process of communication.   Political communication can be understood as a result of a chance (negotiation) between citizens or the ruling government. Therefore, political communication aims to give a chance to either the community or the government to express their opinions on matters relating to politics.[8]

The media had important role in the political world. The media have capacity to reach wide effect to audience and strengthen influence in delivering messages. Indeed, communication, as well as the new media became an integral part of political activity. Even in the field of government or any political issues, the media is judged more effectively to socialize the policy to be issued. The media position is considered as highly crusial element of democracy pillar as well as executive, legislative, judicative. It also represents the political interest of any parties which are involving in political process. The media have power for making bad or good imagery and dropping the parties to the Government. [9]

In the debate of the political function of digital media as political communication channel, the study of Daniela, Adam, Jesper and Lars demonstrates that there are only weak effects of digital media on political learning. But the digital media use in many platforms will be effect on on political participation appreciably. This research means, the digital media including the social media have a chance to be used in political activity and propaganda to increase or provoke the public in political process such as public election process.[10]

Due to the inseparable relationship between media and politics, the media is also referred to as the main actor in the field of politics. The media was able to make someone brilliant in his political career. Any person who has political interests, both personal and collective, never escapes from the media as part of his. The utilization of the media in political activity also as a form of the media function itself. The first function is supervision.

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[7] Miriam Budiardjo. 2007. *Dasar-Dasar Ilmu Politik*. Jakarta: PT Gramedia Pustaka Utama. P 14.

[8] Henry Subiakto, Rachmah Ida. 2012. *Komunikasi politik, media dan demokrasi* (edisi kedua), P 15.

[9] Roni Tabroni. 2012. *Komunikasi Politik Pada Era Multimedia*. Bandung: Simbiosa Rekatama Media p.41

[10] Daniela, Dimitrova; Adam, Shehata; Jesper, Strömbäck; Lars, Nord. 2014. The Effects of Digital Media on Political Knowledge and Participation in Election Campaigns: Evidence From Panel Data. *Communication Research Journal*. January 2014. 41(1):95-118. DOI: 10.1177/0093650211426004. USA: SAGE Publications.

This function refers to the media activity of observing and reporting important events to the public. The second function is connection or correlation. This function explains how the mass media role as a means for discussion, brainstorm, and channel aspirations of community groups. The third function is the transmission of social value. This function explains how the mass media have a role to socialize values, norms, and policies that develop in the community for the integrity and preservation of social rules and education for the community.[11]

The media delivering information such as social injustice events and dismantling corruption cases. It is a media function as a social control and information, so that the people can know the various cases that occur. In a political context, the media could perform its political function when preaching various cases that befall a particular political party. Behind the functioning of information and social media controls could have kept a hidden agenda and political objectives. For society, the media has implemented supervisory functions that provide information of previously unknown political activity. The public knows the political information both local media, regional, national even international. Media not only serves as an ordinary source of information, but in the context of political momentum, whether related to practical politics or political discourse or enlightenment can be a reference to information. Through the media, people know the political ideas that each political party has and also know the dynamics that occur in political institutions.[12] Journalists are active subjects that can be partners to establish closeness with policy regulators or those who have a political interest. News in any context can actually be "regulated" with the emotional closeness between politicians and journalists. Thus news of a media will be a container for those who utilize the media for the benefit of politicians or political parties and can also be called media is an important part in voicing political interests.[13]

New Media is a channel of communication and it is converged by technology. The state of telecommunications, computers, and digital media has transformed many aspects of mass media and communication. The new media characteristics are digital, virtual, networked, interactive, hypertecstual, and simulated.[14] The development of technology made people become easier to communicate/convey information through technology. McQuail (2000:127) creates a new media grouping into 4 categories: (1) Interpesonal communication Media consisting of telephone, handphone, email; (2) Interactive play Media such as computer, video games, online game; (3) Search Media in the form of/portal search engine; (4) Collective participation Media, in which users can share experiences, events and exchange of information over the Internet, not only for tools but can elicit the affectionation and emotional.[15] By new media, we could easier to expand the dissemination of information, and facilitate the individual to choose/control the information received. New media allows individuals to play an active role as consumers, as new media improves ordinary citizen access to politically informed and promotes democracy.[16]

The development of communication tools led to the absence of restrictions between individuals in different regions, meaning that nowadays individuals are easy to communicate despite being in different regions and also making individuals able to know what is

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[11] Ibid, p.96

[12] Ibid, p. 100

[13] Ibid, p. 101

[14] Cutlip, Scott M. & M.Broom, Glen 2006. *Effective Public Relations*. Jakarta: Prenadamedia Group, P. 287

[15] Novi Kurnia. 2005. *Perkembangan Teknologi Komunikasi Dan Media Baru: Implikasi Terhadap Teori Komunikasi* . in Jurnal Mediator. Bandung : Unisba. Retrieved from https://ejournal.unisba.ac.id/index.php/mediator/article/download/1197/751, on August 2019

