

The Power Netizen +62 in Influence Public Opinion: Analysis of Online Debates on Social Issues

Satrio Alpen Pradanna*, Hendri Irawan

Civic Education Department, Faculty of Social Science Education, Universitas Pendidikan Indonesia
Jl. Dr. Setiabudhi No. 229 Bandung 40154. Jawa Barat – Indonesia.

Corresponding author*

satioalpen@upi.edu

Abstract: Information and Communication Technology has profoundly influence societal communication, with Indonesia being no exception. A striking phenomenon, labeled as "The Power Netizen +62," has surfaced, wielding considerable influence over public sentiment through online discourse on social concerns, Public opinion reflects the collective perception, beliefs, and views of society on specific issues. The influence of social media and digital information has played a crucial role in shaping and altering public opinions. This study delves into the significant role played by these engaged internet users in molding emotions and viewpoints within the digital sphere. Employing a qualitative descriptive method coupled with content analysis, the research underscores that digital denizens actively contribute to shaping resolutions for diverse social quandaries. The results of the study indicate that profound insights into how the dynamic involvement of these digital citizens, colloquially referred to as "The Power Netizen +62," not only molds societal viewpoints but also steers discussions, culminating in tangible impacts on communal decisions and actions. This phenomenon underscores the potent interplay between technology, active citizenship, and social change in the contemporary landscape, offering a comprehensive understanding of the evolving dynamics in the digital age.

Keywords: Digital, Netizen, Public Opinion, Social Issues.

Introduction

The development of internet technology has brought about fundamental changes in the way communication and public participation are realized. A survey conducted by the Indonesian Internet Service Providers Association (APJII) has recorded that internet penetration in Indonesia reached 78.19 percent in 2023, reaching 215,626,156 individuals out of a total population of 275,773,901. Over the past few decades, the internet has served as the primary catalyst in transforming the landscape of traditional communication into a more dynamic, interactive, and inclusive ecosystem. The role of the internet in facilitating active participation of the community in various aspects of public life has become increasingly prominent. By providing a platform for various forms of interaction and dialogue (Wahyudiyono 2019), the internet has altered the way people share

information, discuss, and contribute to social, political, and cultural issues.

The social issues currently occurring in Indonesia and their resolution processes are greatly influenced by the digital citizens of Indonesia. Indonesian netizens can also be considered as internet superpower users because many controversies in the online world become popular due to the activities of Indonesian netizens, giving rise to the term "The Power of Netizen +62." The phenomenon of netizen +62 emerges due to the ease of access and interactivity among users in accessing the internet, enabling netizens to access information on social media easily and at any time (Susilawati, Fitrianti, dan Fajarwati 2022). Netizen +62 refers to Indonesian internet users, particularly those active on social media platforms. The "+62" term is the country code for Indonesia (Sugiono 2020). Netizen +62 plays a significant role in influencing the flow of information and

interactivity on social media, and they are no longer just passive recipients of information but actively control the flow of information (Gugule dan Mesra 2022; Sugiono 2020; Susilawati et al. 2022; Syahputra 2017; Syarief 2017). The strength of netizen +62 in Indonesia is undeniable, especially in constructing evolving social realities shared on social media.

The social issues currently at the center of debate on social media refer to complex phenomena. In this context, the debate focuses on issues that arise in the public domain (e.g., discussions about damaged roads by Bimo Lampung on Tiktok; illegal levies (*Pungli*) by Husein on Tiktok). These social issues reflect the social, cultural, and political dynamics surrounding them. Social media debates stem from shifts in values and societal perspectives that influence the interpretation of these issues. The social issues debated on social media ultimately shape public opinion, leading to differing perspectives among different actors, such as the government, private sector, and the general public. From the government and the public's perspective, public opinion presented on social media can influence public policies to be implemented (Driss, Mellouli, dan Trabelsi 2019; Yeung 2018)

Based on the background presented, the main objective of this research is to gain a deeper understanding of the patterns of online debates. Through careful analysis, this research also aims to identify the influence generated by "Netizen +62" in shaping and influencing public opinion. By delving deeper into the dynamics of online debates and examining the role of "Netizen +62," this research hopes to provide richer insights into how public opinion is formed in this digital era. Therefore, the research question is, "What is the role of Digital Citizens or Netizen +62 in influencing Public Opinion?"

