

Twitter and economic talks: analysing president Jokowi's Tweets

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Abstract

With 11,389,075 followers on Twitter, Jokowi, President of Indonesia, uses Twitter not only to pass along political information but also to share official and unofficial activities and meetings. Additionally, President Jokowi's Twitter can also be considered as a tool he uses to frame issues and agenda, as well as to control narrative. This paper aims to investigate the extent of President Jokowi talks about economy in his Twitter in 2018 since economic issues are 2 out of 9 President's priority agenda (known as Nawacita). Using content analysis, 552 President Jokowi's tweets gathered from Twitonomy Database were analysed. Two key findings emerged. Firstly, there are 88 economy-related-tweets in 2018. Secondly, there are 75 infrastructure development-related-tweets, most of which were emphasised as fundamental support for Indonesia's economic development. These two key findings show that President Jokowi is most concerned with expansive infrastructure development as key solution to Indonesia's current economic problems. These also demonstrate the alignment between President Jokowi's most concern reflected in Jokowi's Twitter and development policy reality.

Introduction

Indonesian twitter users grow massively over the last two years. About 100 million of 262 million Indonesian population primarily use Twitter as a news source to keep-up to date on key issues and politics (Kilic, 2017). This motive is linked with Twitter's principle as "what's happening in the world and what people are talking about right now" platform. Twitter also places an emphasis on free expression and think every voice has the power to impact the world. As President of Indonesia, Jokowi uses this massive online audience to both support and bypass mainstream media and to take his thought and voice straight to Indonesian people (Ichسانی & Subhan, 2017)

Much research has examined issues related to political campaign (Aragón, et al., 2013; Conway, Kenski, and Wang, 2015), leadership (Gonzalez and Wang, 2016), influence (Dubois and Gaffney, 2014) in online political networks, topics trending in Twitter (Groshek and Groshek, 2010), government's use of Twitter (Scherpereel, Wohlgemuth, and Lievens, 2017; Hegelich and Shahrezaye, 2015; Golbeck, et al., 2018; Sevin and Manor, 2019).

On his early presidency in 2014, President Jokowi along with his "Kabinet Kerja" (the Working Cabinet) set 9 priority agenda, which is widely known as Nawacita. Among those 9 agenda, economy-related-program are discussed in three points. This invites questions and protests around the country, in which Indonesian citizens concern more on human resources development. On the other hand, President Jokowi believes that current Indonesia economic problems are led by lack of infrastructure development, thus President Jokowi would not reduce the budget allocation for infrastructure. This paper attempts to investigate the extent of President Jokowi talks about economy in his Twitter in 2018 and what policies are most shared through his Twitter platform.

Literature Review

President Jokowi's Nawacita programs are related to Security and Defence, Education and Culture, Foreign Affairs, Domestic Policy and Public Administration, Regional Autonomy Development, Law and Act, Agrarian Affairs, Social, Housing, Economy stressed on Industry and Trade, as well as Monetary and Fiscal.

Nawacita programs are described as follow (kpu, 2014):

Call back the state to protect all the people and gives a sense of security to all citizens, through “free active” foreign policy, trusted national security and development of state defence integrated “Tri Matra” based on national interest and strengthen identity as a maritime country. (Related to Policy on Security and Defence; Foreign Affairs)

Make the government do not absence by building good, effective, democratic, and trusted governance by giving priority on efforts to restoring public trust towards democratic institutions by continuing democracy consolidation through reforming the political party, system, election, and institutions of representatives. (Related to Policy on Domestic and Public Administration)

Develop Indonesia by strengthening areas and village within the framework of national unity. (Related to Policy on Regional Autonomy Development)

Refuse weaker country by reforming the system and law enforcement with free corruption, dignified, and trusted. (Related to Policy on Law and Act)

Improve the quality of human life in Indonesia through improving the quality of education and training by implementing *Indonesia Pintar* (Smart Indonesia) program and improving the welfare of community by implementing *Indonesia Kerja* (Working Indonesia) and *Indonesia Sejahtera* (Prosper Indonesia) programs by endorsing land reform and “the 9 hectares of land ownership” program, housing program in villages or subsidised flat cheap program, and social security for the people in 2019. (Related to Policy on Education and Culture; Agrarian Affairs; Social, Housing)

Increase productivity of the people and competitiveness on international market so that Indonesian can step forward together with other Asian countries. (Related to Economy, Policy on Industry and Trade)

Achieve independence in economy by moving strategic sectors of domestic economy. (Related to Policy on Economy, Monetary and Fiscal)

Perform country character revolution through policy on resetting national education curriculum by emphasising citizenship educational aspect, that puts proportionally aspects of education, such as the teaching of Indonesia history, value of patriotism, the spirit in defending Indonesia and character education into curriculum in Indonesia. (Related to Policy on Education and Culture)