[16] Ibid, p. 294

happening in various Region. Technological developments also bring new things into the communication process.[17]   The communication process in question is a two-way communication, for example media that provides two-way communication is social media, where social media users are free to convey opinions of various information they can in the media Social media. Unlike conventional media provides unilateral information streams, social media ensures interaction opportunities and information sharing simultaneously, and eliminates time limits and spaces (Kırık and Domaç, 2014:415). On social media also individuals are very easy to get information in various regions, for example you live in Jakarta, but when you access social media then you find information in the area of Yogyakarta, this indicates that the absence of restrictions In accessing any matter on social media. Mayfield categorizes social media as[18] :(1) Participation, a variety of comments or opinions from all social media users; (2) Openness, very open to conduct discussions in social media such as giving comments or opinions.; (3) Discussion, social media allows two-way communication such as commenting one another; (4) Connectedness, links or links of websites that are the source of information. According to Engin (2011:37) Social media created a bonding environment of social action and accelerated their actuality. Users easy to share information about any thing, one of them is politics, by social media. The increasing influence of social media on the masses has influenced communication activities of political actors in the political domain. [19]   Social media can be used for political actors to communicate with social media users or other communities. As an example at the time of the Presidential elections, social media was used as a tool for political propaganda during the electoral process.

Propaganda is derived from the Latin propagare. In the international of, propaganda is a type of communication to influence the view and reaction without seeking its truthfulness first against a message delivered. Laswell (1937) says propaganda is a technique to influence human activity by faking its representation. Propaganda merely controls the opinion done through various symbols that have a meaning or convey a concrete opinion, through a story, report or other form. One of the medium used in propaganda was the new media, such as social media. The mistake of selecting media could result in a message being delivered poorly understood by society. The mass Media serves as a system for communicating messages and symbols to the general public. In a world of concentrated wealth and a conflict of interest in large classes, to fulfill this role required systematic propaganda.[20] According to Noam Chomsky the key in politics is the media.[21]

Social media has become an inevitable tool in many sectors including politics or political propaganda. Social media used in many presidential elections. Many citizen or netizen used the social media to express their opinion in favour or against the various presidential candidates. Research has shown that their shared sentiments can influence the opinions of others and hence who eventually wins the presidential election.[22]

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[17] Assist. Prof. Dr. Tuba Kalçık & Assist. Prof. Dr. Ümmü Altan Bayraktar. 2017. *Terror Propaganda on Social Media: Daesh Terrorist Organisation. In International Journal of Business and Social Science,* Volume 8 • Number 9, September 2017, p. 129

[18] Ibid

[19] Ibid.

[20] Herman, Edward & Chomsky, Noam. 1988. *A Propaganda Model* : Excerpted from *Manufacturing Consent*, 1988. Retrieved from https://chomsky.info/consent01/, on August 2019

[21] Ibid

[22] Oladapo Oyebode and Rita Orji. 2019. *Social Media and Sentiment Analysis: The Nigeria Presidential Election 2019.* October 2019. DOI: 10.1109/IEMCON.2019.8936139. Paper Proceeding was presented in Conference: 10th IEEE Annual Information Technology, Electronics and Mobile Communication Conference. At: Vancouver, British Columbia, Canada. Retrieved from   (4) (PDF) Social Media and Sentiment Analysis: The Nigeria Presidential Election 2019 (researchgate.net) on May 2023

There are some of propaganda Techniques. The effective and the choice of technique used depends on the condition of communicators, communicator, culture, and community environment. Here are some of the propaganda techniques :[23]

1) *Name Calling :* Propaganda techniques by giving bad ideas or labels. The goal is to allow people to reject certain ideas without checking their hatred first. It is intended to drop a particular person or group.

2) *Glittering Generalities* : A propaganda technique that is associating something with the "Word of wisdom" used to make audiences accept and approve it without checking its truthfulness first. This technique is used to influence people's perception to participate in supporting the idea of a particular person or group.

3) *Transfer* : This technique encompasses the power, sanction, and influence of something more respected than anything else to make "something" that can be received.

4) *Testimonials* : This technique contains human words that are respected or hated that the idea of a program/product is good or bad. This technique is more commonly used in commercial activities but can also be done for political activities. In this technique used the name of someone who is famous for making the community confident of what the person is saying.

5) *Plain Folk* : Propaganda techniques by identifying an idea. That is to identify the propaganda belonging to or serve the communf ishes.

6) *Card Stacking* : This technique includes the selection and usefulness of existing facts or a falsehood. This technique features one side of good or bad people so that the public believe it for just that.

7) *Bandwagon Technique* : This technique is done by the successful boreholes of a person, institution, or organization. In the economic context, this technique is used to draw attention to the buyer's interest in a particular product that is in a tough market.

8) *Reputable mouthpiece :* This technique is done by suggesting something that does not match the reality. This technique is usually done by someone who admires a leader but with an insincere heart.

9) *Using All Forms Situations* : This technique is done using the lure of seduction and appeal. It is usually done by promising something if the goal is successfully achieved.

