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Digital Movement of Opinion Mobilization: SNA Study on #Dirumahaja Vs. #Pakaimasker

Gerakan Digital Mobilisasi Opini: Studi SNA #Dirumahaja Vs #Pakaimasker

Edy Prihantoro[1], Fajar Rizali Rakhman[2], Rizky Wulan Ramadhani[3]
[1,2,3]Gunadarma University, Jl. Margonda Raya No. 100, Depok
*Corresponding author, e-mail: edipri@staff.gunadarma.ac.id

Abstract

This study examines the role of #PakaiMasker and #DirumahAja hashtags on Twitter on shaping the mobilization of digital opinion support, measuring the effectiveness of the comparison of a network, actors between hashtags, and digital opinions. The theory used was Digital Movement of Opinion by looking at the level of actors and systems. The method used in this research is a mixture combining quantitative and qualitative methods. Quantitatively, this research looks at the communication networks from the sample of 2,000 tweet data: 1000 tweet data #PakaiMasker with 259 actors and 334 and 1000 tweet data #DirumahAja with 359 actors and 283 relationships using netlytic and gephi. Meanwhile, qualitatively, the researchers analyzed text that described and explained social networks. The results showed #DirumahAja was more able creating mobilization compared to #PakaiMasker. The success of the #DirumahAja was due to its extensive network system that able to reach actors using Twitter in giving their opinions regarding health campaigns during Covid-19 pandemic.
***Keywords**: Digital Opinion; #DiRumahAja; #PakaiMasker*

Abstrak

Studi ini mengkaji peran #PakaiMasker dan #DirumahAja di Twitter dalam membentuk mobilisasi dukungan opini digital, mengukur efektivitas perbandingan jaringan, aktor antara hashtag, dan opini digital. Teori yang digunakan adalah Digital Movement of Opinion dengan melihat level aktor dan sistemnya. Metode penelitian adalah kombinasi kuantitatif untuk jaringan komunikasi dengan sampel 2.000 data tweet: 1000 data tweet #PakaiMasker dengan 259 pelaku dan 334 dan 1000 data tweet #DirumahAja dengan 359 pelaku dan 283 hubungan menggunakan netlytic dan gephi dan kualitatif untuk menganalisis teks yang dijelaskan dan menjelaskan jejaring sosial. Hasil penelitian menunjukkan #DirumahAja lebih mampu menciptakan mobilisasi dibandingkan #PakaiMasker. Keberhasilan #DirumahAja tersebut karena memiliki sistem jaringan yang luas yang mampu menjangkau para pelaku pengguna Twitter dalam memberikan pendapatnya terkait kampanye kesehatan pada saat pandemi Covid-19.
***Kata Kunci**: Opini Digital; #DiRumahAja; #PakaiMasker.*

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Introduction

The World Health Organization (WHO) declared the Coronavirus disease or Covid-19 as a global pandemic in March 2020. This decision was taken because Covid-19 had spread to 188 countries with 308,659 as of 22 March, 2020 and continues to increase until now. The Coronavirus affects the social life of individuals as many schools, colleges, universities, pubs, restaurants, cafes, etc. have been closed (Singh 2020). The pandemic has an impact on many countries in the world, including Indonesia. Indonesia first reported two positive cases on 2 March, 2020 and positive cases continued to increase (Susilawati, Falefi, and Purwoko 2020). To suppress positive cases of Covid-19 in Indonesia, the government regularly creates health campaigns aimed at the community.

Director General of Public Health of the Ministry of Health (Kemenkes) Kirana Pritasari said that a national campaign to prevent the spread of Covid-19 is needed so that the public would better understand the prevention of Corona Virus transmission (Kamil 2020). The national campaign is promoted by the Ministry of Health of the Republic of Indonesia (Kemenkes) by adopting a healthy lifestyle such as: wearing a mask, washing hands with soap, and maintaining distance. The campaign to use masks was carried out from 10 August - 6 September 2020, then continued with the *Cuci Tangan Pakai Sabun* (Hand Washing with Soap) or CTPS campaign on 7 September - 6 October 2020 and the *Jaga Jarak (Keep the Distance)* campaign starting from 7 October - 6 November 2020.

