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Engagement analysis on buzzer information transactions: Questioning the impression of Indonesian talk show program and how Netizen response on Twitter

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Abstract. The social media phenomenon increasingly widespread and uses as a references news, information and knowledge. The development of social media also gave birth to many phenomena including the emergence of a phenomenon called buzzer. Twitter as an identical media uses buzzer activities because it has a grand gait on enlivening dialogue and as trendingtopic, a news categorize according to key terms or exclusive topics through fence syndication (#) to move social media users. This research related to the tendency of content exchanged buzzer and followers. The research results are presented in the form of descriptive qualitative research, which aims to describe the character of the message contained in the information exchanged by the buzzer. The samples used in this study were 15 tweets about #ILCPanggungProvokasi and 13 tweets about #StopAcaralC. This study does not prioritize the size or sampling. If the data collected is in-depth and can explain the phenomenon being studied, there is no need to look for other sampling. The emphasis here is on the problem of depth (quality) of data, not quantity of data. The research period focuses on buzzer content in the period from February 18 to February 20, 2020, which is a trending topic and is discussed openly by the public, giving rise to a certain understanding that is widespread. The Result of this reaserch show that The interaction of buzzer information on Twitter social media is a deliberate relationship because of the formation of manipulated content in political discourse through the hashtag #ILCPanggungProvokasi as an early advocate of discourse. The buzzer then creates a counter-discourse via #StopAcaralC, which is offensive in nature with agitative and monotonous discourse.transactions on Twitter social media as an activity are not of high quality but are able to attract attention and are widely responded to by the public.

Keywords. Buzzer; Twitter; Netizen

1. Introduction

The digital age has had a huge impact on the development of media. One of them is the existence of social media that is the need of today's society. From data on the total population of Indonesia which amounted to 274.9 million people, according to data compiled by hootsuite in 2021 showed that 345.3 million or equivalent to 125.6% of the total population of Indonesia has been connected mobile. It is also mentioned in the same data that 202.6 million

Indonesians or 73.7% of the total population have used the internet in their daily lives and social media is the most widely carried out activity by Indonesians when surfing in cyberspace, which is as many as 170 million people or 61.8% of the total population in Indonesia.

The social media phenomenon increasingly widespread and uses as a references news, information and knowledge. it is ability to influence public opinion can mobilize the masses and provide moral pressure on a conflict or case (Sirajuddin, SUR Kamil, S Fachruddin, 2017). Social media is a group of Internet-based applications and is built on the framework of the idealism and innovation of the Web 2.0 platform (Kaplan & Haenlein, 2010). Social media was originally created to make it easier for humans to interact and communicate, but in its development social media innovates and provides services that allow people to communicate with various purposes. Media is transformed into a medium that can allow users to share and interact online with a variety of features that facilitate communication, including posting photos, files, videos, voice messages, text messages and chats, and various other types of feature options.

The development of social media also gave birth to many phenomena including the emergence of a phenomenon called buzzer. As a public space that encourages social interaction for every user, it quickly and effectively generates, consumes, and distributes information about various phenomena of information flow, while creating various digital professions such as buzzers. Buzzer is the central point of connection that becomes a connection on social media. The internet has become an indispensable medium (Kim, K,H Et.Al, 2009).

Buzzers are people who are needed to be able to load, buzz to popularize a news, figure, product, movement and so forth according to exclusive interests to be in demand, selected and owned by citizens through social media. Twitter as an identical media uses buzzer activities because it has a grand gait on enlivening dialogue and as trending topic, a news categorize according to key terms or exclusive topics through fence syndication (#) to move social media users.

The presence of buzzers is increasingly controversial after various media outlets covered the University of Oxford research, in the report *The Global Disinformation Order: 2019 Global Inventory of Organised Social Media Manipulation* which said that Indonesia is one of the countries that use buzzers to spread propaganda. Classified as a low-capacity force, not permanently contracted and paid Rp 1 million to Rp 50 million to create manipulated content. The average buzzer users in Indonesia are politicians, political parties and private institutions that have political, economic and other interests.