Literature Review

Public Opinion

Public opinion is a viewpoint or opinion held by a group of individuals or communities in society regarding ongoing social, political, economic, or

cultural issues. Public opinion reflects the diversity of perspectives and viewpoints within society and often serves as a reflection of differing values, beliefs, and interests therein. Public opinion can manifest in various forms, such as writings in mass media, public discussions, polls, or social and political activities expressing support or opposition to an idea or policy (Alkatiri, Nadiah, dan Nasution 2020; Indrawan 2017; Juditha 2014).

Public opinion plays a crucial role in the democratic process and decision-making within a nation. This is because public opinion serves as the basis for voters in choosing their leaders and representatives and influences the policies adopted by the government. Public opinion can also mobilize society to take specific social or political actions, such as protests or campaigns. Therefore, a strong understanding of public opinion is essential for leaders and policymakers to respond to and comprehend the aspirations and interests of the communities they serve (Siagian 2015; Syarief 2017).

Public opinion can also change over time and with changes in social, political, or economic conditions. Factors such as technological advancements, information dissemination, and significant events can influence shifts in public opinion. Hence, public opinion is not static but rather dynamic. Therefore, it is crucial for the government, media institutions, and civil society to continuously monitor and keep pace with developments in public opinion to take appropriate steps in effectively responding to the demands and needs of the community (Syarifuddin 2020).

Social Media and Online Engagement

Social media has become one of the most popular platforms in the current digital era (Pradanna dan Abdulkarim 2023). Furthermore, with the presence of social media, it has eliminated human boundaries for interaction. While social media has positive impacts, it also has negative effects on human life, one of which is the proliferation of hoax news (Irawan dan Bayu Firdaus 2021). Social media, as a digital-based platform that provides a

space for users to express their opinions and thoughts and exchange information (Fitriani, Aminudin, dan Rengi 2022; Jannatania et al. 2022). Some popular social media platforms include Twitter, Instagram, Youtube, Tiktok, and Facebook (Jannatania et al. 2022; Lubis 2022; Suroyo 2021). The online participation of digital citizens through social media can expand public participation and influence societal behavior (Pradanna dan Abdulkarim 2023)

Research results show that social media enables people to participate in online discussions and campaigns, provide feedback to the government and public institutions, and engage in politics, such as in general elections or political campaigns (Arpandi 2023; Pradanna dan Abdulkarim 2023). Moreover, social media can influence people's behavior in various aspects, such as choosing products, following trends, or selecting leaders (Fitriani et al. 2022; Nohana, Kusumawati, dan Widjanarko 2020; Pancaningsih et al. 2022). In general terms, the involvement and participation of digital citizens in the digital space are evident in their engagement in online social actions through various means, such as providing support and participating in social campaigns, raising funds for social activities, disseminating information about social issues, participating in online discussions and debates, and creating creative content for social campaigns (Febriyanti dan Tutiasri 2018; Rosman dan Rasit 2021).

The Power Netizen +62 Influence

"The Power Netizen +62 Influence" is a term that refers to the influence and power of individuals or groups in Indonesia who are active in the digital world, especially through social media and online platforms. In this digital era, netizens +62 (referring to the country code for Indonesia) play an increasingly significant role in shaping public opinion, advocating for social, political, cultural, and economic issues, and influencing decisions and actions taken by the broader society. They often have a wide reach and can quickly mobilize people through various online platforms.

Furthermore, news websites now offer many news selection features, allowing netizens to choose the news they want to read. Additionally,

netizens can also provide their opinions on the news they read in the comment section (Anam 2017). The influence of "The Power Netizen +62 Influence" can be seen in various aspects of daily life, including politics, where netizens often determine public opinion regarding elections, government policies, and controversial issues. They also play a crucial role in criticizing and monitoring government actions, as well as voicing the aspirations and demands of the public. Moreover, netizens +62 also play a role in raising social and humanitarian issues, such as environmental protection, human rights, and gender issues (Hani 2021).

Although having the potential for positive change, "The Power Netizen +62 Influence" also poses certain challenges and risks, such as the spread of false information (hoaxes), cyberbullying, and the polarization of public opinion. Therefore, it is important for netizens +62 to use social media and online platforms responsibly and to continually enhance their digital and critical literacy. The government, media institutions, and society should also collaborate to create a healthy and safe digital environment for all users. Thus, "The Power Netizen +62 Influence" can be an effective tool for advancing positive change in Indonesian society.