There are few types of Propaganda: Black Propaganda, White Propaganda and Grey Propaganda. It is standard to distinguish between three types of propaganda (Jowett and O'Donnell (2006: 16-26) quoted by Gray and Martin (2007) : [24]

1) *White propaganda*, which is overt, where sponsorship is acknowledged directly and which is considered to be truthful.

2) *Black propaganda*, which refers to untruthful activities, where the origin of the activities is falsified or the activities are covert.

3) *Grey propaganda*, situated between white and black propaganda, where there is no clear indication of origin or the origin is attributed to an ally, and where the truth of the information is uncertain.

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[23] Nurudin. 2001. *Komunikasi Propaganda*. Bandung: Remaja Rosdakarya, p.31-39
[24] Gray, T. and Martin, B. 2007. *Backfires: White, Black and Grey*. in *Journal* of Information Warfare (2007), p.9, retrieved from https://www.bmartin.cc/pubs/07jiw.pdf, on August 2019

III. METHODS

This research used quantitative approach. Researcher analyzed the sentiment analysis of new media text or content. The text analysis is used to examine documents or text of @habibthink Twitter account to understand the issue of a particular social context.

Social media like Twitter is one of the fastest growing social media for sentiment analysis. This analysis is useful for knowing how people think about the issues or particular event found in content of @habibthink Twitter account. Sentimental analysis, can be highly beneficial to determine how people think and get emotional on certain social, religious or political issues.[25]

Data collection done in a variety of settings, various sources, and various ways. Burhan Bungin (2001:129) suggests that data collection method is part of data collection.[26] Quantitative data can be a piece of image from Twitter tweets and a dialogue that will be used as a research object to reinforce data analysis. The text sample derived from @habibthink Twitter account content, a week before and after of the 2019 Indonesian Presidential Election day.

IV. RESULT AND DISCUSSIONS

The research results shown the content analysis at @habibthink Twitter account in a week *before and after* the 2019 Presidential Election day, as describe below:
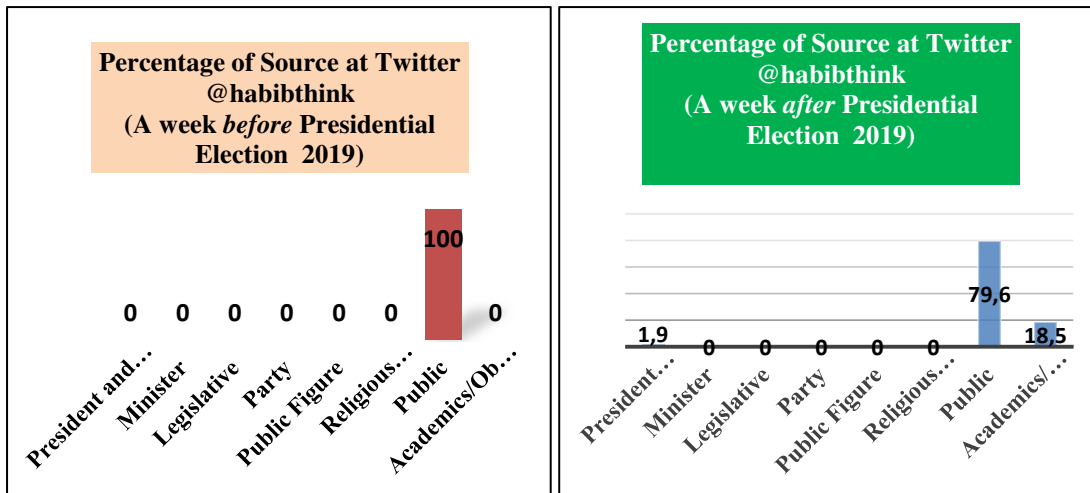
- *Sources:*

We analyze numbers of sources emerged at @habibthink Twitter that have been categorized as the President and Vice President, ministers, legislatures, parties, community leaders, religious leaders, and academics or observers. The result found that public as the dominant sources (100%) at @habibthink Twitter in a week before the 2019 presidential election. Visible from the graph below a week after 2019 Presidential election, content sources at @habibthink Twitter account is also dominated the public by 79.6%, followed by the observers (18.5%).

Chart. 1   **Chart. 2**

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[25] Asad Mehmood, Abdul S. Palli, and M.N.A. Khan.2014. *A Study Of Sentiment And Trend Analysis Technique For Social Media Content.* in I.J. Modern Education and Computer Science, Islamabad, pakistan, 12, 47-54 Published Online December 2014 in MECS (http://www.mecs-press.org/) DOI: 10.5815/ijmecs.2014.12.07. retrieved on August 2019

[26] Burhan Bungin. 2001. *Metode Penelitian Sosial Format-Format Kuantitatif Dan Kualitatif.* Surabaya: Airlangga University Press, p129

Percentage of Source at Twitter @habibthink (A week *before* Presidential Election 2019)

Percentage of Source at Twitter @habibthink (A week *after* Presidential Election 2019)

