HEGEMONY OF THE SOCIAL MEDIA TWITTER ABOUT NATIONAL ISSUES IN INDONESIA AND ITS IMPLICATIONS TO THE DISCOURSE ANALYSIS SUBJECT IN COLLEGES

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Abstract

This research is linked with Twitter, as one of social media services on the Internet that are extremely popular in the world, including in Indonesia. This research is important because Twitter is effective in quickly and accurately delivering messages. In fact, everyone can act as a 'reporter' and form quick opinions through this social media. This research is aimed to investigate the emergence of the roots of hegemony based on text analysis that is linked with representation, relation, identity, and transformation of national issues that become trending topics on Twitter. Moreover, the research is to discuss the social media's discourse practice that influences media workers in producing news, and to see how it implicates the research on the study of discourse analysis. By using the Fairclough theory, especially on text analysis that is linked with *representation, relation*, and *identity*, the researcher attempts to explore how the roots of hegemony emerge in the national issues that become trending topics on Twitter. The researcher also offers a new function to complete the approach of Fairclough in text analysis on social media: *transformation* – which is an attempt to see the change in roles of news participants and amateur readers as 'reporters' and participate in forming opinions.

Keywords: discourse analysis; critical discourse analysis; text analysis; fairclough; social media; twitter

Abstrak

Penelitian ini berhubungan dengan twitter, sebagai salah satu media sosial di internet yang sangat populer di dunia, termasuk di indonesia. Penelitian ini penting karena twitter efektif dalam menyampaikan pesan dengan cepat dan akurat. Faktanya, semua orang dapat bertindak sebagai "reporter" dan membuat opini yang cepat melalui sosial media tersebut. Penelitian ini bertujuan untuk menyelidiki kemunculan dari akar hagemoni berdasarkan analisis teks yang berhubungan dengan representasi, hubungan, identitas, dan transformasi isu-isu nasional yang menjadi topik yang sedang tren di twitter. Selain itu, penelitian ini juga untuk mendiskusikan praktik wacana media sosial yang mempengaruhi pekerja media dalam membuat berita, dan untuk melihat bagaimana hal tersebut melibatkan penelitian dalam studi analisis wacana. Dengan menggunakan teori Fairclough, khususnya pada analisis teks yang berhubungan dengan penafsiran, hubungan, identitas, peneliti berupaya untuk menyelidiki bagaimana akar hegemoni muncul yang menjadi topik tren di twitter. Peneliti juga menawarkan sebuah fungsi baru untuk melengkapi pendekatan Fairlclough dalam analisis teks pada sosial media: transformasi - yang merupakan usaha untuk melihat perubahan peran pembuat berita dan pembaca awam sebagai 'reporter' dan berpartisipasi dalam membentuk opini.

Kata kunci: analisis wacana; analisis wacana kritis; analisis teks; fairclough; media sosial; twitter

Introduction

Substantially, according to communication expert McLuhan in his *Theory of Classical Media* (McLuhan, 1964:7), the media is an extension of the human's mind, so the media will refract a certain historical era. In other words, as an extension of the human's mind, media created to force human ruled by media human.

In the new media theory, there are two views on the media era. **First**, *the view of social interaction.* This view distinguishes the media by the media closeness model with face to face interaction. **Second**, *the view of social integrity.* This approach illustrates the media is not in the form of information, interaction, or spread, but in the form of rituals or how people use the media as a way of creating communities by uniting the community in the form of a sense of belonging. Judging from its shape, a new media and technologies are constantly changing our conception of the "mass media" (Straubhaar and LaRose, 2006: xvii). The mass media is a term that came into use in the 1920s to describe media types are specifically designed to reach a very broad community. In everyday conversation, the term is often shortened to the media.

New media, which then has become everyday technology, basically do not replace the older media, such as broadcasting which has replaced the print media in the mid 20th century (Lievrouw & Liviston, 2006: 1). However, more refering to the notion that the environment and the habits of people in enjoying communication and information becomes more individualized and their tendency to share with one another (Lievrouw & Liviston, 2006: 1). New media, according McQuail, generally involving decentralized distribution channels message (Lievrouw & Liviston, 2006: 56).

Developments associated with the new media is usually associated with technologies such as DVD and CD-ROM; cable television and computer network; a wide variety of media communication with computer developments (computer-mediated communication) such as e-mail, newsgroups, mailing lists, real-time chat services; and telephony services such as SMS and MMS. Entering the 21st century, began to emerge personal sites called weblogs or blogs and accompanied by the emergence of services that accommodate personal voices it into a social network in cyberspace. So social media is a new media that is increasingly confirmed that the power of user, reader and community is now very big.