Social Issues

Social issues are social conditions that affect a large number of people and require immediate improvement through a set of actions (Prasetyaningrum, Finda Nurmayanti, dan Fallya Azahra 2022). Social issues can relate to various aspects such as politics, the environment, health, and socio-cultural matters. Social issues are often topics discussed on social media, and digital citizens can engage in online social actions to address these social issues (Tanjung et al. 2022). Netizens can provide support and participation in social campaigns, raise funds for social activities, disseminate information about social issues, participate in online discussions and debates, and create creative content for social campaigns (Kusumaryati 2021; Lee dan Lee 2023).

Social issues can influence government policies in various fields, including politics, socio-cultural

aspects, and the economy. Ramdani, Krisnani, and Basar (2015) mentioned that the United States government's immigration policy is influenced by social issues related to national security and the U.S. economy. Therefore, it can be concluded that government policies can change in response to changes in social issues occurring in society, and the government's role in addressing these social issues can be one way to tackle existing problems (Ramdani et al. 2015; Wincott dan Crawshaw 2006; Yuda et al. 2022).

Materials and Methods

This research employs a qualitative approach to delve into a deep understanding of how the phenomenon of "The Power of Netizen +62" in Indonesia shapes public opinion on the social media platform Twitter. The qualitative approach was chosen because this study aims to elucidate and interpret the meanings, perceptions, and experiences of netizens participating in online discussions. The method used in this research is content analysis. Content analysis is an approach used to analyze the content of messages or written content in a specific context (Pratama et al. 2021). In this study, the content analysis method is applied to analyze various types of content such as tweets, retweets, replies, and the users involved in discussions about social issues. Data for analysis will be obtained through the collection of relevant content from Twitter. Data collection is carried out using social media through manual search techniques using keywords relevant to the research topic. The collected data includes tweets, retweets, replies, and user profiles involved in discussions of social issues on Twitter. The data will be anonymized and organized before further analysis is conducted in accordance with the content analysis steps outlined above.

Results and Discussion

In this research, the author investigates the role played by netizens in influencing public opinion through the social media platform Twitter, with a

specific focus on searching through keywords such as online gambling, environmental pollution, actions, corruption, and the handling of social issues in Indonesia. The findings of this research have revealed several interesting discoveries that vividly depict the dynamics and impact of netizens in the digital realm. As social issues like online gambling, environmental pollution, actions, and corruption continue to be pressing concerns, netizens use social media to actively participate in discussions and actions related to these issues. By tagging influential accounts, such as official government accounts, prominent politicians, or law enforcement agencies, netizens seek to voice their concerns and urge more effective measures in addressing these issues. As a result of netizens' active participation and tagging practices, there is an increase in public awareness regarding these issues.

Result-1 Netizen's Action by Tagging Influential Accounts



Figure 1. "Netizens engage in tagging actions."

Figure 1 illustrates how Twitter netizens in Indonesia consistently employ the practice of tagging prominent accounts that wield power and influence in addressing social issues. This includes official government accounts, political figures, law enforcement agencies, and prominent public figures. The research findings indicate that netizens have a strong understanding of which accounts have the capability to address specific issues. The results of the study suggest that netizens possess an exceptional understanding of the strength and potential of these prominent accounts in effecting change. They carefully consider the issues they

deem important to voice and tag the accounts they believe can have a positive impact in addressing those issues.

Furthermore, this research also reveals that the tagging practice does not stop at efforts to voice social issues. This practice is often driven by the role of mass media and the virality of content on the Twitter platform. When tagging gains media attention or even goes viral, public pressure on influential accounts significantly increases. This can expedite responses and actions from these accounts, subsequently having a positive impact on addressing the issues advocated by netizens. The importance of mass media in reinforcing this tagging practice cannot be ignored. Mass media plays a key role in elevating the issues raised by netizens to relevant and significant news for the broader public. When the media takes notice of netizen tagging, they help bridge the gap between discussions in the digital realm and broader public attention. This provides netizens with greater access to the public debate arena and enables them to actively participate in the decision-making process.