- *Category of Issues:*

Regarding problems or issues, we categorize into three group of issues: Rights and property of the state/people issues, political party issues, and people's welfare. The result shown that the political party issues before the election day dominate the @habibthink Twitter. It shown by 97.5% issues at @habibthink Twitter a week before election day were consist of political party issues. Then followed, with people's welfare with a percentage of 2.5%, whereas, right's and property of the state/ people, were not emerged as an issue the week before the 2019 presidential election. Based on the chart below, the week after the elections, the dominant issues were still discussed about the political party (73.2%), then followed by issues of the people's welfare (21.4 percent). And only 5.4% , discussed about the property rights issues
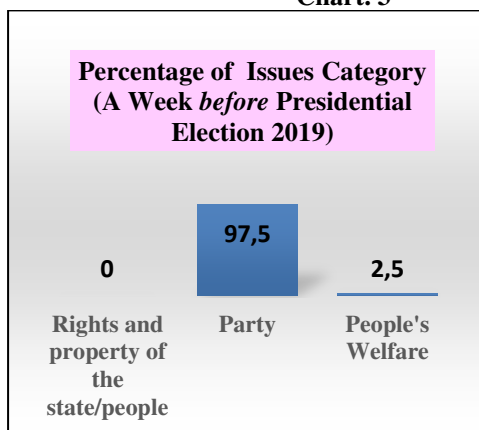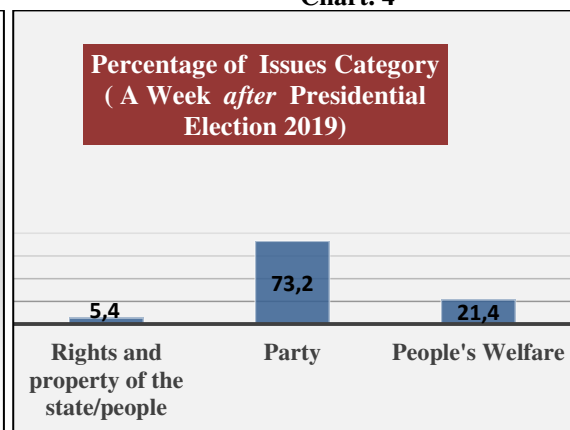
Chart. 3

Chart. 4

Percentage of Issues Category (A Week *before* Presidential Election 2019)

Percentage of Issues Category (A Week *after* Presidential Election 2019)

- *Target of Issues:*

Discussion of the target of issues at @habibthink Twitter, in the 2019 presidential election, is divided into 3 parts, namely : Party, public, and candidates. The biggest target of issues a week before the election day were falls to the candidates category with a percentage of 52%, followed by the target issue to the public with a percentage of 26%, and the lowest target issue to the party with a percentage of 22%. Based on the chart below, week after the election day showed that

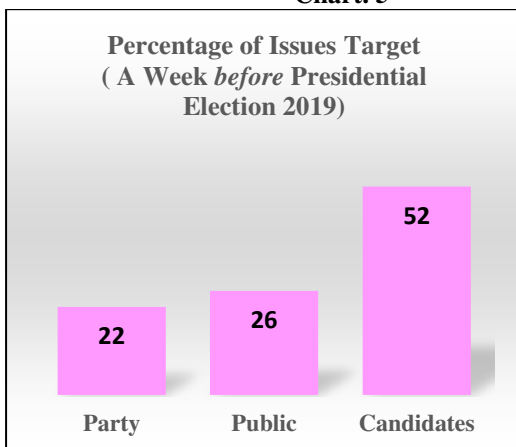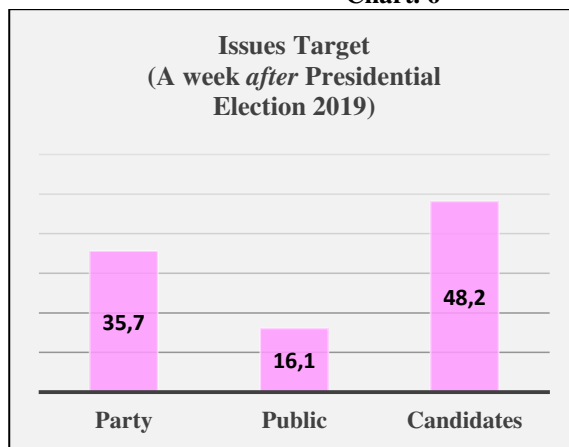the target of issues led to a candidate as much as 48.2%, party 35.7% and public 16.1%.