The involvement of politicians or lawmakers as one of the parties that use buzzers gives rise to a negative perspective on the image of the government and the buzzer itself. In addition to promoting policy and spreading positive news about the government, buzzers also conduct narrative battles that lead to doxing behavior to counter parties to multiply issues. The government becomes an anti-criticism agency protected by buzzers that are present as accounts that have a great influence and actively interact with their followers regarding issues or information managed on social media in various contexts, in this case positive to negative contexts.

With political persuasive communication, buzzers build correlations with their followers as reciprocal indicators that speed up the process of disseminating information. Two-way activities in various forms of information exchange on social media indicate that content created by buzzers can always dominate public spaces because of the help of participants who have similar experiences, tastes or ideologies even in the form of negative content.

The description above becomes a basic reference to conduct research related to the tendency of content exchanged buzzer and followers. The trend in the period february 18 to February 20, 2020 becomes content that will be interpreted by researchers considering this hashtag has indications as buzzer manipulation content in the name of the public interest. More specifically, the behavior indicates the nature of propagandists who carry out political propaganda by creating a series of tweets with a specific topic and then creating supporting topics for specific groups.

2. Methods

This study was carried out on the social media platform Twitter, which has received attention from many parties regarding political discourse, and which frequently involves buzzers to reach a wider audience by utilizing hashtags (#) and the trendingtopic feature, which can group tweets marked with specific topics or keywords. The research results are presented in the form of descriptive qualitative research, which aims to describe the character of the message contained in the information exchanged by the buzzer. The samples used in this study were 15 tweets about #ILCPanggungProvokasi and 13 tweets about # StopAcaraILC. This study does not prioritize the size or sampling. If the data collected is in-depth and can explain the phenomenon being studied, there is no need to look for other sampling. The emphasis here is on the problem of depth (quality) of data, not quantity of data.

Using the concept of an internet statistician and author on digital communication, Avinash Kaushik, once wrote that the features of social media interaction are divided into 3 (three) categories:

- (1) Conversation: Conversation activity among users.
- (2) Amplification: Message deployment or expansion activity.
- (3) Applause: Short response activities through features such as likes, love, emoji, to click.

Through many other articles related to digital marketing that refer to Avinash Kaushik's views, the three categories are believed to be elements to measure the ratio of engagement or interaction (engagement) in activities on social media. When compared to other social media platforms, buzzer activity on Twitter is more common in Indonesia.

The research period focuses on buzzer content in the period from February 18 to February 20, 2020, which is a trending topic and is discussed openly by the public, giving rise to a certain understanding that is widespread. The hashtags that became the focus of this study were #ILCPanggungProvokasi and # StopAcaraILC. This hashtag became interesting to research after it was discovered that the views displayed were of widespread negative content. indicates manipulation of content that is intentionally created for the purpose of certain groups on behalf of the public interest. More specifically, that behavior indicates the nature of propagandists who carry out political propaganda. The data collection carried out in this study was carried out by researchers based on the needs of analysis and assessment. The data collection technique used is a purposive sampling technique through social media sites like Twitter and www.getdaytrends.com, which are sites that not only offer the latest data but also provide historical trends on Twitter's trending topics.

The hashtags # ILCPanggungProvokasi and # StopAcaraILC were triggered by the activity of Twitter users who echoed a protest against the Indonesian Lawyers Club TV program with the theme "Agama Musuh Besar Pancasila?" on February 18 at 10 a.m. The Indonesia Lawyears Club itself, or commonly abbreviated as ILC, is a talk show program, previously

called the Jakarta Lawyears Club, and broadcast on one of the private TV stations, TV One. This show often raises various themes that are not far from the law or politics.