In the context of the information age, Manuel Castells (in Firman Kurniawan Sujono, 2013) suggested that the network society is an ontology structure of contemporary society, which is triggered by the emergence and massive use of information technology, as a means of exchanging information and knowledge. Furthermore, Sujono (2013) describes, through the paradigm of information technology, the network society produces, processes, and compete using logic networks, which provide the capability extends the range of action that is global. The real virtuality culture becomes reality for the contemporary subject. To survive in networking, the network logic is the best way to be chosen, or excluded thereof instead.

Users of social media is one actual example of how the network society works and interacts. New media phenomenon shows that today's individual voice has found its own momentum and stage. In another perspective, the movements are carried out through social media is also seen as a form of civil society movements in dealing with the state and power. Support and mobilization that emerged through social media such as Facebook and Twitter could influence the decisions of the legal institutions including

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the recent case of Prita Mulyasari who sued a hospital in Tangerang. This is an actual and real examples where the "virtual has absorbed as a fact".

Israel (2001: 5) reveals, when Tim Berners-Lee defines the Web as "a universal medium for sharing information", then Twitter make it easier to do. "Twitter is not the technology, but a conversation. It will keep rolling with or without you participate in it," said Israel.

Twitter is one of the most popular social media services in the world, including in Indonesia. Other social media include Facebook, YouTube, Flickr and Foursquare. If Twitter is a social media in the form of short messages, Facebook is a service that has a variety of features including photo displays and play games online. While YouTube is a service for displaying video, flickr is a means of displaying and sharing photos online and Foursquare is a service to share location info (based check-in).

In general, people use Twitter to broadcast their status or activities in real time, shared information and links and discuss online. More than just sharing status, Twitter has also been transformed into a forum for discussion in real-time and online. In general, users of Twitter to discuss matters such as the policy of actual political, economic and social, including the movement or campaign on a specific topic.

Judging from its characteristics, the characteristics of Twitter users more dominated by the upper middle class, professional, fond of serious topics, sometimes not even criticize institutions like the workplace itself. So it is not surprising that there are Twitter users who disguise his identity (anonymous).

Twitter is very popular in Indonesia. Moreover, the convenience provided by the existing mobile phones and applications support. This makes Indonesia ranked sixth as the country with the largest Twitter user, although the US is still the number one country in the affairs of Twitter.

Another interesting fact is the 6th President of the Republic of Indonesia Susilo Bambang Yudhoyono (SBY) began to harness the power of Twitter to interact with the media community. His first chirp via @SBYudhoyono account on 13 April 2013 says "Hello Indonesia. I belong to the world of twitter for sharing their greetings, views and inspiration. Greetings * SBY * ". SBY typing the first tweet of the Cipanas Palace at 19:25 pm. The president chirp in-retweets and favorites 35 060 times as many as 5,439 accounts.

Based on the above facts the study is important because Twitter is an effective medium to convey the message accurately and quickly. Twitter is also a medium that is produced by a wide audience and is able to form opinions quickly and inspired to make the mass media news sources and topics.

Researcher used the theory of Fairclough in critical discourse analysis using three frameworks Fairclough and in this case, researcher is also proposing new approach to accompany Fairclough's existing approaches. The framework is based on the text which he said, any sentence in the text can be analyzed in terms related to the articulation of these functions, which have been labeled by Fairclough with *representation, relationships*, and *identity*, as well as the *transformation* which is an addition from the researcher. To strengthen the findings, this study also comes up with interviews of users and experts in social media Twitter.

In this study, researchers tried to answer the question as follows: 1) How does the emergence of the roots of hegemony based on analysis of the text associated with the representation, relationships, identity, and the transformation to the the national issues that became a trending topic on Twitter?; 2) How Twitter discourse

practices affecting workers in producing the news media?; 3) What is the implication of research on learning discourse analysis?

In accordance with the formulation of research problems above, this study aims to observe the emergence of the hegemony roots of social media Twitter on national issues and the emergence of Twitter as a new hegemonic that influences of the mass media in Indonesia.

In particular, this study aims: 1) This study aims to examine the emergence of the roots of hegemony based on analysis of the text associated with the representation, relationships, identity, and the transformation of the national issues that became a trending topic on Twitter; 2) This study aims to discuss the practice of discourse Twitter affects media workers in producing the news. The headlines were examined every week based on what is the hottest issue within a period of three months (April-June 2013); 3) The study also aims to look at how the implications of research on discourse analysis learning.

