#Gejayanmemanggil as Social Communication of Student Movement in Yogyakarta, Indonesia
(Descriptive Study on the Use of #Gejayanmember on Twitter From September 22-24, 2019)

Yayuk Hidayah[1], Meiwatizal Trhastuti[2], Oom Yomi Romlah[3], Muhammad Mona Adha[3]* , RistiAuliaUlfah[4]*

[1](DepartmentPrimary Teacher Education, Universitas AhmadDahlan, Indonesia)
[2](DepartmentPancasila and civic education, STKIP Pasundan,Cimahi, Indonesia)
[3](DepartmentPancasila and civic education, Universitas Lampung, Indonesia)
[4](IAIN Ponorogo, Indonesia)

Email: yayuk.hidayah@pgsd.uad.ac.id

Abstrak

Artikel ini mendiskusikan #Gejayan memanggil sebagai komunikasi sosial gerakan mahasiswa di Yogyakarta, Indonesia. #Gejayan memanggil menjadi tranding topik yang berkontribusi terhadap seruan aksi Gejayan Memanggil di Yogyakarta, Indonesia. Dalam konteks pendiskusian, penekanan pada artikel ini ada dua hal yaitu tema yang tampak dalam tweet #Gejayan Memanggil dan sejauh mana kontribusi #Gejayan Memanggil terhadap konsistensi isu aksi unjuk rasa Gejayan Memanggil. Hasil kajian menemukan bahwa naras itema di tweet #Gejayan Memanggil adalah pada konsistensi sesuai dengan kondisi actual saat itu antara lain yaitu respon terhadap Rancangan Kitab Undang-undang Hukum Pidana (RKUHP), Perubahan UU KPK, Isu lingkungan. Kontribusi #Gejayan Memanggil terhadap aksi unjuk rasa Gejayan Memanggil adalah adanya aksi unjuk rasa kelanjutan dari #Gejayan Memanggil yaitu Gejayan Memanggil II di Yogyakarta, Idonesia.

This article discusses #Gejayan as asocial communication of the student movement in Yogyakarta, Indonesia. #Gejayanmemanggil became a trending topic that contributed to the call of the GejayanMemanggilactionIn the context of this discussion, there are two things to emphasize: the theme that appears in the #Gejayanmemanggil tweet and the extent of its contribution to the organization of the demonstration. The results of the study found that the narrative theme in the #Gejayanmemanggil tweet was on in accordance with the actual conditions at that time, including the response to the Draft Criminal Code (RKUHP), changes to the Corruption Eradication Commission (KPK) Law, and various environmental issues. The contribution of #Gejayanmemanggil to the demonstration in question is defined by how it assisted in the success of the overall event.

INTRODUCTION

On November 23, 2019, a demonstration against the Draft of Criminal Code (RKUHP), Changes to the Corruption Eradication Commission (KPK) Law, and other controversial

policies took place in various regions in Indonesia, including Solo, Bandung, Makassar, Medan, Yogyakarta, Semarang, and others (Makdori, 2019). In Yogyakarta, a city known as a "student city," a demonstration was held by students in the Alliance of Mobile Societies acting independently of the University. This demonstration took place in and around the Colombo T-junction, specifically the areas near Affandi Street (Jalan Gejayan), Condongcatur Village, Depok Sub-district, Sleman Regency, and the Special Region of Yogyakarta. Previously, a viral call for demonstration went out on Twitter and other social media platforms, all trending with the hashtag #GejayanMemanggil. There were a total of 3,000 tweets sent out with this hashtag terminating on Monday night (Haryanti, 2019).

#GejayanMemanggil is not the only hashtag that has contained an invitation to such a demonstration. In the last few decades, the phenomenon of using hashtags as a way of dispensing information has been seen in many parts of the world. The media is not a revolutionary new driver, but rather a shift in communication technology (Lim, 2018). In Spain, the 15-M #Spanishrevolution Movement, which began on May 15, 2011, displayed a new style of communication in demonstrations, effectively updating the social movement communication method (Fernandez-Planells, Figueras-Maz, &Pàmpols, 2014). In the United States, experts have agreed that both the black civil and human rights movement communicate through #BlackLivesMatter. Analysis has shown that racial progress has been made through #BlackLivesMatter, and that the phenomenon provides new insight into the importance of digital media in protesting (Jones, 2019).

