



Uncover the Digital Movement of Opinion War in #PercumaLaporPolisi on Instagram

Maya Sandra Rosita Dewi^(✉), Yanti Dwi Astuti, and Rahmah Attaymini

Department of Communication Science, Islamic State University of Sunan Kalijaga Yogyakarta,
Yogyakarta, Indonesia

{maya.dewi, yanti.dwiastuti, rahmah.attaymini}@uin-suka.ac.id

Abstract. The hashtag #PercumaLaporPolisi on social media is a form of Digital Movement Opinion as an expression of the accumulation of public disappointment. The series of disappointments and anger at the police have made internet users build solidarity and fight each other using the hashtag #PercumaLaporPolisi on Instagram to show their protest regarding the incompetence of law enforcement agencies which ideally have the duty to protect the community but in fact there are many individuals who do not side with the people. This research was conducted with the aim of analyzing and understanding the controversial digital opinion movement developing in virtual society. The analysis process is carried out based on the theories of Digital Movement of Opinion (DMO) and Public Opinion on social media. Using the netnographic method, the results of this study prove that the digital opinion movement in the hashtag #PercumaLaporPolisi was formed spontaneously, unplanned and disorganized. This hashtag resurfaced in the case of Ferdy Sambo, which dragged quite a number of Polri officials and risked the image of the Police in the eyes of the public. Comments written by netizens in the comments column are almost uniform or homogeneous in the form of disappointment, insults, to escorting cases to be resolved. Opinions from netizens in the hashtag #PercumaLaporPolisi which lead to feelings of disappointment, pity and anger, continue. In every post with the hashtag #PercumaLaporPolisi, almost all opinions from citizens are the same even though there is no coordination, it seems as if the community is really disappointed with the Polri agency. This opinion is also consistent, in the sense that it is not influenced by other opinions, netizens continue to express disappointment in the Polri agency and continue to guard the Ferdy Sambo case until it is punished as fairly as possible.

Keywords: Digital Movement · Public Opinion · Police · Social Media

1 Introduction

The Indonesian National Police is currently under intense scrutiny from the digital community. The viral hashtag #PercumaLaporPolisi that appears on various social media platforms is an expression of the public's low trust and satisfaction with the police's performance. Through this hashtag, the community moves digitally to reveal police services that are considered out of line with their main duties and functions as law

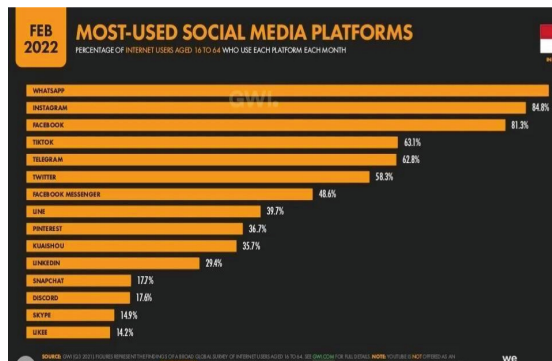


Fig. 1. Most Social Media Users. Source: We are social (2022)

enforcement and maintaining public security. #PercumaLaporPolisi initially became a trending topic on Twitter in October 2021 and emerged as a public reaction to the case of the rape of three children by their own biological father who is an ASN (State Civil Apparatus) in South Sulawesi (Wuryani, 2021). The report was not only not followed up but instead ignored by the police and it ended up trending on social media. In early 2022, the hashtag reappeared after the Twitter account @inimeyraloh revealed a case report that was ignored by the police regarding the alleged rape case by police officers against a five-year-old child. The tweet received the attention of netizens and in a short time the hashtag #PercumaLaporPolisi was trending again on Twitter (Sukarno, 2022). The existence of this hashtag is still often used by the public to express their disappointment with the performance of the police institution.

Bad police actions will cause public distrust of the existence of the police who should have good governance characteristics, with the task of protecting, nurturing, and serving the community (Febrieta & Pertiwi, 2018). This hashtag received wide support on social media because it is very close to community problems (Wuryani, 2021). Use of hashtags on social media, indirectly involves us in the problems that are being discussed at that time. Based on the We Are Social 2022 survey, Instagram is the second most used social media platform for Indonesian citizens after YouTube. While Twitter is far below Instagram, which is ranked sixth (Fig. 1).