Methods

This research method using qualitative research methods. Moleong defines qualitative research as a scientific research that aims to understand a phenomenon in the social context naturally with the advanced process of the in-depth communication interaction between researchers and the on-going phenomenon that's learnt. (in Herdiansyah, 2010: 9).

Saryono (2010: 1) said that qualitative research is research used to investigate, locate, describe, and explain the quality or privileges and social influences that cannot be explained, measured or depicted through a quantitative approach.

Research relying on AWK framework of Fairclough. Why choose Fairclough's theory?

Because Fairclough's theory is more suitable for use in this study. As with the theory of van Dijk who is more focused on content analysis that only addresses the issue of text, not considering the influence from outside. While Fairclough uses three components to analyze text, namely the relationship between journalists, public figures / participants and audiences.

The focus of the first analysis of three-dimensional model Fairclough is text. Text analysis includes linguistic analysis related to vocabulary, grammar, semantics, sound system, and cohesion-organization above the level of the sentence (Fairclough, 1995b: 57). Fairclough also view the text of a multifunctional perspective. According to Fairclough in Sheyholislami (2001: 7), any sentence in the text can be analyzed in terms related to the articulation of these functions, which have been labeled by Fairclough with *representation, relationships,* and *identity*.

However, to analyze social media such as Twitter, the three functions Fairclough was not sufficient. Researcher tries to offer a new function that can be used to complement Fairclough approach to text analysis in social media, namely: *transformation* - which tried to look at the changing role of public figures / news participants and the ordinary reader as 'reporters' and participate in shaping opinions.

Results and Discussion

Researchers analyzed data obtained within a period of three months (April-June 2013) with the amount 720 tweets collected. The data is composed of 36 topics tweet with an average of three topics each week. At this stage all of the data (tweets) were collected within a period of three months (April to June 2013). The collected amount is 720 tweets is composed of 36 topics with an average of three topics each week. A total of 36 topic categories tweet -

consisting of political, social, economic, cultural, entertainment, environment, and foreign news- was collected.

After studying 36 topics tweet obtained from the hottest topics (trending topic), the researcher decided to elect nine relevant topics, especially topics related to policy, political, economic, and national events that will be analyzed in this chapter. Researchers consider the hegemony of the tweet, whether the tweet received extensive responses on Twitter and get coverage from the mass media online.

Here are some examples of the topics learnt and analyzed:

The emergence of the National Palace Twitter account

On 10 April 2013, there was a hot conversation about the emergence of a twitter account with the username @IstanaRakyat which is the official account of the events at the State Palace (which is the office of Indonesian President).

The State Palace is a formal representation of the ruler of the Republic. That is why when the palace suddenly has an account on Twitter, his speech was tumult. April 8, 2013, at 20:47 pm, an account of @IstanaRakyat wrote the first tweet that got retweeted 16 times and favored by 1 times. Starting with "Basmallah", and greet followers with the greeting "Tweeps". The first tweet was also clarified itself as the official account of the Palace, and promised to the followers' familiarity with the phrase, "God willing we get closer."

From this first tweet, we can see that the @IstanaRakyat tried to approach prospective followers with greeting most familiar to the majority of the Indonesian population is Muslim. The language chosen is not the language that is stiff, but the language is familiar, relaxed and informal.

In order to get noticed from the twitterland, @IstanaRakyat intentionally mentioning popular accounts. This is done only about 12 minutes since the introduction tweet sent, as shown in the results in the screenshot below:

In a subsequent tweets, this new tweet is trying to greet the already popular Twitter users, started to create and build a conversation. @IstanaRakyat invited the following accounts into the virtual discussion through Twitter: @senirupa (Amir Sidharta), @wimar (Wimar Witoelar), @gm_gm (Goenawan Mohammad), @ndorokakung (Wicaksono), @Imanbr (Iman Brotoseno), @benhan (Benhan), @Fadjroel (Fadjroel Rachman), and @jjrizal (JJ Rizal). The @IstanaRakyat's account using particular languange style to greet the above Twitter handles with more relaxed, lightweight, and familiar tone. Meanwhile, the targeted accounts replied with cynically tones instead, due to existing governments policies and programs.

Amir Sidharta
@senirupa

Kmrn, wkt disapa @istananyarakyat, bersama @jjrizal @gm_gm @wimar @imanbr.. aku udah sangka.. jgn2 kita mulai... fb.me/2UiIkiKmU

Translate Tweet

◀ Reply 🔁 Retweet ★ Favorite ••• More

5:46 PM - 10 Apr 13

The @senirupa's account, belonging to art curator Amir Sidharta, on 10 April 2013 to responded to "familiarity" @IstanaRakyat's account with some question marks. Sidharta also inserted links from news portal Detik.com with the titled "SBY ready to use Twitter".