Additionally, this research also highlights how content virality on Twitter plays a crucial role in amplifying netizens' messages. Viral content has the potential to reach more people, including influential accounts that may have been previously unaware of the issue. Thus, virality can transform the tagging practice into a powerful movement and influence more stakeholders in addressing social issues. The importance of tagging practice in creating public pressure on influential accounts should not be underestimated. As netizens continue to voice issues they consider important, the tagged prominent accounts cannot ignore it. This pressure can lead to faster and more effective responses regarding these issues, especially when actions are required from relevant authorities or stakeholders involved.

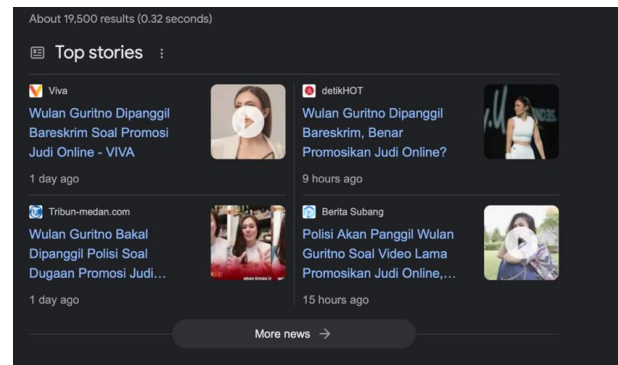


Figure 2. "Impact of Tag Actions".

Figure 2 illustrates the effects of tagging prominent social media accounts, one of which is the promotion of online gambling by a member of parliament in Indonesia. The issue of online gambling promotion by WG in December 2020 became an interesting topic on social media on August 28, 2023. According to Indonesian law, promoting online gambling is a violation of the law. However, from December 2020 to August 2023, no action was taken by the responsible authorities. As a result, netizens tagged (Figure 1) the Twitter account "DivHumas_Polri," which subsequently led to the summoning of WG regarding the promotion conducted.

Result-2 Social Issue Discussion Threads



Figure 3. "Social Issue Discussion Thread"

Figure 3 demonstrates that netizens, or active internet users, often initiate threads or sequences of messages on the Twitter platform to discuss various social issues. In this context, a "thread" refers to a series of messages sent by one user on a specific topic or issue. Initially, these issues may only be small-scale discussions among a number of netizens. However, when several threads or messages related to the issue begin to gain more significant attention from the Twitter community, the issue then goes viral.

As a result, "viral" refers to the rapid and widespread dissemination of messages or threads across the Twitter platform. Issues that were originally only discussed by a specific group of netizens become the focus of greater attention, and many people start participating in the conversation. Factors that can make an issue go viral include engaging content, strong emotional reactions, active user participation, and sometimes support from users with a large following. This research highlights the role of Twitter as an important tool in spreading social issues and enabling broad public discussions. It also reflects how the use of social media can influence news agendas and public opinion quickly and widely. Further studies may delve deeper into how these issues affect society and how the impact of virality can be used for larger purposes, such as spreading crucial information or social campaigns.

Discussion

The results of this research reveal interesting patterns and dynamics in online debates on the social media platform Twitter, particularly in the context of Indonesia. In our analysis, we focused on the role of The Power Netizen +62 in influencing public opinion and its impact on the social issues under discussion. Our findings indicate several significant patterns in online debates on Twitter in Indonesia.

Firstly, the research findings reveal that Indonesian netizens consistently employ the practice of tagging prominent accounts that have power and influence in addressing social issues. These accounts include official government accounts, political figures, law enforcement agencies, and prominent public figures. This demonstrates a strong understanding among netizens of which accounts have the capability to address specific issues. They selectively tag accounts they believe can have a positive impact on addressing those issues. These findings align with the literature emphasizing the importance of digital citizens' participation in interacting with influential accounts to influence policies and actions related to social issues (Kusumaryati 2021; Lee dan Lee 2023)

Here is a chart illustrating the influence of netizen +62 in influencing public opinion that impacts government decisions and policies in addressing social issues in society:

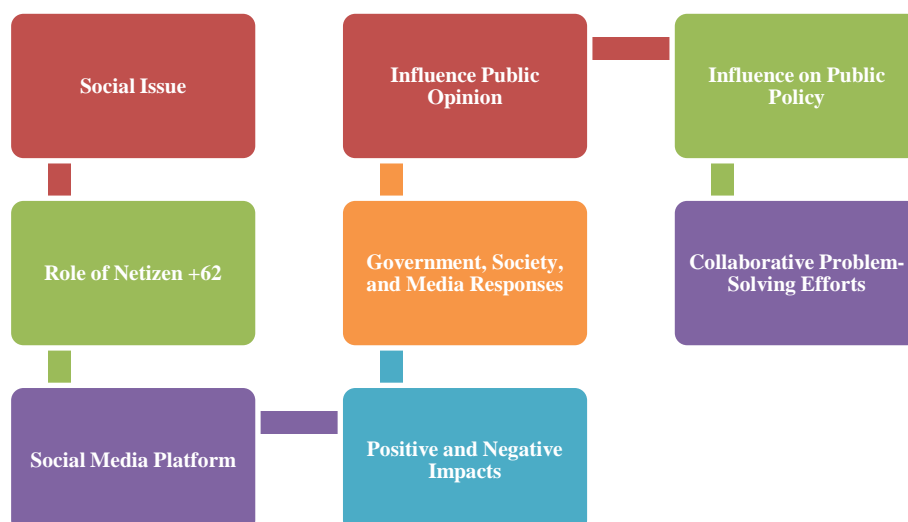


Chart 1. How Netizen +62 Operates. **Source:** Processed by Researcher

Moreover, this research reveals that the practice of tagging does not stop at merely voicing social issues. Mass media and content virality on the Twitter platform also play a key role in increasing public pressure on influential accounts. When tagging gains attention from the media or goes viral, the public pressure on these accounts significantly intensifies. This underscores the vital role of mass media in bridging the gap between digital discussions and broader public attention. In this regard, our research findings support the concept that social media enables broader public participation in the decision-making process and enhances netizens' access to the public debate space (Chen 2017; Masullo, Wilner, dan Stroud 2022).

Additionally, the research findings highlight the importance of content virality on Twitter in amplifying netizens' messages. Viral content has the potential to reach more people, including influential accounts that may not have been aware of the issue previously. Thus, virality can

transform the tagging practice into a powerful movement and influence more stakeholders in addressing social issues. This aligns with the views of Arpandi (2023) and Fitriani et al. (2022), which emphasize the role of social media in influencing societal behavior and shaping public opinion quickly and widely. Twitter is the most influential type of social media in political change through public opinion formation due to its hashtag feature. Hashtags have three strengths at once: localizing topics, focusing topics, and facilitating internet-based search systems. Second, because it takes place virtually with limited sentence capacity, status content on Twitter has the ability to arouse netizens' anger (Hani 2021).

Here is a table of Netizen +62 opinions in influencing public opinion in the virtual world as an expression of resistance or defense of rights, as well as an active role in campaigning for their choices. Additionally, Netizen +62 also has a negative side, including the spread of false news that can lead to division.

Table 1. Role of Netizen +62.

No.	Social Issue	Role of Netizen +62	Impact
1.	Human Rights	Active in Online Campaigns	Raising Public Awareness of Human Rights
2.	Environment	Criticizing Government Actions	Promoting Sustainable Environmental Action
3.	Gender Equality	Discussing Gender Equality Issues	Enhancing Gender Awareness
4.	Political Issues	Engaging in Political Campaigns	Mobilizing Supporters and Influencing Election Outcomes
5.	Challenges and Risks	Spread of False Information, Opinion Polarization, Government's Role	Potential Spread of Hoaxes, Opinion Polarization, and the Need for Appropriate Regulation
6.	Justice	Advocacy or Support Hashtags	Government Taking Action and Making Decisions in Problem Solving

The table above provides a brief overview of some social issues debated by netizens +62, their role in online discussions, and the impact of their influence on public opinion. These findings support the view (Ramdani et al. 2015) that socially debated issues on social media can influence government policies. Netizens can make these issues a broader public concern and increase pressure on stakeholders to take action. Furthermore, the crucial role of social media as a tool enabling broader public participation and influencing societal behavior is emphasized

(Pradanna dan Abdulkarim 2023). Thus, our research contributes to a better understanding of how online debates on social media can influence public opinion and how netizens can actively engage in this process.