Twitter is a social media platforms that communicates text-based information while Instagram is visual-based (Pittman & Reich, 2016). Another survey that has been conducted regarding these two media also proves that the use of text-based media (Twitter) appears to be less effective in increasing intimacy than the use of image-based social media such as Instagram (Watkins & Lee, 2016). From this data, it is clear why in a short time user of the hashtag #PercumaLaporPolis Per September 2022 on Instagram have reached 25.4 thousand posts. This increase in hashtag users was also followed by the viral murder case of a police officer named Brigadier Josua by his superior General Ferdy Sambo which attracted the attention of the state so that almost every report in both conventional media and social media was filled with this case. Even the Instagram profile photo for #PercumaLaporPolisi uses a photo of Sambo and his wife who have officially become suspects in the police murder case (Fig. 2).

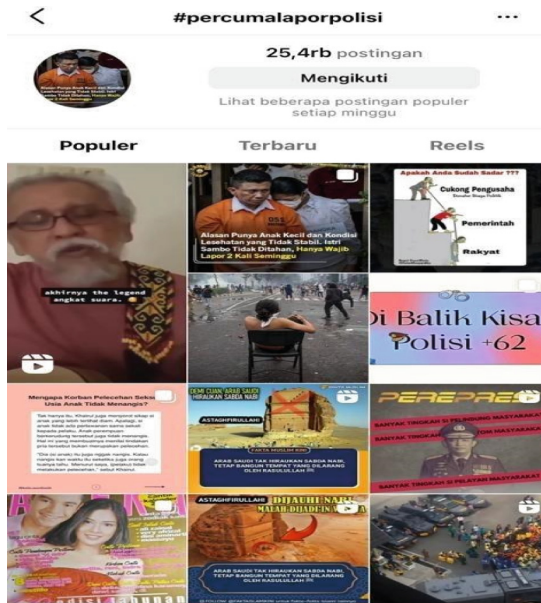


Fig. 2. Explore Instagram with hastag #PercumaLaporPolisi. Source: Instagram (2022)

Today’s social media goes beyond its function as just a medium to express oneself to form a digital movement that inspires and goes viral on an issue on social media (Hasanah, 2017). In addition, social media is also used as a strategy to increase the visibility and symbolic power of information related to networked social movements (Wang et al., 2016). Previous studies have revealed that networked social movements play an important role in online mass mobilization by utilizing attractive message frames and hashtags during social movements, thus providing practical implications for effective social movement campaigns (Xiong et al., 2019). Another study also revealed that social media has increased the dissemination of information related to certain social movements allowing activists to quickly mobilize and communicate more easily.

The practice of “hashtag activists” has unforeseen consequences such as commercial interests and control over when and how hashtags are used, there are intersections between commodification, social movements, and social media (Afnan et al., 2019). Research on the Digital Movement of Opinion has been carried out to analyze the role of the hashtag #IndonesiaTerserah in looking at the mobilization of digital opinion support regarding the problem of disappointment with the Covid19 pandemic in Indonesia and the result is that there are three factors that play a role, namely intermediary actors, popular actors and important actors (Rakhman et al., n.d.). *The Digital Movement of Opinion* is interpreted as a movement to keep up with technological developments, especially new media in the form of social media by creating virtual networks between users and one another spontaneously by commenting on an existing problem (Barisione & Michailidou, 2017).

The hashtag #PercumaLaporPolisi on social media is a form of *Digital Movement Opinion* as an expression of the accumulated disappointment of the community. The

series of disappointments and anger at the police have made internet users build solidarity and fight each other using the hashtag #PercumaLaporPolisi on Instagram to show their protest regarding the incompetence of law enforcement agencies which ideally are tasked with protecting the community but instead many people are not taking sides with the people. This research is very important to do because issues on social media related to problems in society have a very strong influence. Moreover, the We Are Social survey in 2022 proved that active social media users in Indonesia experienced a significant increase from 2021, namely from 170 million to 191.4 million of the total Indonesian population of 277.7 million people (Social, 2022). If the issue is not immediately responded to and corrected, public opinion and perception of the National Police as a state legal entity can become increasingly negative. The potential for instability in law enforcement, such as vigilantism, will be likely to occur because people think it is futile to bring criminal cases through the police.