According to Iman Brotoseno, one of the Twitter users who has @Imanbr's twitter handle, in an interview with researcher on Saturday, January 17, 2015, the presence of @IstanaRakyat account is indeed a promotional channel for the State Palace. "The Palace as an institutions need promotion. Marketers like The Palace to be able to create a conversation for consumers. Not just created, but also engage in a conversation level with consumers. Therefore, in this era, promotion is the conversation," says Iman. The same thing also expressed by Abang Edwin, an expert on social media, which has @bangwin account. "I see it the try to use a much more neutral account that may be used on," he said in an interview with researcher on Sunday, January 18, 2015.

However Budi Putra, digital business practitioners Twitter users with @budip account, in an interview with researcher on January 15, 2015, said that IstanaRakyat account is a pre-condition ahead of the launch of a Twitter account of @SBYudhoyono. "Such a 'test of the waves'. The proof, after a few days later, SBYudhoyono accounts launched, and we haven't heard anything about @IstanaRakyat account since then," said Putra.

Table 1. Results of Text Analysis of Tweet
The emergence of the National Palace Twitter Account

Elements	Text Analysis
Representation	The State Palace Twitter account displayed a populist, friends, and religious.
Relation	The inaugural National Palace account is displayed with the impression of a relaxed and familiar with the use of the greeting "tweep" to the users of Twitter and greeting "g'night" (the shorter version for "good night").
	His first tweet wanted to show that informal relations as the party that produce the text (in this case the State Palace) with the audience (in this case, the Twitter users).
	In a subsequent tweets, the Palace tries to greet the already popular Twitter users, meang that the State Palace's account tries to create and build a conversation.
Identity	The State Palace as the participant described as the central authority of the Republic that's friendly with grassroots and looks populist, and religious.
	Twitter users as the audience described as online citizens (netizens) who care about politics and have a strong enough bargaining position.
	Journalists or media described as those who rely on Twitter as a source of inspiration and even a source of news.
Tranformation	The State Palace as participants described as a state entity that is transformed into the audience, as well as act as a 'journalist' who produce a medium, in this case the media itself.

The hegemony of the above topic was: After busy discussed on Twitter, mainstream media began to broadcast news about the rise of the National Palace account - believed to be a pre-condition before the advent of President SBY--official account on Twitter. Seen from the headlines that appeared, the media tend to inform that SBY immediately got a Twitter account, rather than a matter of the State Palace's account.

detikcom
@detikcom

SBY Bersiap 'Terjun' di Twitter, Ini Alasannya de.tk/bp1mk

Translate Tweet

Reply   Retweet   Favorite   ••• More

178 RETWEETS   **15** FAVORITES

6:14 PM - 10 Apr 13

tvOneNews
@tvOneNews

Presiden SBY Segera Aktif di Twitter tvonenews.tv/berita/view/68...

Translate Tweet

Reply   Retweet   Favorite   ••• More

126 RETWEETS   **12** FAVORITES

6:03 PM - 10 Apr 13

VIVAnews
@VIVAnews

Presiden SBY Segera Umumkan Akun Twitternya goo.gl/xnZbM

Translate Tweet

Reply   Retweet   Favorite   ••• More

45 RETWEETS   **1** FAVORITE

5:11 PM - 10 Apr 13

The President on Twitter officially

It turns out that the emergence of the IstanaRakyat's account is a "pre-condition" ahead of the launch of the official account of the 6th President of the Republic of Indonesia Susilo Bambang Yudhoyono. In the news revealed by Detik.com on Wednesday, April 10th, 2013 at 18:14 pm, it is mentioned that the President will soon launch a twitter account. The account will be used SBY as a medium to greet the public.

This news quoted the presidential spokesman, Julian A Pasha, who said that that would be submitted by the President to the people through Twitter is a message or things that are important. Julian also said, that in fact there is an account created by the presidency, namely IstanaRakyat account. Accounts of the People's Palace, said Julian, is the authorized account managed by the palace. Julian also explain why Twitter became the President's choice to greet the public, although there are a number of other social media platforms. He said, "Of course this is to address the role of social media, especially Twitter, although we know there are some options or instruments in social media, but Twitter right so far in our observations, it is considered very giving effect to the wider community. One means of delivering information in addition to the conventional media. On that basis, the President decided to have his own account. "The response began to emerge. On April 10, 2013, at 19:15 pm, account @ndorokakung wrote in the timeline, "to monitor #TwitSBY grinning". This tweet using hashtag #TwitSBY. Soon, the account belongs to the man who is familiarly called Kakung Ndoro also issued its opinion through the booms. The first opinion says, "not yet officially announced his account, but has begun bullied in the timeline". The second opinion was written, "monitor: SBY. Plunge. Twitter ".