Conclusions

This research has meticulously uncovered the intricate patterns inherent in online debates, elucidating the multifaceted role of The Power

Netizen +62 in shaping and influencing public opinion on various social issues within the Indonesian context. A comprehensive analysis of the practices involving the tagging of influential accounts, the indispensable support from media outlets, and the dynamics of content virality on Twitter reveals a complex interplay of factors that collectively contribute to the generation of substantial public pressure. This heightened pressure, in turn, possesses the potential to sway the opinions and decisions of key stakeholders deeply involved in the ongoing discourse. Therefore, the findings of this research not only provide invaluable insights into the ever-evolving dynamics of online debates but also present a pioneering contribution to our comprehension of how these dynamics can significantly shape public sentiment and subsequently impact tangible actions taken in response to pressing social issues.

In this intricate landscape, Indonesian netizens, particularly The Power Netizen +62, emerge as pivotal agents of change, skillfully navigating the complexities of societal transformation through their influential role. Their adept utilization of online platforms for discourse, coupled with their strategic engagement with influential figures and media, underscores the transformative potential of digital spaces in fostering societal change. The dynamic influence exerted by The Power Netizen +62 not only amplifies the collective voice of the Indonesian populace but also showcases the capacity of digital activism to bring about tangible shifts in public opinion and policy discourse. As Indonesia continues to grapple with multifaceted social challenges, The Power Netizen +62 stands poised as a driving force, wielding their digital prowess to advocate for positive change and shape the narrative of a progressive, informed, and socially conscious society.

Conflict of Interest: The authors declare that there are no conflicts of interest concerning the publication of this article.

References

- Alkatiri, Awan Bin Muhammad, Zhafira Nadiah, dan Adinda Nada S. Nasution. 2020. "Opini Publik Terhadap Penerapan New Normal Di Media Sosial Twitter." *CoverAge: Journal of Strategic Communication* 11(1):19–26. doi: 10.35814/coverage.v11i1.1728.
- Anam, M. Khairul. 2017. "Analisis Respons Netizen Terhadap Berita Politik Di Media Online." *JURNAL ILMIAH ILMU KOMPUTER* 3(1):14–21. doi: 10.35329/jiik.v3i1.62.
- Arpandi, Arpandi. 2023. "Media Online dalam Meningkatkan Partisipasi Politik Masyarakat pada Pemilihan Umum (Pemilu)." *EDU SOCIETY: JURNAL PENDIDIKAN, ILMU SOSIAL DAN PENGABDIAN KEPADA MASYARAKAT* 3(1):843–55. doi: 10.56832/edu.v3i1.293.
- Chen, Gina Masullo. 2017. *Online Incivility and Public Debate*. Cham: Springer International Publishing.
- Driss, Olfa Belkahla, Sehl Mellouli, dan Zeineb Trabelsi. 2019. "From citizens to government policy-makers: Social media data analysis." *Government Information Quarterly* 36(3):560–70. doi: 10.1016/j.giq.2019.05.002.
- Febriyanti, Syafrida Nurrachmi, dan Ririn Puspita Tutiasri. 2018. "Etika Komunikasi Netizen di Media Sosial." *JURNAL ILMU KOMUNIKASI* 1(1). doi: 10.33005/jkom.v1i1.5.
- Fitriani, Liza, Imam Aminudin, dan Pareng Rengi. 2022. "Pengaruh media sosial terhadap literasi politik generasi milenial." *Mediakom: Jurnal Ilmu Komunikasi* 6(1):46–55. doi: 10.35760/mkm.2022.v6i1.6517.
- Gugule, Hamdi, dan Romi Mesra. 2022. "Analisis Sosiologis Terhadap Video Viral Tiktok tentang Penegakan Hukum di Indonesia." *Ideas: Jurnal Pendidikan, Sosial, dan Budaya* 8(3):1071. doi: 10.32884/ideas.v8i3.956.
- Hani, Nadiya Lathifah. 2021. "Netizens' Reaction to the Garbage Prank Case: Forensic Linguistic Perspective Analysis." in *4th International Conference on Language, Literature, and Education (ICLLE-4 2021)*.
- Indrawan, Raden Mas Jerry. 2017. "Dampak komunikasi politik dan opini publik terhadap perilaku masyarakat." *WACANA, Jurnal Ilmiah Ilmu Komunikasi* 16(2):171. doi: 10.32509/wacana.v16i2.14.
- Irawan, Hendri, dan Krisbaya Bayu Firdaus. 2021. "Resiliensi Pancasila Di Era Disrupsi: Dilematis Media Sosial Dalam Menjawab Tantangan Isu Intoleransi." *Jurnal Paris Langkis* 1(2):36–47. doi: 10.37304/paris.v1i2.2509.
- Jannatania, Jasmin, S. Kunto Adi Wibowo, Henny Sri Mulyani Rohayati, Dadang Rahmat Hidayat, dan Sri Seti Indriani. 2022. "Pengaruh Penggunaan Media Sosial Twitter Terhadap Partisipasi Online Budaya Pengenyahan (Cancel Culture) Di Indonesia." *Jurnal Mutakallimin: Jurnal Ilmu Komunikasi* 5(2). doi: 10.31602/jm.v5i2.7690.