Chart. 5

Percentage of Issues Target
(A Week *before* Presidential
Election 2019)

Chart. 6

Issues Target
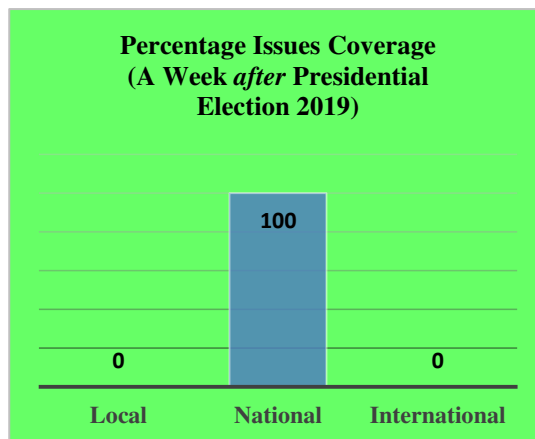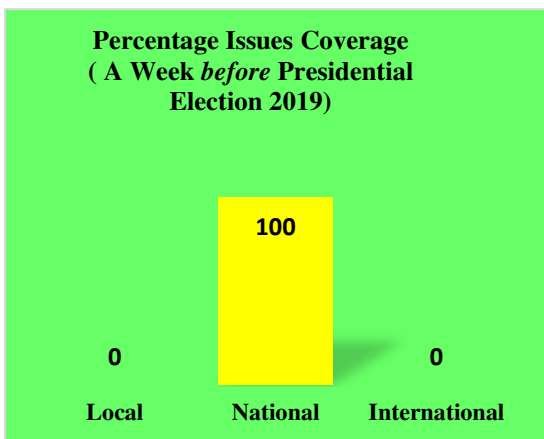**(A week *after* Presidential**
Election 2019)

- *Issues Coverage:*

    This category explains about the scope of the issue at @habibthink Twitter, which consists of local, national, and international coverage. The largest coverage before the election day is about National issues (100% of conversation). Based on chart below a week after the elections, the coverage of issues still the same such as before. All coverage (100%) were about national issues which is shown by a figure below.

Chart. 7   **Chart. 8**

Percentage Issues Coverage (A Week *before* Presidential Election 2019)

Percentage Issues Coverage (A Week *after* Presidential Election 2019)

- *Proximity:*

This category explains about the proximity of issue in @habibthink Twitter in the week before the 2019 presidential election. It is divided into two categories of proximity: near and far. The tweets of @habibthink account a week before the election day discussed about the issues around or near to the public interest. Based on the chart below, a week after the elections showed the same content issues, which has a close proximity to the public (100%)
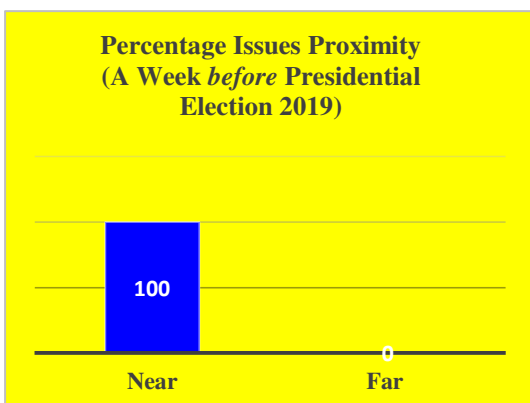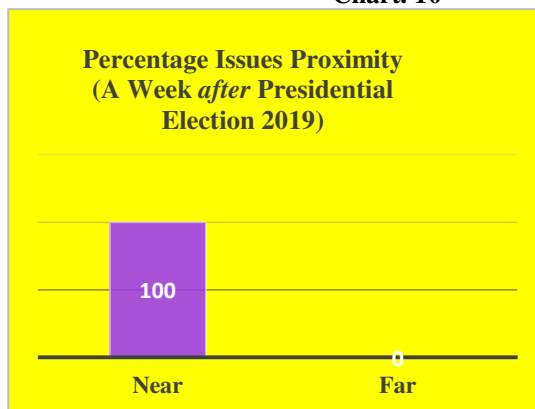
Chart. 9

Chart. 10

Percentage Issues Proximity (A Week *before* Presidential Election 2019)

Percentage Issues Proximity (A Week *after* Presidential Election 2019)

- *Critical Level:*

This category describes the critical level of conversation emerged at @habibthink Twitter in the 2019 presidential election. The categories of critical levels of follower's comments were divided into 3 parts namely : Very critical, enough critical, and less critical. The result shown that the critical level of conversation of user most a week before the election day is in enough critical level, with a percentage of 55%. It was followed by less critical with a percentage of 44%, and 1% for very critical. Based on the chart below, a week after the 2019 Presidential election day showed that there was critical escalation and tension of Indonesian political atmosphere in social media, especially at @habibthink Twitter account's traffic. The content on @habibthink Twitter was leading to a very critical level of 50% of conversation or statements, 35.7% enough critical and only 14.3% of comments were less critical.
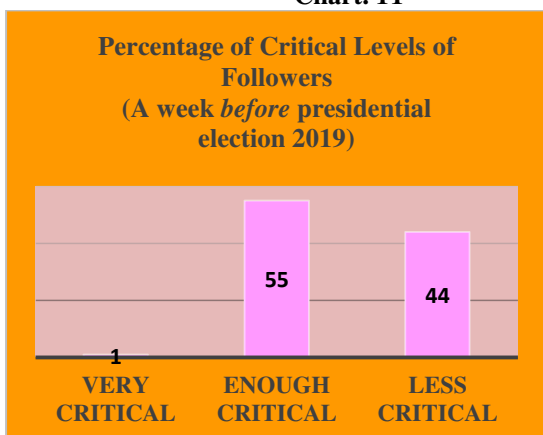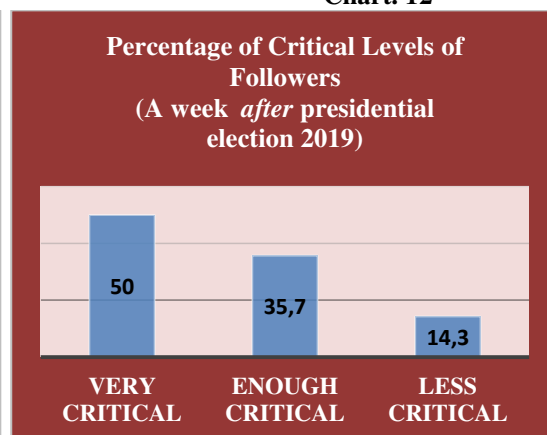
Chart. 11