Recently, #Ferguson emerged as a way for activists and journalists to build networks and spread information (Barnard, 2017). The widespread use of this hashtaag in August of 2014, triggered by the shooting of Michael Brown, led to months of protests in Ferguson, Missouri, as well as other American cities (Mills, 2017). Likewise, analysis of the #FreeAJStaff Movement to liberate an Al Jazeera journalist who was jailed by Egyptian authorities, revealed an overflow effect between social movements (Isa &Himelboim, 2018). Furthermore, the use of hashtags by racial justice activists (#NotYourAsianSideKick) and feminists (#SolidarityisforWhiteWomen) displays a strengthening relationship between various social justice movements (Kuo, 2016). These facts seem to prove that such hashtags can be a driving force for any and all social movements.

The use of hashtags is both an affirmation of political attitudes as well as a declaration of the existence of digitalization in the socio-political world. Hashtags in social movements are now an alternative to disseminate discourse and other ways of trading information. Offline action is often accompanied by similar online information sharing, affirming the idea that technological platforms are the right choice for mass communication in the digital era. Digital media is clearly a new tool for challenging government policies that are not in in line with the needs of the community (Saepudin, Suryadi, &Malihah, 2018). The latest events show that social media supports social change. Although some critics deplore these platforms for eroding the ability to communicate, others argue that social media allows individuals to better voice their opinions against authoritarian leaders (Gleason, 2013). Protest movements, in the form of

demonstrations, marches, and other displays, can cause interference in a government's efforts to maintain the power structure (Germain, Robertson, &Minnis, 2019).

Protest movements do not only come in the form of demonstrations, but also other, more innovative concepts. Analyzing 25 hours of observational data and 19 interviews with student activists, lecturers, and artists regarding the use of art in the Puerto Rico University student movement in 2010, it was discovered that activists employed various forms of creative expression in their demonstrations. These were not only traditional forms, such as protest songs, but also innovative forms, like street theater (Everhart, 2012)

As a common practice in democratic countries, the existence of protest movements in the form of demonstrations cannot be avoided. Furthermore, with the addition of technology, democracy has found new ground to convey aspirations and new arenas for speaking out. Understanding the existence of new types of democratic practices as well as the emergence of media capable of integrating participatory efforts with global information fundamentally influences the way society interprets various social movements (Tufekci, 2013). However, the study of social movements and social media has not fully recognized how social media has fundamentally changed the organizational communication landscape (Murthy, 2018).

In practice, even though the use of social media is promising, social media management in order to prevent higher levels of risk remains a concern for activists (Mundt, Ross, & Burnett, 2018) By focusing research on the #GejayanMemanggil phenomenon and the consistency of issues brought up by students as at the rally, this researcher is - through this article - trying to describe how a hashtag was able to be a mobilizer as well as a communication of student social movements.. The basic argument in this study is that #Gejayanmemanggil had a proportionate effect on student social movements and communication in Yogyakarta, Indonesia.

LITERATURE REVIEW OR RESEARCH BACKGROUND

Twitter Hashtag

Twitter is a social networking platform that many say is "reshaping politics." Since launching in July 2006, Twitter users have increased exponentially, and it remains an incredibly fast and effective way to communicate with a broad audience. Twitter allows users to write 140-character status updates, which are referred to as 'tweets.' The 'hash' symbol (#) is a keyword reserved for information that describes tweets and aids in searching for specific content (Small, 2011). Twitter hashtags help users keep up with news and developing trends. The use of hashtags creates topics, all of which are grouped under that specific tags for quick identification. Many studies have looked into the use of hashtags on Twitter, as they can help identify potential applications for online popularity on social media (Sanlı&Lambiotte, 2015).

Users have noted that there are benefits associated with using both Twitter and hashtags. These include learning about everything from culinary techniques and financial assistance to up-to-date information on natural disasters. Overall, hashtags serve as an indicator of certain events. Collecting data on rare cases without the use social media would take a long time (Freitag, Arnold, Michael A, Gardner, JM, & Arnold, CA, 2017). Still, the result would indicate that Twitter – as a

social media platform aiding its users - is very effective at distributing information The results of the analysis of the #BringBackOurGirls campaign showed that the words associated with the #BringBackOurGirls tweets reflect various moods, feelings, emotions (Chiluwa&Ifukor, 2015).