- Juditha, Christiany. 2014. “Opini Publik Terhadap Kasus ‘KPK Lawan Polisi’ dalam Media Sosial Twitter.” *Jurnal Pekommas* 17(2):61–70.
- Kusumaryati, Veronika. 2021. “#Papuanlivesmatter: black consciousness and political movements in West Papua.” *Critical Asian Studies* 53(4):453–75. doi: 10.1080/14672715.2021.1963794.
- Lee, Jeehyun Jenny, dan Jin Lee. 2023. “#StopAsianHate on TikTok: Asian/American Women’s Space-Making for Spearheading Counter-Narratives and Forming an Ad Hoc Asian Community.” *Social Media + Society* 9(1):1–11. doi: 10.1177/20563051231157598.
- Lubis, Nasrul Rizal A. 2022. “Informasi Berbasis Media Sosial Pada Perpustakaan Digital.” *Jurnal Pari* 8(1):53. doi: 10.15578/jp.v8i1.11517.
- Masullo, Gina M., Tamar Wilner, dan Natalie Jomini Stroud. 2022. “What Social Media Could Be: Normative Frameworks for Evaluating Digital Public Spaces.” *Social Media + Society* 8(4). doi: 10.1177/20563051221130447.
- Nohana, Olvinny Caroline, Aditya Kusumawati, dan Bagoes Widjanarko. 2020. “Pengaruh Media Sosial dan Ketidakpuasan Tubuh pada Perilaku Diet Mahasiswa di Kota Semarang.” *MEDIA KESEHATAN MASYARAKAT INDONESIA* 19(5):363–67. doi: 10.14710/mkmi.19.5.363-367.
- Pancaningsih, Rahayu, Shalli Habiibika Baaq, Risqa Nurul Latifah, Ananda Nur Wahit, Mellyza Dwi Handayu, Erlin Rahmawati, Vanya Divka Putri Maharani, Monica Farissa Zain, dan Aris Prio Agus Santoso. 2022. “Pengaruh Media Sosial Terhadap Penjualan Produk Kecantikan Pada Online Shop Kumara Store Di Sukoharjo.” *Digital Bisnis: Jurnal Publikasi Ilmu Manajemen dan E-Commerce* 1(4):134–48. doi: 10.30640/digital.v1i4.408.
- Pradanna, Satrio Alpen, dan Aim Abdulkarim. 2023. “The Role Of Social Media In Strengthening Multicultural Tolerance Among Digital Citizenship.” Hal. n.p in *The Third International Conference on Innovations in Social Sciences Education and Engineering (ICoISSEE-3)*.
- Prasetyaningrum, Galuh, Finda Nurmayanti, dan Fallya Azahra. 2022. “Faktor-Faktor Yang Mempengaruhi Etika Sistem Informasi: Moral, Isu Sosial Dan Etika Masyarakat (Literature Review Sim).” *JURNAL MANAJEMEN PENDIDIKAN DAN ILMU SOSIAL* 3(2):520–29. doi: 10.38035/jmpis.v3i2.1115.
- Pratama, Bayu Indra, Choiria Anggraini, Muhammad Rizki Pratama, Azizun Kurnia Illahi, dan Dessanti Putri Sekti Ari. 2021. *Metode Analisis Isi (Metode Penelitian Populer Ilmu-ilmu Sosial)*. Malang: UNISMA Press.
- Ramdani, Hedi, Hetty Krisnani, dan Gigin Ginanjar Kamil Basar. 2015. “Peran Pekerja Sosial Dalam Isu Pekerja Anak.” *Prosiding Penelitian dan Pengabdian kepada Masyarakat* 2(1). doi: 10.24198/jppm.v2i1.13264.