3. Results and Discussion

According to Aubrey Fisher (as quoted by Wiryanto, 2004), information shows facts or data obtained during the communication process. A piece of data will have information value if it is meaningful to someone who interprets it. The interpretation of the data or stimulus received by the brain will determine the quality of information based on one's knowledge (frame of reference), experience (field of experience), tastes (frame of interest) and faith (spiritual).

The Buzzer is adapted from the concept of buzz marketing, which is one part of the method of creating word of mouth or word of mouth promotion on communication media by creating significant and attractive noise for the target audience to talk about the product and try it. According to Arbie (2013: 64), "buzzer" means a device that produces a noisy sound that attracts attention. In the world of Twitter, "buzzer" means an account that has a lot of influence, fanatical followers, and tweets that are often retweeted, actively interact with followers, and, of course, the number of followers is large. Meanwhile, according to Jeff Staple (as quoted by Yuliahsaridwi, 2015), a buzzer or influencer is someone whose opinion is listened to, trusted and makes people react afterward.

Bambang Arianto (2016) revealed that in the world of digital politics, the term "political buzzer" is a political marketing activity that contains information on communication channels to create an influencing effect and become a (viral) conversation until the conversation becomes public opinion. Persuasive communication is an activity that always exists in the world of politics, which is called political persuasion. Propaganda is a form of persuasive activity (Cangara, 2014). In the process of disseminating and creating high-intensity conversations, buzzers involve several important social media actors to simulate arguments. The buzzer personally acts as the "brain" or creator of discourse/issues. Influencers are present as initial recipients of the issues or discourses that are exhaled. A buzzer that simultaneously simplifies the issue or discourse so that it can be understood by followers (the final recipient of the issue or discourse)

According to Bambang Arianto (2020), in the context of politics, buzzers form public opinion by occupying Twitter's trending topics. The Buzzer focuses on three things on social media, namely: first, building a positive image (supporting). Second, clarifying the image (defensive). Third, attacking and damaging the image of competitors (offensive). So, in simple terms, buzzers are activists related to the socio-political field on social media who receive broad feedback so that they can inject social media with political persuasive messages to create trending topics on social media networks with the hashtag (#) in order to increase awareness and equity of related information aimed at the public.

As quoted by Nasrullah (2016), Van Dijk said that social media is a media platform that focuses on the existence of users who facilitate their activities and collaboration. Social media is an online medium (facilitator) that strengthens relationships between users as well as social bonds. Shirky (as quoted by Nasrullah, 2016) revealed that social media is a tool that can increase users' ability to share, thereby making it easier for users to get information. Furthermore, users can cooperate with other users. and take collective action, all of which are outside the institution or organization.

Social Media can be concluded as an online-based communication channel where each user can contribute to producing and distributing information with a very wide reach, individually or in groups. One of the social media platforms that is identical to the buzzer is

Twitter, a microblogging platform that is supported by certain features such as visual types or social media messages in the form of writing, images, and videos.

Twitter is becoming an increasingly popular and efficient social media tool for connecting with other people in a short time. Twitter is also the right medium for carrying out non-physical social movements or even just criticizing the ruling parties. Many criticisms and social movements have now been carried out by adopting the internet and regarding the birth of what is called "one click activism" (Nugroho, 2011). One of them is using hashtags or hash marks (#) on Twitter and other social media. Through hash marks, aka hashtags (#), or hashtags, Twitter users instantly become part of a wider conversation.

Currently, hashtags are often used by social media users as a tool to spread various social issues. As happened in the period 18 February–20 February 2020, the public echoed #ILCPanggungProvokasi and # StopAcaraILC as a response to social media users' response to the Indonesia Lawyers Club program broadcast on February 18 at 10 WIB with the theme "Agama Musuh Besar Pancasila?".