Twitter usefulness lies not only in its ability to describe certain situations, but also its ability to impact the lives of its users in terms of education, politics, economics, and social culture. Another benefit to social media is in the field of education. In the Public Diplomacy Foundation class taught at American University in the spring of 2012, a class that communicated through the hashtag #kelleypd displayed a more effective classroom atmosphere characterized by greater participation, interaction, and community (Williamson & Kelley, 2012)

As a communication tool, Twitter allows users to understand current references. On the other hand, social media has recently been linked to social movements that have taken place in Libya, Egypt, Tunisia, and Algeria (Murthy, 2012). In such cases, Twitter has become directly representative of what its users are feeling. Research results from October 15, 2011, in Italy used a meaning construction process of over 8000 tweets to show that Twitter became a space for public reasoning about social conflict (Vicari, 2013). The complete twitter user data by country is in the following figure 1.
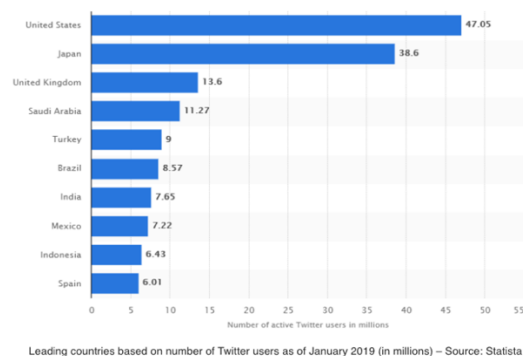
Source: Hannani (2019)

Figure 1. The twitter user data by country

METHODOLOGY

This research utilized a descriptive, qualitative approach. The data sources were grouped into two categories, namely "place" and "paper." This research is focused specifically in Yogyakarta. The paper is in the form of documentation, including newspapers, online news, and notes, relating to the research theme of #Gejayanmemanggil as a student social movement in Yogyakarta. Two main research questions guide this research. These include:

1. What is the apparent theme in #GejayanMemanggil?
2. To what extent did #GejayanMemanggil contribute to the consistency of the GejayanMemanggil demonstration?

Results AndDiscussion

The findings in this study were obtained through data analysis based on field findings on Twitter during September 22-24, 2019. In addition, supplementary information was gathered from documents containing the hashtag in question. Content containing this hashtag was sourced from the internet in an effort to make the findings more comprehensive. During the investigation, the researchers monitored the use of #GejayanMemanggil on Twitter. The researchers then created a theory and

discussed its validity. The presentation of results and the subsequent discussion is based upon two main research questions.

Research Question 1: What is the obvious theme in #GejayanMemanggil?

The data that researchers present here was obtained from Twitter during 22-24 September 2019. The use of the hashtag is an appeal to like-minded individuals, "inviting" them to demonstrations in response to the Draft of Criminal Code (RKUHP), Changes to the KPK Law, and other controversial policies.

By paying attention to the composition of students involved in the demonstration, peculiarities appear, such as the involvement of Generation. Generation Z is the group born between 1996 and 2013 (Bernstein, 2015) and is linked to experiences that include technological advancements, social problems, an unstable economy, and other social problems (Seemiller& Grace, 2017). The GejayanMemanggil rallies by Generation Z cannot be separated from thehegemony of digitization. Through the use of this hashtag the group was able to utilize social media as an invitation to action. Based on observation and various news reports, the tag was a trending topic on Twitter on the night of September 22, 2019, as indicated in Figure 2 as follows.
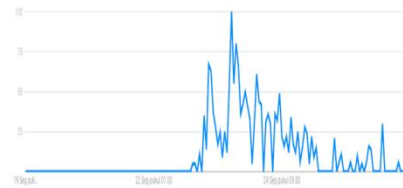

Figure 2: Gejayan: Tranding # GejayanMemanggil
Source: Drone Emprit (2019)

The obvious theme in the #GejayanMemanggil tweet is consistent with the Draft of Criminal Code (RKUHP), Amendments to the Corruption Eradication Commission (KPK) Law and other controversial laws. Even after the demonstration, other hashtags appeared. In this study, the researchers' emphasis was on the consistency of the content in the #GejayanMemanggil tweets, with the resulting analysis emphasizing the use of the specific phrase.

Previously, the use of hashtags during social protests in Brazil showed that tag users had different effects on protest narratives (Recuero, Zago, Bastos, & Araújo, 2015). In the use of #GejayanMemanggil, there are several protest narratives, such as delay on the Draft of Criminal Code (RKUHP), Amendments to the Corruption Eradication Commission (KPK) Law, environmental damage, Revision of the Manpower Law, and the Revision of the Land Law . The use of this hashtag is just one example of the results of freedom of expression in a democracy that includes freedom to seek, receive, and provide information using any media (Ayalew, 2019). This being the case, it is hardly surprising that the actions of the movement sought the support of technology - namely Twitter - to create a viral movement around #GejayanMemanggil.