Percentage of Critical Levels of Followers
(A week *before* presidential election 2019)

VERY CRITICAL	ENOUGH CRITICAL	LESS CRITICAL
1	55	44

Chart. 12

Percentage of Critical Levels of Followers
(A week *after* presidential election 2019)

VERY CRITICAL	ENOUGH CRITICAL	LESS CRITICAL
50	35,7	14,3

- *Appreciation Level:*

   This category describes the level of appreciation of political issues of Twitter followers @habibthink account in the 2019 presidential election. This category were divided into 3 criteria : Very appreciation, enough appreciation, and less appreciation. Most of the twitter users (79%) put enough appreciation to political issues in a week before the 2019 presidential election day. It was followed by very appreciation with a percentage of 15%, then the smallest in less appreciation with a percentage of 6%.
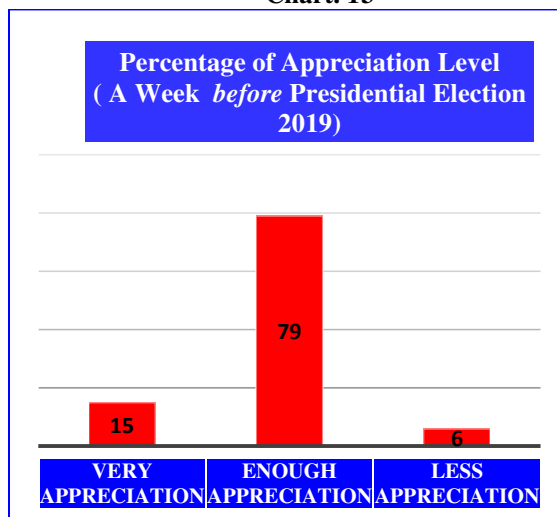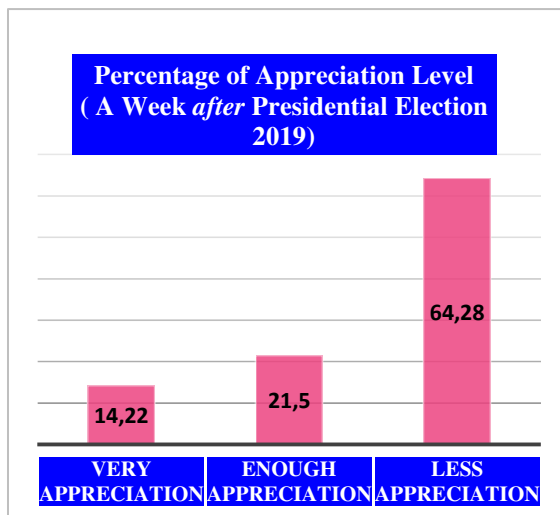
Chart. 13

Percentage of Appreciation Level
(A Week *before* Presidential Election 2019)

VERY APPRECIATION	ENOUGH APPRECIATION	LESS APPRECIATION
15	79	6

Chart. 14

Percentage of Appreciation Level (A Week *after* Presidential Election 2019)
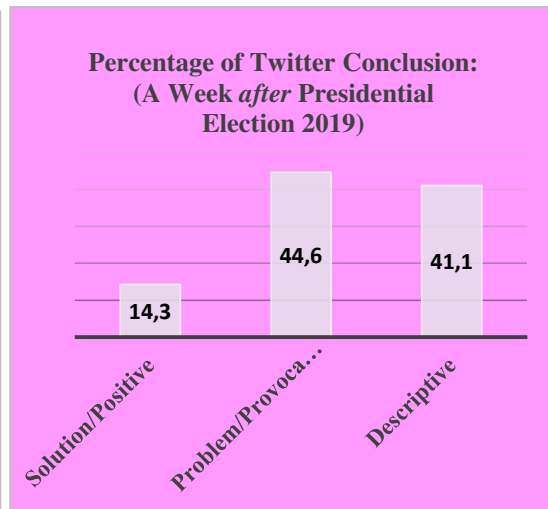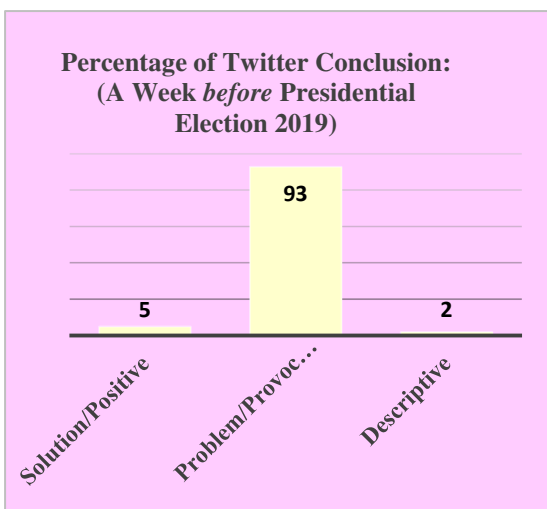
Based on the graph above, a week after the election showed that the followers of @habibthink Twitter lead to less appreciation (64.28%), enough appreciation as much as 21.5% and very appreciation (14.22%) to the Indonesian political process.