The # ILCProvocation trend has become the talk of Twitter users, beginning with a tweet made by Karni Ilyas, the program's guide, who announced the theme of the ILC program on February 18, 2020, at 22.00 WIB (GMT +7) on the Twitter account @karniilyas. The announcement of the program's theme is always made one day before the broadcast as a form of reminder. The theme relates to the discussion of polemics on religion and Pancasila that was brought up by the head of BPIP, Yudian Wahyudi Asmin, at one of the universities. The program's theme drew public attention, particularly from Twitter users, because it had become controversial and could be considered sensitive content, prompting the hashtag # ILCPanggungProvokasi to be echoed.

The # ILCPanggungProvokasi conversation began to appear about 18 hours after the announcement of the theme "Religion is the Great Enemy of Pancasila". Occupying trendingtopic in third position with 10,000 tweets on February 18, 2020 at 12.00, or about 8 hours before the broadcast of the program. As recorded by one site that manages and stores information about trends from various countries, including Indonesia, based on Coordinated Universal Time (UTC). This is presented in the following table.

Table 3.1 Trend's Development #ILCPanggungProvokasi

Time	Tweet Number	Description
18 February 2020		
12.00	Under 10K	Trending 3
13.00	Under 10K	Trending 2
14.00	12.9K	Trending 1
15.00	16.6K	Trending 1
16.00	19.7K	Trending 1
17.00	19.7K	Trending 1
18.00	25.4K	Trending 1
19.00	28.3K	Trending 2
20.00	30.5K	Trending 3
21.00	32.3K	Trending 5

Source: The results of the author's modification are based on data obtained from www.getdaytrends.com (2020)

On the same day, # ILCPanggungProvokasi received new attention from Twitter users from various circles, with a rate of around 5,000 tweets per hour.reached its peak, which was in the first position on the Indonesian Twitter trending topic at 7.00–11.00 UTC or 13.00–18.00 WIB (GMT+7), or about five hours of persisting as a trend that was widely discussed, from 12,300 tweets to 24,500 tweets.

The # ILCPanggungProvokasi trend began to be abandoned until the conversation rate decreased. This trend lastly took the fifth position on Twitter's trending topic at around 21.00, or about an hour before the broadcast of the Indonesia Lawyers Club program entitled "Agama Musuh Besar Pancasila," with a total of around 32,300 tweets for approximately nine hours.

Unlike the hashtag # ILCPanggungProvokasi, which was trending before the program aired on February 18, 2020, the hashtag # StopAcaraILC began to dominate the trending topic after the program aired.The hashtag # StopAcaraILC represents the form of criticism and non-physical social movements directed at the program by Twitter users.The development of this trend is briefly shown in the following table.

Table 3.2 Trend's Development #StopAcaraILC

Time	Tweet Number	Description
19 February 2020		
12.00	Under 10K	Trending 5
13.00	Under 10K	Trending 1
14.00	11.0K	Trending 1
15.00	13.7K	Trending 1
16.00	16.3K	Trending 1
17.00	17.9K	Trending 4
18.00	19.3K	Trending 28
19.00	20.3K	Trending 27
20.00	21.4K	Trending 27
20 February 2020		
02.00	Under 10K	Trending 43
03.00	22.5K	Trending 33
04.00	22.5K	Trending 26
05.00	22.6K	Trending 26
06.00	22.7K	Trending 29
07.00	22.9K	Trending 29
08.00	23.0K	Trending 35

Source: The results of the author's modification are based on data obtained from www.getdaytrends.com (2020)

The trend first occupied the trending topic in the fifth position on February 19, 2020 at 12.00 WIB, with around 10,000 tweets. This trend managed to occupy the first position at 13.00, even though the number of tweets was relatively small. The position lasted for 4 hours, starting from 13.00 to 17.00 WIB, with a total of 16,300 tweets. The development of this hashtag is briefly described in the following table:

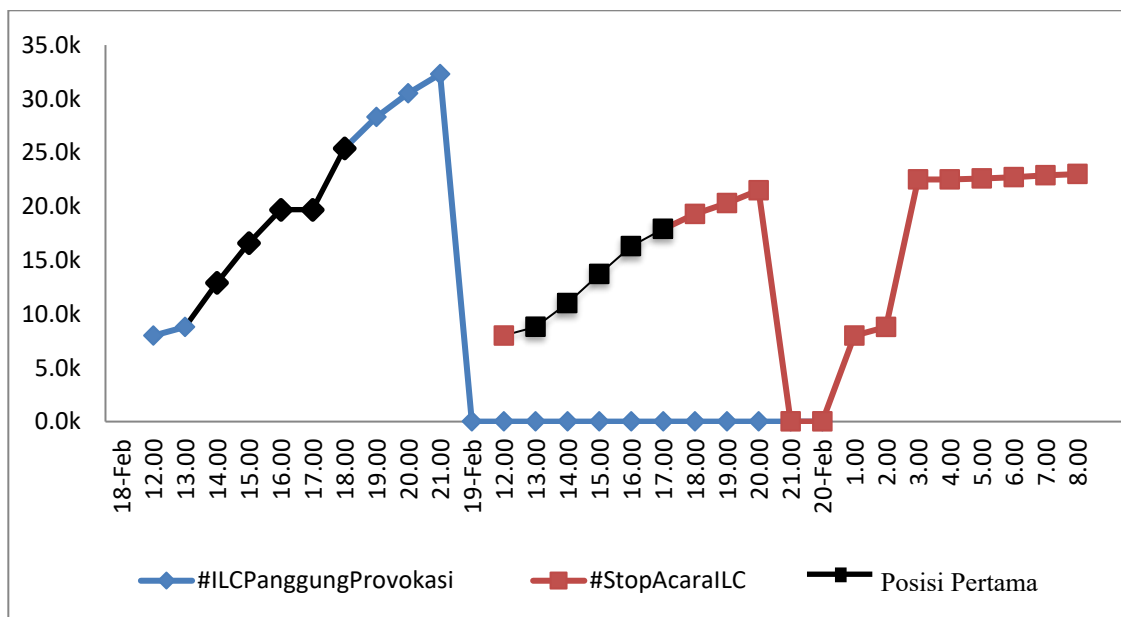
The conversation rate related to the # StopAcaraILC trend began to decline after 16.00 WIB (GMT + 7), as evidenced by the trending topic, which took fourth place at 17.00 and continued to decline until it reached the twenty-seventh position with a total of approximately 21,400 tweets.

After ranking 27th on the Indonesian Twitter trending topic at 20.00 WIB (GMT + 7), the #StopAcaraILC trend began to fade from the list starting at 21.00 WIB until 01.00 WIB (GMT + 7). After disappearing from the trending topic list for about 5 hours, this trend reappeared at 02.00 WIB (GMT + 7) by occupying the 43rd position. The conversation surrounding the #StopAcaraILC trend remained volatile. Until finally, this trend took the 35th position, hit 08.00 with a total of 32,000 tweets, and lasted 16 hours as a trending topic.

4.1 Trend's Comparasion Between #ILCPanggungProvokasi and #StopAcaraILC

Based on the background of trend developments from February 18 to February 20, the researchers used the following comparison chart to compare the trends of #ILCPanggungProvokasi and # StopAcaraILC related to the level of conversation of the issues discussed.

Graph 3.1 Comparison of #ILCPanggungProvokasi and #StopAcaraILC
Period 18 February – 20 February

