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#KTPUNTUKAHOK: THE ROLE OF SOCIAL MEDIA AS A TOOL OF SOCIAL MOVEMENT

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Abstract

In 2017, there is going to be a governor election in province with the highest population density in Indonesia, Jakarta Capital Region. This upcoming general election highlights a number of subject matters, the most evident of which is the aggregation of 1 million Indonesian identity card for a future governor candidate, Basuki Tjahaja Purnama also known as Ahok. Ahok is now no longer carried by a political party. On behalf of being a future governor candidate, referring to Peraturan KPU No. 9 Tahun 2015, he needs propulsion from at least 750.000 Jakarta inhabitants. To make it exactly safe, Ahok needs 1 million copies of ID card of his supporters, and ought to be collected on July 2016 as the governor election will be held on February 2017. Volunteers who support Ahok are named "Teman Ahok" (Ahok's Friends). They are making bombard in social media with hash tag #KTP untuk Ahok (ID card for Ahok) and producing a 2-minute-47-second video published in YouTube, entitled "Satu Juta KTPuntuk Ahok". This way of social media bombarding aims to inform people as well as forming mass mobilization about Ahok and the plan, well be said to make social movement. This study describes the role of social media as a tool of social movement.

Keywords

Ahok, Social Media, Social Movements

1. Introduction: Be Acquainted with Social Media and Social Movement

On January 2015, We Are Social, a social marketing agency based in Singapore, released an annual report (Wijaya, 2015) concerning on total of website users, mobile, and social media from all over the world. Indonesia itself has 72, 7millions internet active users; 72 millions social media active users, which 62 millions of them accessed social media through mobile device; and 308, 2millionsheadphone users. This company also noted that the number of active social media accounts has been grown up 16 % since January 2014. Average daily use of social media through any device shows the number of 2 hours and 52 minutes. Face book gets the most active social platform with the number 14 %, whatsapp 12 %, twitter 11 %, face book messenger 9 %, Google+ 9 %, integral 7 %, linked in 7 %, Skype 6 %, pinterest 6 %, and line 6 %. According to the data above, could be gleaned that the using of social media has been a big part of human life in Indonesia.

Social media is any site providing connection among its members. It is different from the traditional media considered from quality, usability, frequency, reach, immediacy, and permanence. Social media operates in a dialogic transmission system, contrast to traditional media that operates under a monologic transmission model (John and Shawn, 2015). It is used by users to get information they needs, such as recent thoughts, photos, videos, voices or other things shared by friends. In this era, information is basic need for human to be alive.

Social movement is group action, usually informal, which focused on specific issue in a region. Basically social movement is executed to have social change. According to David Aberle (Little, 2012), **this is the types of social movement.**

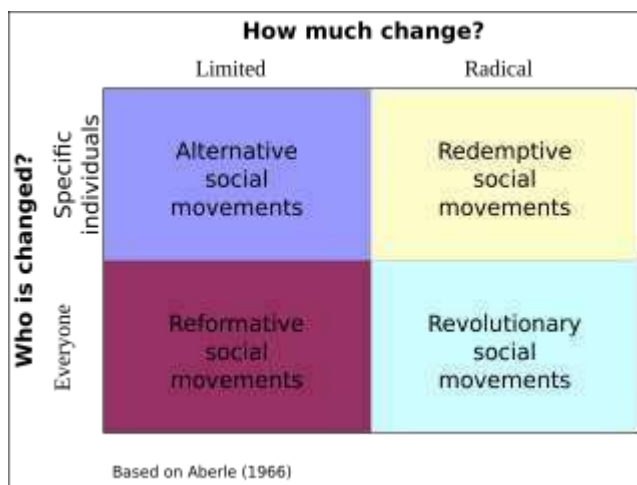


Figure 1: Types of Social Movement (David Aberle)

Change is an eternal thing. There would be change and change on this planet because people are transformed. Social media can be used as a tool to transform society as it could be said to make social movement. There had been some social movements caused by social media in Indonesia, such as Coins for Prita, 1 Million Face bookers Support Bibit-Chandra, Earth Hour Indonesia, #SaveKPK, #KawalPemilu (watch general election), and so on. This study is examining to understand this phenomenon and the impact taking place within a context of social movements, focusing at the social movement to support the future governor candidate of Jakarta Capital Region, Ahok, from independent party to compete in upcoming general election on February 2017.

Making reference to types of social movement from David Aberle, in Ahok's case (#KTPuntuk Ahok), alternative social movements are applied. Teman Ahok is necessarily negotiated and persuades people of Jakarta to bolster their future governor candidate up on the upcoming general election. Their goal is to change the way people of Jakarta think about a particular behavior, to support Ahok. They are not terribly threatening to established social order because they only want certain people to change and only in one particular way.

2. Social Media on Social Movements: #KTPuntuk Ahok

Volunteers who give countenance to Ahok, TemanAhok (Ahok's Friends), propose supports from Jakarta inhabitants to carry Ahok as the future governor candidate on upcoming general election, February 2017. Hank's Friends uploaded a video in YouTube entitled "SatuJuts KTP untuk Ahok (One Million ID Cards for Ahok)". They are having national ID card collection from everyone who supports Ahok to be his upcoming governor. The video explained that Ahok threatened couldn't go after the governor general election because he comes from non-party. Going forward as the independent candidate is the choice.