Based on this background, the research was conducted in an effort to uncover how the war of opinion through the hashtag #PercumaLaporPolisi in the Digital Opinion Movement (DMO) on Instagram is related to the expression of the accumulated disappointment and anger of the public towards the police? The purpose of this research is to analyze and find out about the controversial digital opinion movement developing in virtual society. This study is very important to map the direction of public opinion created by the community to one of the law enforcement agencies through DMO which needs special attention and a larger portion of evaluation in order to prevent instability in law enforcement.

2 Method

This research uses a netnographic research method. In netnography, there are three types of data that can be used, namely archive data, elicitation data and field note data (Bakry, 2017). The study focuses on the analysis of the opinion ware base on the use of the hashtag #PercumaLaporPolisi so that the types of data used are elicitation data and field note data obtained from Instagram. The sample data used is an analysis post on all Instagram post containing the hashtag #PercumaLaporPolisi along with the case of Brigadier Josua who was killed by his superior Ferdy Sambo, which is the period from August 1 to September 1, 2022. The next set of data is field note data that researchers found in the analysis of the hashtag #PercumaLaporPolisi. in a period of approximately two months, since the first time this hashtag appeared discussing the war of public opinion regarding distrust of the police after the incident in the police killing case from July 1, 2022 to September 7, 2022. Data analysis was carried out with a focus on uploads using the hashtag #PercumaLaporPolisi which judged based on its popularity and then refers to (a) the date the post was uploaded, (b) the number of likes, views, and comments, (c) the choice of visual use in photo, design or video formats, (d) the way the message is delivered (caption), the number of words, and the emoticons they use, (e) P use of hashtags. Researchers conducted searches and explored the use of this hashtag on Instagram's timeline during that time. Not only that, the researcher also noted the participation of other platforms such as online media and carried out interpretive analysis using established theories to be able to answer research questions.

3 Result and Discussion

3.1 The Digital Movement of Opinion Through the Hastag #PercumaLaporPolisi

Entering the new media era, the presence of social media brings considerable changes in people's lives, especially in Indonesia. This change towards modern society also affects the process of community interaction, both between individuals and groups. Nasrullah (2017) states that social media allows users to express themselves, interact, collaborate, share, communicate with others, and form virtual bonds. Social media is often seen by the public as an effective hegemonic tool. This is because of its ability to attract and direct attention. In addition, social media is also seen as the most effective medium for shaping perceptions of reality and influencing public attitudes and opinions.

The hashtag #PercumaLaporPolisi which resurfaced on social media, especially Instagram, caused various reactions from netizens. This hashtag has again flooded Instagram because of the murder of an aide to a major general in Indonesia. This gave rise to various kinds of speculation, especially regarding the performance of the Police which was again questioned by the public. From August 2022 to September 2022 thousands of posts flooded Instagram with the hashtag #percumalaporpolisi. In the case involving the murder of Josua Hutabarat by Ferdy Sambo, there are 10 posts with thousands of comments from netizens.

The comments written by netizens are very diverse, although most of them are attacks, criticisms, and even curses for the Indonesian National Police. However, there are some who continue to encourage the Police to investigate thoroughly and restore their positive image to the public. One of the accounts interviewed by researcher @nugie_libaz (2022) said that "with netizens being escorted like this, I still believe that the police will be able to solve this case". In addition, the statement explains that the responses from netizens posted with the hashtag #percumalaporpolisi will give encouragement to the police agency to reveal the true case of Josua Hutabarat's murder. On the other hand, the @aryahutamaa account made unsupportive comments. @aryahutamaa (2022) said that, "I've never trusted the police, let alone have dealt with police officers with this case whether it will be finished or not. If it is finished, it will be long and convoluted." The comments uploaded with the hashtag #percumalaporpolisi by the @aryahutamaa account describe that trust in the Polri agency has decreased, this is because I have experienced the performance of Polri personnel who are not in accordance with the rules. This account also believes that the settlement of the murder case of Josua Hutabarat by Ferdy Sambo will be very convoluted considering that the power relationship that which is also quite strong.