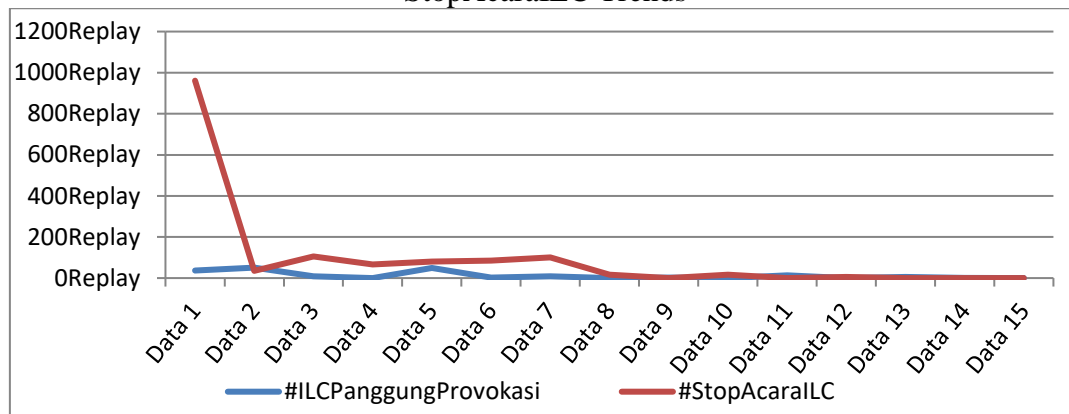


Source: The results of the author's modification are based on data obtained from www.getdaytrends.com (2020)

According to the graph, the #ILCPanggungProvokasi trend conversation reached a peak of 32,300 tweets and lasted for 9 hours on February 18th, while the # StopAcaraILC trend reached 23,000 tweets and lasted for 16 hours on February 20th. # ILCPanggungProvokasi trended from 14.00 to 18.00 on February 18, while # StopAcaraILC trended from 13.00 to 17.00 on February 20. The conversation rate of the # ILCPanggungProvokasi trend is much higher than the # StopEventsILC trend, while the conversation duration of the # ILCPanggungProvokasi trend is much less when compared to the # StopAcaraILC trend, which lasts for 16 hours.

Based on conversational trends, the researcher details the tweet data by comparing the ratio of engagement or interaction in Twitter social media activities based on conversation or conversation activities between users seen through the replay feature, amplification or message dissemination or expansion activities seen through the retweet, and the applause feature or response activity. briefly via the like feature on social media site Twitter.

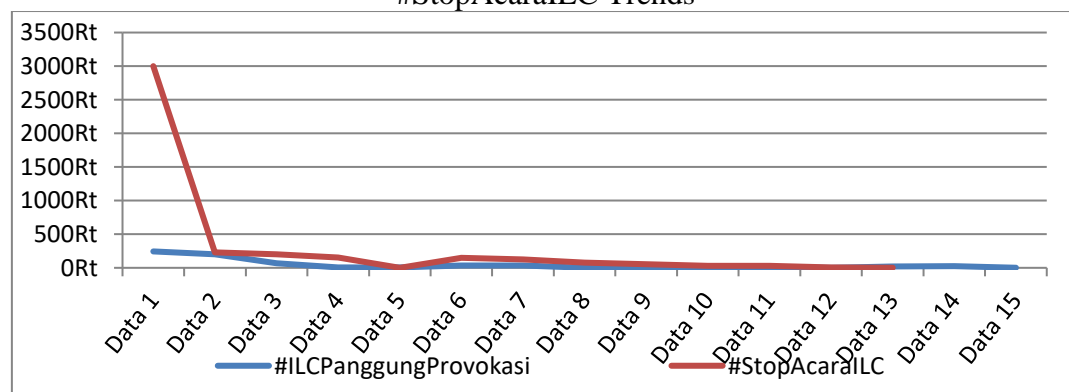
Graph 3.2 Comparison of User Conversation Rates on #ILCPanggungProvokasi and #StopAcaraILC Trends



Source: The results of the author's modification are based on data obtained from www.getdaytrends.com (2020)

The graph above depicts the level of trend conversations surrounding #ILCPanggungProvokasi and #StopEventILC, which differ significantly. The highest conversation rate in the #ILCPanggungProvokasi trend was only 50 replays (replies), whereas the highest conversation rate in the #StopEventILC trend was 900 replays (replies). This means that, when compared to the #StopEventILC trend, the level of conversation between users in the #ILCPanggungProvokasi trend is very low.