In the Citizenship Education Study, Branson (1999) emphasized several citizenship competencies that could measure how knowledgeable and active a citizenry is. . These competiencies
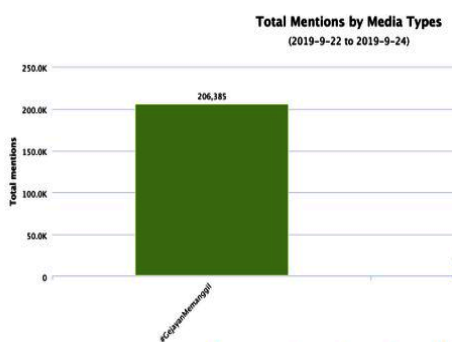
were related to what citizens should know, and included citizenship skills (which include intellectual and participatory skills), and characteristics that related to the maintenance of democracy. The next question is: does the theme shown in the #GejayanMemanggil tweets accurately describe this citizenship competency? Regarding citizenship skills, the National Standards of Civic and Government and The Civic Framework for 1998 National Assessment of Educational Progress (NAEPP) have categorized citizenship skills in the form of identifying, describing, explaining, analyzing, evaluating, taking, and defending positions on public issues (Branson, 1998).

The #GejayanMemanggil tweets were consistent with the issues being raised and were directly related to what was happening at the time. As a result, it can be said that the community understood the problems that were occurring as they related to state life. It can, therefore, be ascertained that the public has analyzed and understood that there are irregularities in the systems that occur within their government. The very nature of checks and balances has led the community to be able to distinguish between goals, methods, facts, and opinions. At this stage, citizenship competence has answered the challenges of living in a conducive democratic society. The study of the #GejayanMemanggil phenomenon can provide a future understanding of the role social media can have on influencing patterns in communication.

As Swann &Ghelfi (2019) asserted that media would influence the understanding of communication patterns, the use of #GejayanMemanggil is one example of attitudes and actions responding to actual events. The achievement of citizenship skills demonstrates a level of political maturity in Indonesian society Furthermore, researchers can describe the process of achieving citizenship skills by way of the #GejayanMemanggil movmentn the following figure 3.
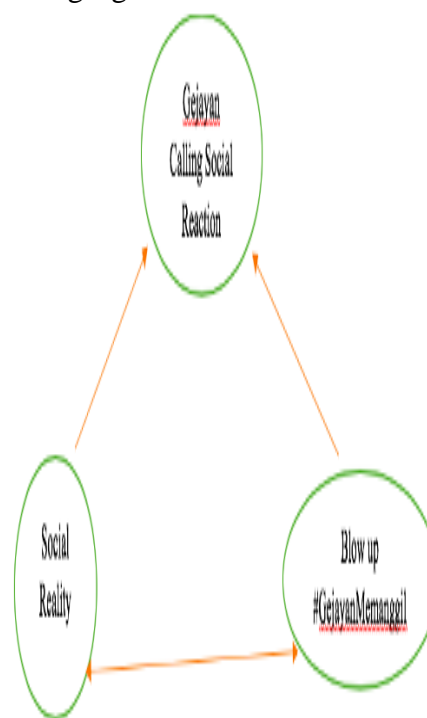

Figure 3: Citizenship skills #GejayanMemanggil

Based on Figure 3, it can be said that the results of the process of explaining and analyzing actual events in the GejayanMemanggil community have led to rallies. As a consequence of the rapid development of information technology, Twitter users have made a choice to highlight controversial issues through social media. The results of similar research, which combined indicators of citizenship competency models using the IEA ICCS 2009 study indicated that the most useful approach to enhance the attitudes or participatory concepts of citizens is through the intervention of teachers on civic responsibility (Hoskins, Saisana, &Villalba, 2015). The clear theme identified in the #GejayanMemanggil tweets confirmed the pattern of social polarization until a rally took place in Yogyakarta. It is known that the level of polarization in tweet content is often smoother than expected (Park, Jang, Lee, & Yang, 2018). The explosion of the hashtag and the issues raised by it are now widely known in the community, have potentially spread throughout the World

The study of history and the legacy of the Civil Rights Movement in the US have suggested that recollections of past racial and ethnic struggles contribute to additional demands on the holders of power and can also influence their actions (Fleming & Morris, 2015). At #GejayanMemanggil rallies, participants took part in bringing up issues that some felt had become old problems. It can, therefore, be said that through this hashtag, memories of unfinished problems were also restored. The use of the tag for social movements in Yogyakarta, Indonesia is a way of getting attention and organizing demonstration participants. The results of Smith, McCarthy, McPhail, &Augustyn (2001) research on social movements in Seattle and Washington D.C showed that modern communication technology is more likely to channel more decentralized information about demonstrations compared to mass media. Meanwhile, the results of other studies (based on data sets from 48 demonstrations in nine countries) showed that violence can increase media attention and generate more significant protest support in the long term (Jennings & Saunders, 2019).