According to Barisione & Michailidou (2017) in a digital environment, social media encourages the transformation of public opinion ideas towards a combination of public discussion and collective voice. This opinion is in accordance with what happened with the hashtag #percumalaporpolisi, because digital opinions conveyed by citizens eventually roll and form a collective voice like a mass movement. In the concept of Movement Of Opinion (DMO), this movement is not officially organized or led by anyone. As described by Barisione & Ceron (2017) who identified four main features of DMO. First, DMO is a spontaneous and unorganized movement. The response of social media users appears as a response to an event without any organization or leading actor

leading the event. Second, DMO is short-lived. Nobody organized this movement so that the attention of social media users could change so quickly. Third, opinions are homogeneous. Social media users express compassion and empathy for support movements or express anger and indignation for protests and opposition movements. Fourth, many actors and groups are involved in a digital opinion.

Comments in the hashtag #percumalaporpolisi are in accordance with the DMO concept. Because the comments from this warganet are not organized and are not master-minded by certain parties. On the accounts @nugie_libaz and @aryahutamaa, based on the results of interviews conducted by researchers, the comments they gave in posts were purely their own initiations. They make these comments based on their own thoughts and even because of their own experiences. Based on the results of the researchers' observations, almost all of the netizens' comments in the #percumalaporpolisi hashtag post are homogeneous. These comments express feelings of disappointment with the Police agency, compassion for the family of the victim Josua Hutabarat, and also empathy so that this case is immediately found to be a bright spot. The nature of pure comments just flows, if there are comments that they believe to be true, there will be a supportive reply. However, if something is not right, they will as much as possible and provide an argument that they believe to be true. Because they are not organized, comments from these netizens can change at any time, depending on the opinions around them.

3.2 Characteristics of Public Opinion in the Ferdy Sambo Case Through the Hastag #PercumaLaporPolisi

Public opinion is not only understood as the sum of everyone's opinions, but rather leads to the integration of existing opinions in a community group. Public opinion is defined as the collective opinion of a large number of people (Sastropoetro, 1990). Further explained about public opinion according to Moy & Bosch (2013) is defined as a process that is passed by a community or society in studying an issue further so that it affects attitudes, views, and behavior. From this understanding simply public opinion can be explained as an expression that is expressed both verbally and non-verbally. It can be understood that if someone's opinion has not been expressed, then it is only a personal opinion. Because the issue is said to be one of public opinion after a number of people have expressed it. In the case of the murder of Josua Hutabarat by Ferdy Sambo, various opinions have arisen from netizens. Through posts with the hashtag #percumalaporpolisi, netizens simultaneously express their opinions. The rolling opinion ultimately forms a public opinion. The characteristics of public opinion can be seen in the analysis shown in Fig. 3.

From the image data above, it is illustrated that public expression or opinion has several characteristics, the first characteristic of news content and message content is to be able to direct developing public opinion Regarding the current case, this can also be seen from the statement by the National Police Chief who is ready to reveal the current Ferdy Sambo case regardless of the origins or origins of the perpetrators. The intensity of the news on Instagram is quite intense from news to news within 3-5 days using the hashtag #PercumaLaporPolisi. From the title of the post it contains controversy so the pros and cons of opinions circulating in the community arise. The title used in the post seems to give leniency to the perpetrators of the murder of Brigadier Joshua on

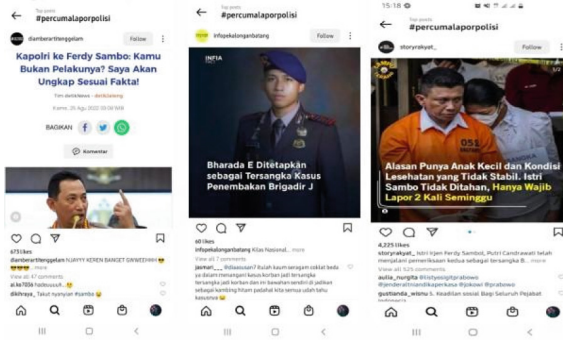


Fig. 3. News about the Ferdy Sambo case on Instagram Social Media. Source: Explore Instagram with the hashtag #PercumaLaporPolisi