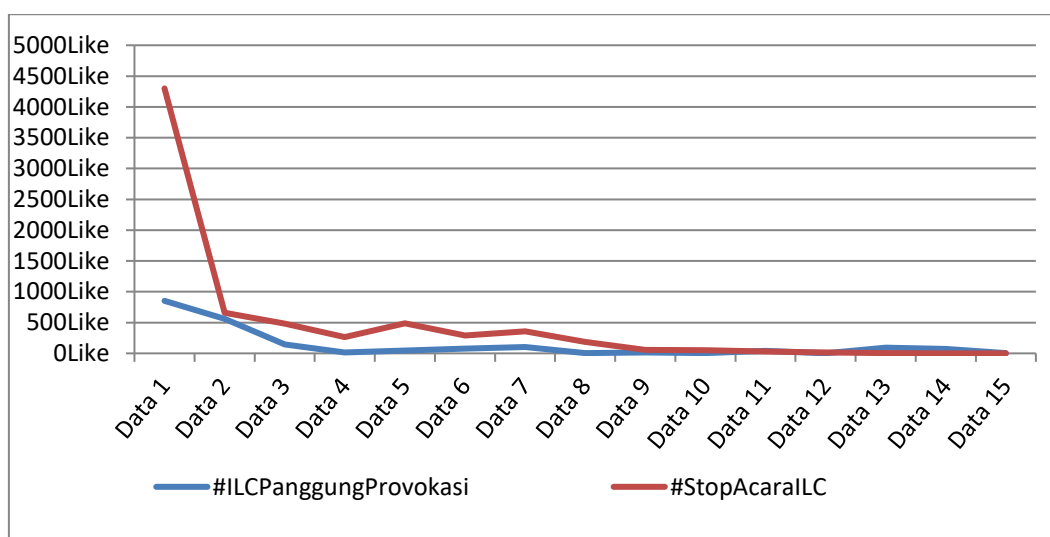
Graph 3.3 Spread Rate Comparison Between Users in the #ILCPanggungProvokasi and #StopAcaraILC Trends



Source: The results of the author's modification are based on data obtained from www.getdaytrends.com (2020)

The graph above depicts the spread of the hashtags #ILCPanggungProvokasi and #StopAcaraILC among Twitter users. The #ILCPanggungProvokasi trend was retweeted 200 times, representing the number of spreads in the trend, whereas the highest level of spread in the #StopAcaraILC trend received 3000 retweets. Based on this, it can be said that the #ILCPanggungProvokasi trend is very much lower when compared to the #StopAcaraILC trend, which reached 3000 retweets in the dissemination or expansion of content among users on Twitter.

Graph 3.4 Comparison of Short Responses to Trends #ILCPanggungProvokasi and #StopAcaraILC



Source: The results of the author's modification are based on data obtained from www.getdaytrends.com (2020)

The graph above depicts the applause or short response activities that occur on Twitter in the #ILCPanggungProvokasi and #StopAcaraILC trends. The most likes (liked) for the #StopAcaraILC trend were 43,000, while the most likes (liked) for the #ILCPanggungProvokasi trend were only 800. Based on this, the short response activity in the #ILCPanggungProvokasi trend is significantly lower than in the #StopAcaraILC trend, which has nearly 4500 likes.

Based on the description above, it can be concluded that the #ILCPanggungProvokasi trend only has a greater number of tweets than the #StopAcaraILC trend. Meanwhile, the #StopAcaraILC trend has lasted 16 hours and has a relatively low ratio of tweets. When compared to the hashtag #ILCPanggungProvokasi, the hashtag #StopAcaraILC has become a trend with the highest level of engagement or interaction transactions, ranging from conversion, amplification, and applause from fellow Twitter social media users.