However, to be an independent candidate isn't that easy. On behalf of being a future governor candidate, referring to Peraturan KPU No. 9 Tahun 2015, Ahok needs propulsion from at least 750.000 Jakarta inhabitants. To make it exactly safe, he needs 1 million copies of ID card of his supporters, and ought to be collected on July 2016 as the governor election will be held on February 2017.

This campaign has been started from July 2015 and has one year time ahead to reach the goal. Every single day, week, and months, Hack's Friends make a target of ID cards amount collected. In a month they aim for 84.000 ID cards, in a week 22.000, and for a day 3.200 ID cards needed to be collected. Friends of Ahok opened booths in every region in Jakarta, from

east to west and north to south; some booths are located in shopping malls, others in houses and markets. Friends of Ahok planned to build up to 150 booths until the end of 2015.

This work seems to be hard, but Friends of Ahok look at the big opportunity to spread news and get social movement using social media. Social media was perceived to be very effective used in having society attention.

Hash tag #KTPuntuk Ahok has begun to be emerged in social media. Susie Clarence (@Siie_susie) posted on her own twitter account “Indonesia said „we want change to be better“ If you want to CHANGE let the CHANGE HAPPEN. And you will get better change □ #KTPuntuk Ahok”. Some Indonesian celebrities subsequently stated their backing on Ahok. Wulan Guritno (@WulanGuritno) on twitter posted “Mau dukung Ahoktukjadi Gub DKI non parpol? Butuh 1jt KTP pendulum DKI (Do you want to support Ahok to be the governor of Jakarta Capital Region from nonparty? We need 1 million ID card of Jakarta inhabitants) @temanahok #KTPuntukAhok”.

Facebook noted an account named “Teman Ahok” has 41,318 likes from people. There is as well a photo of Indonesian singer, Glenn Fredly, wearing a rubber bracelet written temanahok.com. While in integral, support for Ahok could be seen through the photo and video posted within #ktpuntuk ahok. Some photos show the booth condition, rubber bracelet written temanahok.com, and could be seen as well how some Indonesian celebrities attempt to do the concrete support for Ahok.

By way of this exertion to get support, at the moment this paper is written (28/08/2015), the total of ID cards collected are 123.585 out of 1.000.000. Less than two months since this campaign began, the information has been speeded out to Jakarta inhabitants. Here obviously could be seen that social media being a catalyst to the initial information flow in reporting campaign #KTPuntuk Ahok. It is interesting how people received some pieces of information from their personal news feed and does something follow along the information they got. Social media has created massive network in the manner of giving people the ability to easily publicize opinions at a very low cost, and in the context of scale and speed of demand.

This study focused on the role of social media as a tool of social movement. In Indonesia, a case proved that social media deserving well of social movement is Coins for Prita. This was trending topic around Indonesia in 2009.

Prita experienced bad service at Omni International Hospital in Jakarta and sent email to her friends about the service at the hospital. Hospital lawyers accused Pyrite for defaming the

hospital. She was ordered by Tendering High Court to pay Rp 204 million (around US\$ 22.000). The accusation took her along prison for three weeks in May 2009. Her case was reported by national media and place attention from all over this nation. Online support was quickly disseminated to help the nursing mother who was in jailed for sending complaint email. Face book support page was made with the idea to contribute Rp 500 (US\$ 5cents) to the fine. This movement was called Coins for Prita. Volunteers who were thinking about maintenance of freedom of speech in Indonesia fully supported Prita to get away from this case. They came from Jakarta, Bandung, Surabaya, Yogyakarta, and other big cities. On December 5, 2009, Coins for Prita were collected with the amount US\$ 90.000, four times more exceeding the expectation. Finally, the court decided Prita for not guilty on December 29, 2009, and the money was all donated to a charity organizations to help other "Pritas".

The success of Coins for Prita didn't unlikely happen to #KTPuntuk Ahok. Prita's case was complex problem yet media framed it as simple narrative (Lim, 2013). A similar simple narrative was presented in the case oh Ahok as well, which was framed as a willingness of sincere leader who likely still owe to build and drum up Jakarta Capital Region. Within a simple narrative, the information spreader out in social media would be easier to understand. The easier something to understand, the keener people to do. The big amount of people doing same thing emerge social movement.

The movement from social media is usually easy to contaminate others. When friends or relatives post something about thing we haven't experienced before, we tend to feel like experiencing it as well. In Pride's case, some online participants admitted that their participation in the movements started after they saw the posts of friends in Face book. Quoted from tandfonline.com, a student expressed that she quickly joined Coins for Prita because one of the cool boys she know had joined. This way of making public opinion is also used by #KTPuntuk Ahok by mentioning celebrities or important people to do show their support for Ahok.

3. Conclusion

Social media has been taking important part in human lives in Indonesia. It can be used to make a change and turn up public opinion in social atmosphere. #KTPuntuk Ahok is on the way in getting voice of one million people in Jakarta Capital Region. This social media campaign is having social movement to support Ahok to be future governor candidate. Many ways are provided to ensure people joining this social media campaign, such as describing

Ahok's achievement in making city better, having celebrities to state their support, and activating all social medias to approach public farther.

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