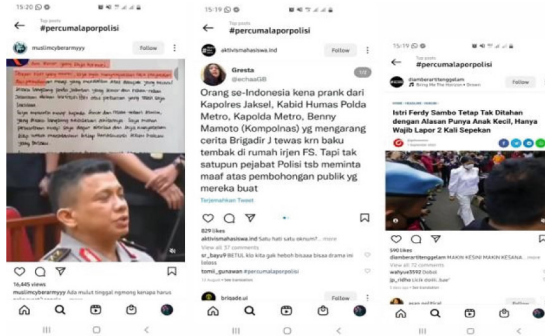


Fig. 4. Public Responses to the Ferdy Sambo Case on Instagram Social Media. Source: Explore Instagram with the hashtag #PercumaLaporPolisi

the grounds of health and having small children, whereas in several other cases there were many perpetrators who had small children and even brought their children to live in cells. This then causes the opinions circulating in the community to be more diverse. The volume of this public opinion is quite large, due to the large number of people involved in the Ferdy Sambo case (Fig. 4).

Characteristics of public opinion can be seen from the content of the news/messages submitted. As can be seen in the post image above, public comments and opinions. However, the overall opinion expressed is one of public disappointment with the performance of the Polri agency. In the characteristics of public opinion conveyed by Soemirat and Yehuda (2014), the hashtag #percumalaporpolisi in the murder case of Josua Hutabarat by Ferdy Sambo has almost the same content, direction, and intensity. Public opinion conveyed leads to a sense of disappointment and a form of satire and swearing. Public opinion in netizen comments also contains quite abit of controversy. Most of them agree that the performance of the Police is unprofessional, full of intrigue, and manipulative. However, there are still some comments from people who believe that the Police will be able to resolve this case properly. Opinions formed from these netizens are disorganized

and can influence each other quickly. Even the opinions of netizens can be synchronous without being organized, because they feel they share the same culture and norms as the basis.

4 Conclusion

The Digital Movement of Opinion or DMO that occurred with the hashtag #percumala-porpolisi is again massive on Instagram in the case of the murder of Josua Hutabarat by Ferdy Sambo. The formation of public opinion carried out by the community as a response in this case is very varied. The DMO shown by this community can be in unison even though it is reflexive, not organized at all, and there is no movement leader. The opinions expressed by these netizens in the end formed a very great controversy, even though most of the comments submitted were swearing words and insults to the agency. Police. This digital opinion movement is a form of disappointment and empathy for the cases that occurred. Opinions formed by the public take the form of criticism and curses. Opinions formed from the community can be uniform because of the influence of the same culture and mutually agreed norms. The case of Ferdy Sambo is considered by the community to be not in accordance with the culture and norms on which they are based.

Acknowledgment. The authors would like to thank all of Researcher and participants who were involved in the research. Many thanks are also addressed to the reviewers and editor of the Atlantis Press (AP). And authors also would like to thank to Faculty of Social Science and humanities UIN Sunan Kalijaga Yogyakarta that held in International Conference AICOSH 2022.