- Rosman, Nuramaliya Mohamad, dan Rosmawati Mohd Rasit. 2021. “[The Attitude of Muslim Youth Netizens in Finding and Receiving Information On Social Media: A Qualitative Analysis] Sikap Netizen Belia Muslim dalam Mencari dan Menerima Maklumat di Media Sosial: Satu Analisis Kualitatif.” *Jurnal Islam Dan Masyarakat Kontemporari* 21(3):189–205. doi: 10.37231/jimk.2020.21.3.463.
- Siagian, Haidir Fitra. 2015. “Pengaruh dan efektivitas penggunaan media sosial sebagai saluran komunikasi politik dalam membentuk opini publik.” *Jurnal Al Kitabah* 2(1):17–26.
- Sugiono, Shiddiq. 2020. “Fenomena Industri Buzzer Di Indonesia: Sebuah Kajian Ekonomi Politik Media.” *Communicatus: Jurnal Ilmu komunikasi* 4(1):47–66. doi: 10.15575/cjik.v4i1.7250.
- Suroyo, Suroyo. 2021. “Fenomena Media Sosial Di Masa Pandemi Covid-19 Untuk Meningkatkan Bisnis Online.” *INDIKATOR* 2(2). doi: 10.37753/indikator.v2i2.162.
- Susilawati, Eka, Rizqi Fitrianti, dan Noerma Kurnia Fajarwati. 2022. “The Power Of Netizen +62: Kontruksi Konflik Fenomenal Di Media Sosial.” *National Conference on Applied Business, Education, & Technology (NCABET)* 2(1):177–84. doi: 10.46306/ncabet.v2i1.76.
- Syahputra, Iswandi. 2017. “Demokrasi Virtual Dan Perang Siber Di Media Sosial: Perspektif Netizen Indonesia.” *Jurnal ASPIKOM* 3(3):457. doi: 10.24329/aspikom.v3i3.141.
- Syarief, Fauzi. 2017. “Pemanfaatan media sosial dalam proses pembentukan opini publik (analisa wacana Twitter SBY).” *Komunikasi: Jurnal Komunikasi* 8(3):262–66. doi: 10.31294/jkom.v8i3.3092.
- Syarifuddin, Muhammad. 2020. “Analisis Sentimen Opini Publik Mengenai Covid-19 Pada Twitter Menggunakan Metode Naïve Bayes Dan Knn.” *INTI Nusa Mandiri* 15(1):23–28. doi: 10.33480/inti.v15i1.1347.
- Tanjung, Yushar, Mhd Ihsan Syahaf Nasution, Hafnita Sari Dewi Lubis, Anju Nofarof Hasudungan, dan Surya Aymanda Nababan. 2022. “Integrasi Isu-Isu Sosial Kekinian dalam Pembelajaran IPS: Sebuah Analisis Relevansi.” *Indonesian Journal of Social Science Education (IJSSE)* 4(2):145. doi: 10.29300/ijsse.v4i2.7413.
- Wahyudiyono, Wahyudiyono. 2019. “Implikasi Penggunaan Internet terhadap Partisipasi Sosial di Jawa Timur.” *Jurnal Komunika: Jurnal Komunikasi, Media dan Informatika* 8(2):63. doi: 10.31504/komunika.v8i2.2487.
- Wincott, Elizabeth, dan Marilyn Crawshaw. 2006. “From a Social Issue to Policy.” *Social Work in Health Care* 43(2–3):53–72. doi: 10.1300/J010v43n02_05.
- Yeung, Douglas. 2018. “Social Media as a Catalyst for Policy Action and Social Change for Health and Well-Being: Viewpoint.” *Journal of Medical Internet Research* 20(3):e94. doi: 10.2196/jmir.8508.

Yuda, Tauchid Komara, Minah Kim, Aungsumalee Pholpark, dan Hamzah Nor Bin Aedy Rahman. 2022. "Unmasking the social policy responses of COVID-19 in four Southeast Asian Nations: institutional patterns and

policy adjustment." *Asia Pacific Journal of Social Work and Development* 32(4):294–317. doi:
10.1080/02185385.2022.2136234.