Strengthening *Kebhinnekaan* (unity in diversity) and strengthening social restoration through teaching *Kebhinnekaan* and creating spaces for community to have dialogue. (Related to Policy on Security and Defence)

Methodology

This work gathers primary data from *Twitonomy Database* of Jokowi’s tweets on 1 January - 31 December 2018. About 552 tweets posted by Jokowi are analysed using Content Analysis with quantitative approach. Through Content Analysis, this article provides data on number of economic policies and infrastructure development policies mentioned in Jokowi’s Twitter. The quantification procedure is done by determining categories and indicators which are also functioned as guideline for coders to keep the reliability of the coding process (Eriyanto, 2011). The basis in determining the indicator is based on:

Government Authority on Law No.32-year 2004 on Local Government (Article 10, Clause 3)

PP No. 25 year 2000 on Government Authority and Provincial Authority as Autonomous Region.

Document: Vision, Mission, and Action Program Jokowi-Jusuf Kalla 2014. *Road to Change for Sovereignty of Indonesia*.

Results and Discussion

Two key findings emerged. Firstly, there are 88 economy-related-tweets in 2018. Secondly, there are 75 infrastructure development-related-tweets, most of which were emphasised as fundamental support for Indonesia’s economic development. 17 economic sectors are set based on the National Development Planning Board (Bappenas) and 10 economic sectors found in Jokowi’s tweets. Three economic sectors are mentioned more than 10 times, respectively Financial services and insurance sector (31 tweets), Manufacture Industry (16 tweets), and Trade and Motor Reparation (12 tweets). Other sectors are mentioned less than five times are Information and Communication (4 tweets), Accommodation, Food & Beverages Supply (4 tweets), Transportation and Warehousing (1 tweet), and Mining and Excavation (1 tweet). Brief description of coding results on economic field are as follow:

Table 1. Frequency of tweets related to economic field

Economic Sector	Frequency of Tweets	Economic Sector	Frequency of Tweets
Manufacture Industry	16	Educational Services	2
Trade and Motor Reparation	12	Agricultural, Forestry, and Fishery Industry	9
Information and Communication	4	Transportation and Warehousing	1
Government Administration, Defence, and Social Insurance	8	Mining and Excavation	1
Financial Services and Insurance	31	Accommodation, Food & Beverages Supply	4

In addition, 4 grand outcomes target related to infrastructure development are set by the National Development Planning Board (Bappenas) and those 4 grand outcomes target are all found in Jokowi's tweets as follow:

Table 2. Frequency of tweets related to infrastructure development policies

Outcome Target	Frequency of Tweets	Outcome Target	Frequency of Tweets
Connectivity	47	Ketahanan Air	18
Energy Sovereignty	6	Basic Infrastructure	4

Those grand outcomes are constructed by 9 infrastructure sectors. Three infrastructure sectors are mentioned more than 10 times, respectively Highway (21 tweets), Irrigation (18 tweets), and Newly built road (12 tweets). Other sectors are mentioned less than 10 times are Airports (7 tweets), Energy sovereignty including oil and gas, power and mineral resources (6 tweets), Housing (4 tweets), Train (3 tweets), BRT 93 tweets), and Broadband & e-services (1 tweet).

President Jokowi's tweets in 2018 reinforce his main policies during his presidency. Economic and infrastructure development sectors are discussed in 163 over 552 tweets which equals to 29,52%. Focusing on infrastructure program, which spend Rp 410.7 trillion (US\$28.1 billion)—the largest ever in the country's history, President Jokowi receives number of protests from Indonesian citizens. Nevertheless, Jokowi defends his expansive infrastructure policies in the second period of his presidency in 2019-2024.

Conclusion

The objective of this paper is to investigate the extent of President Jokowi talks about economy in his Twitter in 2018. Nine priority agenda widely known as Nawacita discuss economy-related-development three times, while other fields such as Security and Defence, Education and Culture, Foreign Affairs, Domestic Policy and Public Administration, Regional Autonomy Development, Law and Act are mentioned once and twice.

Two key findings emerged. Firstly, there are 88 economy-related-tweets in 2018. Secondly, there are 75 infrastructure development-related-tweets, most of which were emphasised as fundamental support for Indonesia's economic development. These two key findings show that President Jokowi is most concerned with expansive infrastructure development as key solution to Indonesia's current economic problems.

Limitations

This work was only conducted to investigate President Jokowi's tweets in 2018 and the result should therefore be viewed with caution as it only captured one out of 5 years of Jokowi's presidency in

Indonesia. A comprehensive of five years of Jokowi's tweets during his first period of presidency was not addressed in this work and should therefore be undertaken in the near future.

In addition, using quantitative approach, this work provided findings, which were very fundamental for researchers wishing to explore Jokowi's economic and developmental policy by using qualitative approach.

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