In the first opinion, @ndorokakung informed that the president's Twitter account, the news has been circulating in cyberspace, has become "wildly popular" in the timeline, when the account was announced and has not appeared in twitland. In a second opinion,ndorokakung account tells his followers

that he was watching in the Twitter search field the words "SBY", "dove" and "Twitter".

Iman Brotoseno
@imanbr

Senyum senyum baca aneka rupa #twitsby

Translate Tweet

← Reply   ⇄ Retweet   ★ Favorite   ••• More

7:31 PM - 10 Apr 13

Iman Brotoseno's account @imanbr wrote five tweets related to the presence IstanaRakyat account and plan of the President made a Twitter account, although the account has not been started writing a any single tweet. This tweet is written on April 10, 2013, at 19:31 pm. In the first tweet, @imanbr wrote, "I suspect this morning TL creating conversation fried tofu. Who were the buzzers? Who knows tofu companies behind these". This satirical tweet actually addressed to IstanaRakyat account who wrote about "fried tofu" which became a favorite food of President SBY.

In a second tweet, @imanbr wrote, "Mrs. Tien used to make chili sauces herself for journalists. Mrs Ani also makes egg omelet. Which is more complicated to make?" In this second tweet, @imanbr comparing the habits of the late first lady, Mrs. Tien Soeharto during his lifetime love making chili for journalists, and the habit of Mrs. Ani (Ani Yudhoyono, Indonesia's 6th First Lady). At the end of this tweet, @imanbr into question which of the two dishes that are more complicated to make it. In two subsequent tweets, @imanbr write a satire about "narcissistic" of President who likes to eat fried tofu as a form "of same heart" between the President and the people were equally "narcissistic" before eating a meal.

FadjroelRachman @fadjroeL   2h
@IstanaRakyat rakyat lapar, tak punya uang, tak bisa sekolah, tak punya kerja, bisa ke istana enggak, kalau akun asli pasti bisa jawab?
Expand

FadjroelRachman @fadjroeL   2h
Siapa yang menjalankan? Sejak kapan ada istana rakyat? RT @IstanaRakyat: ini adalah akun resmi Istana Kepresidenan Republik Indonesia. salam
Expand

FadjroelRachman @fadjroeL   2h
@IstanaRakyat < akun palsu begini kok bisa diverified twitter, bagaimana ya? Beli darimana verifiednya? #gagalpaham
View conversation

FadjroelRachman @fadjroeL   1h
Jadi sby umumkan akan main twitter setelah dia beli akun twittet verified 10 hari lalu, benar2 lelucon @IstanaRakyat
Expand

FadjroelRachman @fadjroeL   1h
Beli akun doi RT @BnidicTambajong: SBY buat akun twiter untuk menyapa mas @carakadigdaya & mas @fadjroel katanya rindu :)
Expand

FadjroelRachman @fadjroeL   1h
kok ternak2 jenis lain mulai menyusup ke twitterlandku, apa kiriman @IstanaRakyat atau desertir :)
Expand

FadjroelRachman @fadjroeL   1h
ampuuun RT @lucky_lukman @ndorokakung @fadjroel denger2 pak dubes amrik sana yg ngurusin verifiednya.
View conversation

FadjroelRachman @fadjroeL   1h
@Edhie_Baskoro < hahaha ini juga sudah diverified, seperti @IstanaRakyat habis berapa om2 ini buat verified hehehe
View conversation

Twitter account belonging to Fadjroel Rachman (@fadjroeL) is an account of the most "diligent" tweeted about @IstanaRakyat between the accounts of the above-mentioned previously. @fadjroeL account also directly mention of IstanaRakyat account in each of his tweet. In a tweet, @fadjroeL questioning whether IstanaRakyat account is verified account or not. Verified account status is verified accounts were booked directly to Twitter, and this type of account is a paid account, according to him. @fadjroeL also questioned about the funds used to purchase a verified account and "satirical" accounts belonging to the president's second son, Edhie Baskoro (@Edhi_Baskoro) who also use Twitter's verified account.