Based on the research, it can be concluded that a social phenomenon occurred within the scope of communication created through information transactions with the Twitter buzzer from February 18 to February 20, using the hashtags #ILCPanggungProvokasi and #StopAcaraILC. This relates to interactional communication that involves feedback or responses to a message or content. The benchmark for involvement in Twitter social media

activities is determined by 3 elements, namely: replay (conversation activities between users), retweets (message dissemination or expansion activities) and likes (short response activities).

Based on the first content created by the buzzer, namely #ILCPanggungProvokasi, researchers found an interaction rate that reached 32,200 tweets and lasted for approximately nine hours, the most popular quote from the hashtag #ILCPanggungProvokasi received 37 replays, 852 likes and 244 retweets. The hashtag #ILCPanggungProvokasi is a hashtag formed to criticize mass media programs, namely the Indonesia Lawyers Club regarding the impact of mass media being present as provocateurs or simply reminding the function of mass media for the nation and state. This is clearly seen through the choice of words that are advocative and constructive. This is referred to as the activity of building a positive image (supporting) and clarifying the image (defensive).

Buzzer's second piece of content is #StopAcaraILC. Researchers found the level of interaction or engagement, which is divided into two stages. The first stage took place for eight hours from 12.00 WIB (GMT+7) to 20.00 WIB (GMT+7). The second stage took place for eight hours from 02.00 WIB to 08.00 WIB, or about sixteen hours of occupying the trending topic position. The most popular quote from the hashtag #StopAcaraILC was retweeted 961 times, liked 4300 times, and retweeted 3000 times. The hashtag #StopAcaraILC was created by a buzzer in order to silence Karni Ilyas and offend the Television Broadcast Production Management by not criticizing and cornering the government. As a result, the content of the hashtag #StopAcaraILC has no connection with the hashtag being promoted, implying that there is an incorrect connection between the message's elements, such as the title of the hashtag and the body of the message being promoted, which are unrelated.

Based on the discourse that is built, information transactions are formed because of the support from the public. If it is reviewed using the discourse theory of Laclau and Mouffe, which suggests three important things, namely the nodal point, the discourse field, and the ending, this research is considered to be related.

The nodal point is the center of gathering signs whose meanings are interconnected with the communication environment. In this study, the #ILCPanggungProvokasi trend is a nodal point that contains messages that criticize, advocatingly, the actual function and role of the mass media.

Field of discourse, information, or messages that are not related to the topic being discussed. In this study, the #StopAcaraILC trend is defined as a field of discourse because it is dominated by one's personal information and does not talk about the television program at all. Between the theme and the content of the information in the hashtag, there is an incorrect connection between the elements in the message. Termination, the completion of a discourse that is uncertain in nature. In this study, the termination of this trend occurred without any confirmation from the parties involved and began to be abandoned after 28 hours of occupying a trending position.

5. Conclusion

Based on the results of qualitative research using observational techniques on Twitter Social Media regarding buzzer information transaction analysis, several conclusions can be drawn. The conclusions are presented as follows:

1. Discussing #ILCPanggungProvokasi and #StopAcaraILC in Buzzer Information Transactions on Twitter Social Media from February 18 to February 20, 2020.
 - a. #ILCPanggungProvokasi explains the role and impact of the media and media impressions that are present as public provocateurs. The content is dominated by

- discourses that are advocating or persuasive in nature regarding awareness activities and follow-up of media that are considered a provocation.
- b. #StopAcaraILC doesn't talk about the program at all, but talks about personal life. This means that the hashtag is just click bait created by the buzzer because the issues that are raised are outside the discourse and are dominated by agitative hate speech.
 2. The interaction of buzzer information on Twitter social media is a deliberate relationship because of the formation of manipulated content in political discourse through the hashtag #ILCPanggungProvokasi as an early advocate of discourse. The buzzer then creates a counter-discourse via #StopAcaraILC, which is offensive in nature with agitative and monotonous discourse. transactions on Twitter social media as an activity are not of high quality but are able to attract attention and are widely responded to by the public.

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