- *Twitter Conclusion:*

  This category tried to explain the conclusion of the every tweets in the term of the 2019 presidential election. Did the tweets give solution or positive impact? Did the tweets give create the problems or provocative things? Or only describe the political situation around the 2019 Presidential Election. The results of a week before the election shown that the largest percentage (93%) of the tweets at @habibthink account contains most with the statements or conversations which gave more problem, provocative or negative atmosphere to public. Only 5 percent of the tweets at @habibthink account contains with solution or positive atmosphere. And the rest is only 2% of the tweets at @habibthink account contains with descriptive statements or conversations, which means non-judgemental statements. The chart below also shown that traffic of twitter a week after the election day. The content of @habibthink Twitter led 44.6 percent provocative tweets, 41,1 % tried to described the political situation or analysis, and the rests contains of solution or positive atmosphere (14.3%).

Chart. 15   **Chart. 16**

Percentage of Twitter Conclusion:
(A Week *before* Presidential Election 2019)

93

5   2

Solution/Positive   Problem/Provoc…   Descriptive

Percentage of Twitter Conclusion:
(A Week *after* Presidential Election 2019)

44,6   41,1

14,3

Solution/Positive   Problem/Provoca…   Descriptive

- *Sentiment Direction*:

Then, this category tried to explain the sentiment direction at @habibthink Twitter account in the 2019 presidential election. The percentage of dominant sentiment direction a week before the election day was negative (87%), meanwhile the positive sentiment direction is only 13% at @habibthink account tweets or traffic. Based on the below chart, a week *after* the Presidential election day, the percentage of tweets raised the negative sentiment direction of Indonesian political situation. The tweets sound the negative statements direction about the Indonesian Presidential election process (100 %).
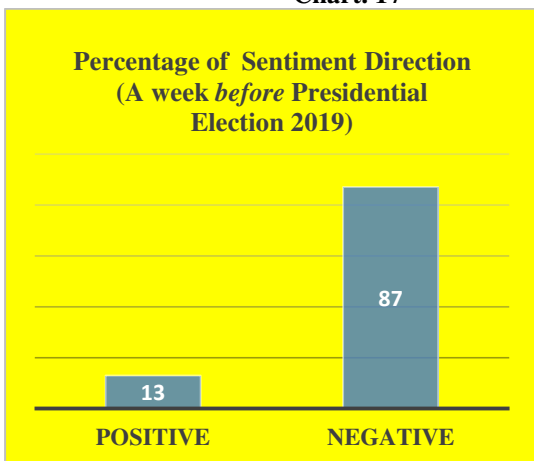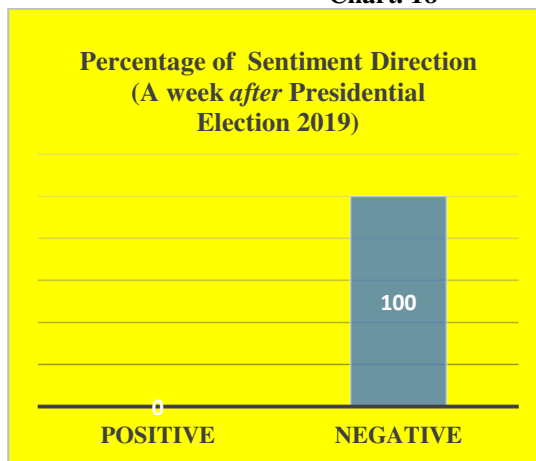
Chart. 17

Percentage of Sentiment Direction
(A week *before* Presidential Election 2019)

87

13

POSITIVE   NEGATIVE

Chart. 18

Percentage of Sentiment Direction
(A week *after* Presidential Election 2019)

100

0

POSITIVE   NEGATIVE

Some issues were emerging at @habibthink Twitter account in the 2019 presidential election process, a week before and after the election day, as explain below :