In addition to the accounts owned by individuals, such as news @detikcom,

@kompascom, and others. also "excited" by the President's plan playing with Twitter. The news then retweeted, responded, and became a reference material and "foothold" various chirp in twitland.

detikcom
@detikcom
Following

Menunggu Kicauan SBY di Twitter
bit.ly/1oLsxb7 via @HarianDetik
Translate Tweet
Reply   Retweet   Favorite   More

85
RETWEETS   12
FAVORITES

6:44 PM - 10 Apr 13

On April 10, 2013 at 18:44 pm, @detikcom published the headline titled "Waiting on Twitter Chirp by SBY". This tweet retweeted 85 times and favored by followers of the account 12 times and countless reply from the public realm of Twitter. News from @detikcom received various responses from the public, such as @Arr_ii commented, "Get ready to hit the bully too ya." or @safanarugos who wrote a commentary, "prohibited vent Alay". There is also equipped with a tweet "most wanted infoin latest track" written account @iwanpriyatna84.

Kompas.com
@kompascom
Following

Presiden SBY Bakal "Nge-Tweet"
kom.ps/AEVk5A
Reply   Retweet   Favorite   More

76
RETWEETS   7
FAVORITES

4:51 PM - 10 Apr 13

On April 10, 2013 at 16:15 pm, @kompascom put the article entitled, "President will Tweet Soon". That tweet gets 76 times retweets and seven favorites. Some accounts have many followers such @etaslim, @DianOnno responded to this news and linked them to the talkshows-and-no defunct-account @TwiTalk.

tvOneNews
@tvOneNews
Following

Presiden SBY Segera Aktif di Twitter
tvonenews.tv/berita/view/68...
Translate Tweet
Reply   Retweet   Favorite   More

126
RETWEETS   12
FAVORITES

6:03 PM - 10 Apr 13

@tvOneNews on the same day also wrote a tweet that includes the news link titled "President immediately active on Twitter". In this news, the site www.tvonenews.tv reveals about the plans of President Susilo Yudhoyono launched a personal Twitter account to the public. In line with that written by www.detik.com, www.tvonenews.tv website also quoted a statement from spokeperson Julian Pasha about @IstanaRakyat accounts that have appeared first. Julian confirm that the account is an official account managed by the Palace staff.

VIVAnews
@VIVAnews
Following

Presiden SBY Segera Umumkan Akun
Twitternya goo.gl/xnZbM
Translate Tweet
Reply   Retweet   Favorite   More

45
RETWEETS   1
FAVORITE

5:11 PM - 10 Apr 13

On April 10, 2013 at 17:11 pm, @vivanews tweet the story entitled "President immediately announces his Twitter account". In the news linked in the tweet that the President SBYwill directly monitor and handle his Twitter account. News published on the site www.viva.co.id is similar contents with the news released by www.detik.com and www.tvonenews.com. Tweet this news gets 45 retweet and a number of replies from the public realm of Twitter. Most contain innuendo and jokes associated with the

habit of the President calling the sentence "I am sorry". There is also a public comment that mentions the president started "hanging out".

A few hours after the first news tweets, @vivanews account re-tweeted article entitled "President SBY Soon Have Private Twitter Accounts". The hot topic discussed in Indonesia still surrounds the emergence of @IstanaRakyat account as well as news about the President who will be joining the Twitter world. April 11 at 12:48 pm, @senirupa account tweeted with the sentence, "Imagining what the talk surrounding the palace. 'Mas Ibas already have a twitter? Mas Boed too? How big your followers? How come I've a little?'".

Tweet this seemed like the dialogue the President at the State Palace. Mas Ibas in the tweet would have been Edhie Baskoro, the second son of the president, and Mas Boed is surely Vice President Boediono. Fictitious humorous dialogue is coupled with "concern" the President about the number of followers is still small. Tweet Sidhartha Amir is more of a joke about what would happen if the President plays Twitter.

On the same day, also @senirupa tweets some concerns around the rise of the President's official Twitter account. This account also jokingly tweeted: "Later when people didn't follow back, didn't reply, blocked and so on, would this be considered as the defamation?" In line with the @senirupa tweet, the news on the emergence of SBY in the world twitland reap many responses from Twitter users. On 10 April 2013 appears hastag #TwitSBY which contains satirical and humourous tweets. Regarding this concern, some news media accounts on Twitter, @detikcom and @Kompascom published stories about "Article of Insulting President".

On April 11, 2013 at 12:13 pm, @detikcom tweets the link of a story entitled, "SBY Active on Twitter, Hopefully There Are Nobody Reported Insulting the President". Detik.com releases an article about the pros and cons of the President's plan to be active on Twitter. The outlook appears positive step, but on the other hand there are also concerns about the negative tweet against the President which could lead to defamation against the President. Tweet this news gets retweeted 207 times and 10 times the favorite.