References

- Afnan, T., Huang, H., Sclafani, M., & Bashir, M. (2019). Putting a price on social movements: A case study of #metoo on instagram. *Proceedings of the Association for Information Science and Technology*, 56(1), 1–9. <https://doi.org/10.1002/pr2.2>
- Bakry, U. S. (2017). Pemanfaatan Metode Etnografi dan Netnografi Dalam Penelitian Hubungan Internasional. *Jurnal Global & Strategis*, 11(1), 15. <https://doi.org/10.20473/jgs.11.1.2017.15-26>
- Barisione, M., & Ceron, A. (2017). A Digital Movement of Opinion? Contesting Austerity Through Social Media. In M. Barisione & A. Michailidou (Eds.), *Social Media and European Politics* (pp. 77–104). Palgrave Macmillan UK. https://doi.org/10.1057/978-1-137-59890-5_4
- Barisione, M., & Michailidou, A. (Eds.). (2017). *Social media and European politics: Rethinking power and legitimacy in the digital era*. Palgrave Macmillan.
- Barisione, M., Michailidou, A., & Airoidi, M. (2019). Understanding a digital movement of opinion: The case of #RefugeesWelcome. *Information, Communication & Society*, 22(8), 1145–1164.
- Bernard, A. (2019). *Theory of the Hashtag*. John Wiley & Sons
- Febrieta, D., & Pertiwi, Y. W. (2018). Rasa Aman Sebagai Prediktor Kepercayaan Masyarakat dengan Hadirnya Polisi. *Mediapsi*, 4(2), 68–75. <https://doi.org/10.21776/ub.mps.2018.004.02.2>
- Kaplan, A.M., & Haenlein, M. 2010. Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, Vol. 53 No. 1, pp. 59–68

- Moy, P., & Bosch, B. J. (2013). 16 Theories of public opinion. In P. Cobley & P. J. Schulz (Eds.), *Theories and Models of Communication* (pp. 289–308). DE GRUYTER. <https://doi.org/10.1515/9783110240450.289>
- Pittman, M., & Reich, B. (2016). Social media and loneliness: Why an Instagram picture may be worth more than a thousand Twitter words. *Computers in Human Behavior*, 62, 155–167. <https://doi.org/10.1016/j.chb.2016.03.084>
- Rakhman, F. R., Ramadhani, R. W., & Fatoni, A. (n.d.). GERAKAN OPINI DIGITAL #INDONESIATERSERAH PADA MEDIA SOSIAL TWITTER DI MASA PANDEMI COVID-19. 24, 16.
- Rauschnabel, P.A Sheldon, P & Hertzfeldt, E (2019). What motivates user to hashtag on social media? *Psychology & Marketing*, 36 (5), 473-488. <https://doi.org/10.1002/mar.21191>
- Sastroptero, S. (1990). Pendapat Publik, Pendapat Umum, dan Pendapat Khalayak dalam Komunikasi Sosial. Remaja Rosdakarya
- Social, W. A. Hootsuite. (2022). Hootsuite (We are Social): Indonesian Digital Report 2022. *Digital Sosial Indonesia*.
- Soemirat, Betty R. F. S., dan Yehuda, E. (2014). Opini Publik. Universitas https://tannerlectures.utah.edu/_documents/a-to-z/w/Wilson_2007. Universita Terbuka: Tangerang Selatan.
- Sukarno, M. (2022). PUBLIC RESPONSE ON SOCIAL MEDIA NARRATION (Case Study: #PercumaLaporPolisi). *International Conference on Government Education Management and Tourism*, 1(1).
- Wang, R., Liu, W., & Gao, S. (2016). Hashtags and information virality in networked social movement: Examining hashtag co-occurrence patterns. *Online Information Review*, 40(7), 850–866. <https://doi.org/10.1108/OIR-12-2015-0378>
- Watkins, B., & Lee, J. W. (2016). Communicating Brand Identity on Social Media: A Case Study of the Use of Instagram and Twitter for Collegiate Athletic Branding. *International Journal of Sport Communication*, 9(4), 476–498. <https://doi.org/10.1123/IJSC.2016-0073>
- Wuriani, N. I. (2021). AKTIVISME TAGAR #PERCUMALAPORPOLISI SEBAGAI ZEITGEIST DEMOKRASI SIBER DI INDONESIA. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, 20(2), 171–183. <https://doi.org/10.32509/wacana.v20i2.1702>
- Xiong, Y., Cho, M., & Boatwright, B. (2019). Hashtag activism and message frames among social movement organizations: Semantic network analysis and thematic analysis of Twitter during the #MeToo movement. *Public Relations Review*, 45(1), 10–23. <https://doi.org/10.1016/j.pubrev.2018.10.014>

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