Discussion *before* the election	Discussion *after* the election
They are not ready to lose (black propaganda to Prabowo)	Jokowi's victory was responded to by the business world
For hoaxes, it's like taking medicine (black propaganda to Prabowo)	the world responds to the results of QC, just wowo and the gang who do not believe
hopefully can accept gracefully instead of a horse field (propaganda black to prabowo)	Erdogan acknowledged Pak Jokowi's victory. While fans of Erdogan here are still experiencing acute delusions.
how do you want to go forward with Indonesia candidates just like that hancoooor (gray propaganda)	Congratulations on becoming president of QC, let Prabowo become president of the real count. Right?
lots of hoaxes and slanders circulating to drop # 01 with hoax and slander production (black propaganda to Prabowo)	sir sandiuno I think you have more conscience and common sense than sick people in your camp. It's not too late to go back to the right way

From all of that result above, we found that the political tension and escalation had raised significantly after the 2019 Presidential election day process. Most of sentiments direction were negative. It is raised to the highest level (100 percent) in a week after the election day. If we analyzed carefully, a lot of propaganda both *black, white,* and *gray* propaganda was emerged at tweets update along a week before and after the election was held. At the time before the election in the title, more dominated the black propaganda that led to paslon 02. What was concluded, was more about hoaxes or slander , and was not ready to lose. For example tweet "Many hoaxes and slanders circulate to drop # 01 with hoax production and slander". In addition, there is also *gray* propaganda , for example "How can we advance to Indonesian legislative candidates like that, hancoorr", because this statement does not side with either side.

Update tweets a week after the election was held, more white propaganda to candidate pair 02, especially in the international sphere. As one example tweet "Erdogan recognizes the victory of Mr. Jokowi. While Erdogan fans here are still experiencing acute delusions. "And" the world is responding to the results of QC, just Wowo and the gang who do not believe. "Obviously the propaganda that happened positive or white on paslon 01. In addition, many experienced disappointment at paslon 02 supporters , the propaganda that occurred also happened to supporters of paslon 02, conveyed to paslon 02, namely "Mr. Sandiuno, I think you have more conscience and common sense than the sick people in your stronghold. It's not too late to get back on the right path. "The propaganda that is happening here is clearly *gray* propaganda . Most led to the misleading statement and disinformation.

The reputable mouthpiece propaganda and name calling were found to be sarcasm. Many tweets from @habibthink accounts could not be check, clarified or verified. Most, those were not from a clear source. This account used sarcasm tweets against candidate, without any obvious news sources or information. The case gone into the mouthpiece reputable categories. It was dominantly used invalid data to build good reputation or bad one of the candidats. The name calling is seen on the account @habibthink that mention the sentence. *"Pak Luhut's is higher class and never sacked" which is indirectly sarcasm for one of the candidate's spouse, Prabowo.*

In @habibthink Twitter tweet that the "a" the "the pack @prabowo. The position alone is not everything ". In this tweet Twitter @habibthink describe the figure Prabowo's candidates are a madman. This statement proven by other statements that the Prabowo already 3 times tried to fight in Indonesian Presidential Election battle, which is in 2009

became vice president, 2014 turned himself into president, and returned. In 2019 ran for president again. "*Your mouth*" tweet at @habibthink account insinuated Prabowo's lost sensitivity to Boyolali area or persons. This is because at the time Prabowo's campaign did blunder, said in Public *"...... You guys enter the hotel definitely expelled, because you are not rich, you are Boyolali ".* These Prabowo's statement made Boyolali people offended and also made Prabowo lost many voices in Boyolali area. As another example is one of the follower comment. There is a comment from the @riqwansyah *"The relation is obvious as it rises. His car was"* . He commented on a tweet about the winning Prabowo in the voice-over, and the issue of the ISIS headquarters. This havd made people think that Prabowo is one of the support the ISIS organization. Even though it could not be proven, but it builds a new perspective on Prabowo in the eyes of Indonesian society.

This research found that there were few propaganda techniques represented in this @habibthink Twitter tweet, such as *Name Calling, Transfer, Testimonials*, *Plain Folk, as well as Card Stacking.*

V. CONCLUSIONS

As we know the atmosphere of 2019 Indonesian Presidential election 9 was very hot. The intertwined events were insinuant between the candidate's post and the supporters were very commonplace. The @habibthink Twitter account tweets many contain sarcasm, provocative, and many contain negative content against one of the presidential candidates. This makes the atmosphere of the 2019 presidential election more heated and makes a negative perspective on one of the prospective pairs. The conclusion as a whole, that @habibthink tweet dominates in black propaganda to candidate number 02, and made white propaganda to candidate number 01. Also, the many supporters of paslon 02 who are disappointed in @habibthink tweets and expressed their angry and sarcasm of 2019 Presidential election process at this account. The study found that the @habibthink Twitter account was contained sarcasm jokes, provocative statement, and negative sentiment about candidates as well as sociopolitical process of 2019 Indonesian Presidential election. This research also found that the new media such as @habibthink Twitter account played it significant role as the medium for propaganda, especially in hot 2019 Indonesian Presidential election time.

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