According to this news, SBY's move creating a Twitter account received a positive response, because in the digital age, a state official will be easily addressed and greeted through social media. However, this news further, there are troubling, what if there is a tease on Twitter president? Please be aware, in the realm of social

media, people would easily chirp anything. Ranging from negative to positive. Negative can sometimes make furious. And what if a negative chirp was addressed to the president?.

Politicians Prosperous Justice Party (PKS) Indra SH said, on the other hand there will be the presidential discourse defamation. According to him, the move of President made a Twitter account that paradox. Indra worried that social media are "wild" will lead to criminal. It is undeniable, in social media fad and ignorant people who love to go around singing at will. Hence social media users should be wise, he said.

Soothing tones coming from the Democratic Party Ramadhan Pohan. According to him, can be done to prevent an insult to the president is an appeal to maintain decorum in cyberspace. Moreover, article insult the president was warmly discussed in the Draft Criminal Code. "Pak SBY until now has never been criminalized media. We can only appeal to ethical. Be hard, be critical, but not verbal abuse," said Ramadan, also a member of Commission I of the House.

Lion Air jet crash event coincides with the launch of the first tweet of President Susilo Bambang Yudhoyono @SBYudhoyono. At the time of the first tweet, the president already has as many as 320 344 followers, and the following nine accounts. The first tweet the President reads, "Hello Indonesia. I belong to the world of twitter, so I can share informations, greetings, views and inspiration. Greetings. * SBY * "The initials SBY, escorted by two asterisks (*) indicates that the tweet is written directly by the President, while the tweets do not wear the initials mean derived from the account's admin team.

In a second tweet, the President directly mentions of the accident Lion Air. President wrote, "Regarding the Lion Air crash in Bali, I have instructed the Minister of Transportation to treat the injured and conduct an investigation."

The hegemony aspect of the above discussion are: 1) The tradition of giving an asterisk at the end of the tweet was officially started by the President and was followed by other Twitter users, for example by celebrities who are also assisted by the admin staff in updating its updates on Twitter. 2) Seen from the point of view of the news media tend to rely on the reaction of Twitter users against newcomers, namely the President, the news on SBY goes Twitter reap many responses from users of Twitter, as on April 10, 2013, which appears hastag #TwitSBY which containing jokes about the tweeting President. Of that, some news media accounts on Twitter, @detikcom and @Kompascom bring new discourse as implications after SBY appeared on Twitter, which is a matter of "Article Insult President", although tvOneNews more emphasis on "wants to engage the free dialogue" - something that impressed a little 'ironic'.

Tabel 2. Results of Text Analysis of Tweet Presidents Officially Goes Twitter

ELEMENTS	TEXT ANALYSIS
Representation	The President greeted with "Hello Indonesia" on his first tweet. The first tweets attempted to show that he is the President of an egalitarian and humble person, so happy "to share greetings, views and inspiration" and never forget to say "greetings".
	Trying to show responsiveness as a leader in a way mentioned in his second tweet that he had ordered the Minister of Transportation to treat victims and investigate the crash Lion Air in Bali.
Relation	This debut tweet wanted to show that informal relations as the party that produced the text (in this case the account the President) with the audience (in this case, the Twitter users).
	This first tweet wanted to show that informal relationships as a news source (in this case the account of President RI) with reporters who also use Twitter. (Reporters can use the President's tweet as official source as well as direct quotes).
Identity	The initial of SBY, escorted by two asterisks (*) indicates that the tweet is written directly by the President, while the tweets do not wear the initials mean derived from the account admin team.
	President wants to show himself as an influencer - could affect a tendency (trend) on Twitter. Tradition gave an asterisk at the end of the tweet was officially started by the President and was followed by other Twitter users, for example by celebrities who are also assisted by the admin staff in updating its update on Twitter.
Transformation	As a news participant, the President switching the roles as individual who produces the news. SBY shortens the stages: from written as a news source by the mass media, to directly reaching its target audience by his own tweet: Twitter users.

Tabel 3. Results of Text Analysis of Tweet Twitter critisizes the President

ELEMENTS	TEXT ANALYSIS
Representation	The public figures in Twitter world to criticize about the handling of the President.
Relation	The relation between public and government depicted parallel, so it should be able to criticize each other. The public wants the government to manage social media in a more proportionate and not excessive.
Identity	That public figures want to show their influence in the eyes of his followers. The media also criticized the use of Twitter President.
Transformation	The President is considered as an individual or a regular audience using social media, therefore SBY's tweet stream got criticism from other Twitter users. In short if the President dared to plunge into Twitter, he must learn the procedures and ethics that apply for this: it should be open and egalitarian.