After #GejayanMemanggil began trending, the mass media had a lot to talk about regarding social movements in Yogyakarta, Indonesia, which can then inform the public about what is happening. The consistency of issues associated with this hashtag can be clearly ascertained. These include issues such as the Draft of Criminal Code (RKUHP), the Amendment to the Corruption Eradication Commission (KPK), environmental damage, Revision of the Manpower Law, and the Revised Land Law. Thus, the protest narrative of social movements in Yogyakarta, Indonesia has not swayed from the issues and demands brought forth from the beginning.

Research question 2: To what extent did the use of this hashtag contribute to the consistency of the associated rally issues? Description of the data that researchers present was obtained from documentation on Twitter during 22-24 September 2019. #GejayanMemanggil's contribution to the consistency of the demonstration action can be traced to many similar demonstrations that have arisen in Indonesia, including in Jakarta, Makassar, Samarinda, and Jember (Resa Eka Ayu Sartika, 2019). The narration on the hashtag has been discussed through speeches given by students on the ground or similar demands that have appeared on social media. The hashtag's contribution to the consistency of the demonstration issue has made the community more vigilant and smarter at managing information related to the issues caused by the overflow of #GejayanMemanggil.

In addition to #GejayanMemanggil-related social movements in Yogakarta, there are also similar social movements in other areas in Indonesia, including

Bandung and Makassar (Editor of CNBN, 2019). These social movements are built around the same issues and have received attention from all sections of society in Indonesia. As a continuation of the hashtag, aconsistent demonstration known as GejayanMemanggil II took place on 30 September 2019. Some of the demands brought about in GejayanMemanggil II were the issue of human rights violations, sexual violence, and several demands related to the original demonstrations (Perwitasari , 2019)

Research into the relationship between social movements and corporate social networking sites was conducted by viewing content from Occupy Chicago on Twitter and Facebook during the May 2012 protest. This research demonstrated the importance of content that expresses the identity of the movement, helps spread alternative news, and criticizes major media. Still, many reports of the protest showed that activists using social networks are the result of mismatches in the political process (Ferrari, 2016). However, #GejayanMemanggil demonstrated the consistency of social groups acting on actual events.

Social media platforms have broadened public conversation about important social justice issues (Blevins, Lee, McCabe, & Edgerton, 2019), thus #GejayanMemanggil has invited the public to be able to evaluate and defend opinions on actual issues on the public agenda. Analysis of thousands of tweets in the US, UK, Spain, and France, as well as public tweets responding to Michael Brown's death in Ferguson, Missouri, concluded that there are differences, not only between countries, but also between the media, journalists, individuals, society, and the journalism industry (Harlow, 2019)

The hashtag's contribution to the consistency of the demonstration is apparent in several ways, including the success of the follow-up action,

GejayanMemanggil II, and the presence of additional issues brought about in that second protest. The hastag also assisted in presenting information to the public and clarifying actual events, which has led to an overall more intellectual community. Research on #Ferguso, which took place in November 2014 for 3 weeks, concluded that #Ferguson emphasized the existence of peace, especially after increased conflict and riots in the streets (LeFebvre& Armstrong, 2016). After going through the stages of analyzing and clarifying, the community is now reaching a stage where they are monitoring both the political system and the government.

CONCLUSION

Based on the research findings, the results of this study have provided an understanding of #GejayanMemanggil as a tool of communication for student social movements in Yogyakarta. Descriptive results have shown that the obvious theme in the associated tweets is in accordance with actual events, including the Draft of the Criminal Code (RKUHP) and Amendments to the KPK Law. The #GejayanMemanggil contribution to the consistency of the associated demonstration is apparent in the continuation of that demonstration, namely GejayanMemanggil II, in Yogyakarta, Indonesia

This article paves the way for similar qualitative research to be able to further capture the perceptions and experiences of participants in social movement actions that occur at other moments.

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