Twitter critisizes the President

Author and poet Goenawan Mohammad's @gm_gm criticized the president's Twitter account team. Tweet written on April 15, 2013 at 14:03 pm it reads, "The government generally well intentioned. But the quality of officials (from a matter of taking care of Twitter to the national goal) is very worrying. The Mas Gun's tweet got 85 retweets and 2 favorites.

goenawan mohamad
@gm_gm

Pemerintah umumnya berniat baik. Tapi mutu aparatnya (dari soal mengurus Twitter Presiden sampai dgn ujuan nasional) sangat mencemaskan.

Translate Tweet

Reply Retweet Favorite More

85 RETWEETS 2 FAVORITES

2:03 PM - 15 Apr 13

The @gm_gm's chrip also received a mixed response from followers on Twitter. Account @ariefrahman13 commented "sounds like our governmental level are only good at their

intentions. Execution that sometimes dubious .. "; @keifitan write a comment: "So not what to do, but what can be done by the government?" And @hendrahutabarat precisely questioned @gm_gm's opinion by asking "So what happens with the president's tweet, Pak Gun? Looks just fine."

On April 16, 2013, @Metro_TV tweeted the news with the title "Media Indonesia's Op-Ed: SBYudhoyono's Twitter." Expert and media personality Wimar Witoelar leaves a comment his twitter account @wimar as follows: "Haha Metro was busy critisized SBY's tweet. Twitter is not a big deal, I just write them in between my activities. And no use admin/asisstant at all." This tweet got 48 retweet and the two favorites. Writer Zettira ZR, via her @ZaraZettiraZR commented "Agreed, Sir :) Why bother to think Twitter as a big deal, seems like there is no other proper topic to be picked up as headlines."

The hegemony aspect of the above discussion are: Twitter is believed to be something "big", "serious" and "sacred", hence the President and his staff had to deal with and handle Twitter is serious, professional and accountable. "The Twitter 'celebrities' seemed to be teaching SBY on how to deliver good tweet, including the best practices using admin," said Budi Putra, one of the country's digital practitioner. According to Budi, the media seem more critical of the handling of a Twitter account SBY, while his followers remain calm and fine.

Conclusion

Based on the research's problems, research's objectives, and the results of the study, the CDA study that analyzes the hegemony of the social media Twitter about national issues in Indonesia and their implications to Discourse Analysis courses in college, then we propose the following conclusions: 1) Social media Twitter is a medium that is effective in conveying the message and respond, where users could use information technology to express themselves and voice their opinion too quickly and widely; 2) Discourse practise of Twitter affects media workers in producing stories by making Twitter as a source of inspiration, where many leaders and or public whose opinions are quoted and used as news worthy topic; 3) The Indonesian government started using Twitter as a tool to convey the message and as a means of communication with people; 4) The mass media publish and distribute the news stories via Twitter and expect to be responded and reshared by Twitter users; 5) The hegemony of Twitter looks so strong so that Twitter users (as participant) could act as a 'journalist'; 6) The Fairclough theory involving three participants in the media analysis: journalist, public, and public figures; this research found that the public and public figures also play role as 'journalist'; 7) Fairclough does not observe and examine social media for his theory because the social media still not exist at the time he defines the theory; 8) This research's finding can be considered as a new theory as an alternative to complete or to add Fairclough theory, by adding a new approach or element in text analysis: *Transformation* (aside to Fairclough's existing approaches namely *Representation, Relation* and *Identity*). The new Transformation Approach basically tried to see the changing of the role of news reader (public) as a 'journalist' as well as actively participates in shaping opinions; 9) This research has significant implications on Critical

Discourse Analysis (CDA) courses in college. Such as CDA discussion for education, in which this material contains examples of the application of the theories that have been studied in the school. For example, the ideology in textbooks or dismantle the racial prejudice of students in their essays, domination and hegemony in the learning space and process. Or something simpler, like cohesion in student essays, understanding level of the textbook and so on.

Based on the above conclusion, researcher is able to pass on some advice in using the social media Twitter with its power of hegemony: 1) Officials, politicians, celebrities can utilize social media Twitter to voice a discourse or message. At the same time trying to influence the public with good imaging; 2) The academics are also advised to use this study as an alternative to the study of new media that has been poorly investigated; 3) Considering all this time the Fairclough's text analysis which uses *representations, relation* and *identity* to analyse particular texts contained in the print and online media only, turns out that the text analysis can be also used to learn and observe social media such as Twitter; 4) For lecturer who teach in college / university, in particular subject CDA, this study could be one source of references, at least as an initial stage before studing CDA.

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