Figure 1. Ministry of Health's Wear Mask Campaign Poster
(source: https://promkes.kemkes.go.id/poster-pakai-masker-bukan-hanya-untuk-yang-sakit-saja)

The phenomenon of digital campaign activities during the current pandemic by utilizing hashtags has appeared a lot on social media. These campaigns receive user responses which are indicated by the attitude of those who agree or disagree on an issue by giving their opinion simultaneously. This is because hashtags can be used to convey a message of opinion freely without mediation from various parties (Barisione & Ceron in Tjahyana 2019). The message conveyed in hashtags related to the public is an advertising campaign to allow the content to go viral (Jackson and Foucault Welles 2015, Rauschnabel, Sheldon, and Herzfeldt 2019). Therefore, hashtags are considered the best way to distribute information messages on the Internet (Fedushko, Syerov, and Kolos 2019).

Several previous studies related to hashtags in a digital opinion movement have seen that hashtags can play a role in forming opinions as to the same group. In contrast, media actors form their own sub-groups cause debate (Wonneberger, Hellsten, and Jacobs 2020). Hashtags can also make suggestions in the digital realm (Damanik 2018), and hashtags are also able to see emotional, narrative imagination and have a clear frame in the digital realm (Eriyanto 2019).

The government's campaign for implementing health protocols has been echoed on social media using hashtags such as #PakaiMasker and #DiRumahAja. The digital campaign carried out by the government is a preventive step to reduce the spread of the Covid-19 virus spread through social media as an educational medium for the public. Through social media, measures can be given to prevent the transmission of Covid-19 (Sampurno, Kusumandyoko, and Islam 2020). Social media has the ability to quickly spread information about anything on a very wide network (Anwar and Rusmana 2017).

Apart from the government, many parties were involved in several campaigns, for instance, Gojek, which voiced the #DiRumahAja campaign. This campaign is a form of support for government policies regarding social distancing and physical distancing (Aprianita and Hidayat 2020). This campaign was also followed by people who uploaded status, tweets, photos, and videos accompanied by #PakaiMasker and #DiRumahAja. As of 3 October 2020, #PakaiMasker has been used in 339,852 posts, and #DiRumahAja has been used in 15.6 million posts on Instagram. #PakaiMasker and #DiRumahAja are also widely uploaded via tweets on Twitter. Even #DiRumahAja has become a trending topic on Twitter, with a total of 33 thousand tweets on 17 March 2020.

Figure 2. Trending Topic #DirumahAja **(***source:* Twitter.com)

Digital campaigns are generally led by certain actors or social organizations. It is designed to invite social media users (netizens) to be involved in a social movement campaign (Lindner & Riehm in Eriyanto 2019). Though, digitally, social media users in this campaign have a clear, spontaneous goal to express their opinion by interacting with each other without encouragement or control from an actor. This movement is known as the Digital Movement Opinion (DMO). DMO is a movement to follow technological developments, especially new media, in social media by spontaneously creating virtual networks between users and one another by commenting on an existing problem (Barisione & Ceron in Eriyanto 2019).

Research related to DMO has been conducted in the research *Understanding a digital movement of opinion: The case of #RefugeesWelcome* by Airoldi, Barisione, and Michailidou (2019). This study examines the use of the #RefugeesWelcome during the refugee crisis in 2015. This research shows that DMOs are driven primarily by social media elites whose tweets are then echoed by a mass of isolated users, and the concept of the digital opinion movement provides heuristically useful tools for future research about new forms of digital citizen participation (Airoldi, Barisione, and Michailidou 2019).

Research on *Digital Opinion Movement #Truebeauty on Twitter for Webtoon Comic Adaptation Movie Casts* by Tjahyana (2019) examines fan opinion regarding actors who are suitable for roles in the film adaptation of True Beauty. This research shows that fans are DMO actors who are scattered across the network and not centralized. The actors are divided into several different clusters, and each cluster has its own characteristics based on different locations and cultures (Tjahyana 2019).

DMO-related research was also studied in the *Hashtags and Digital Movement of Opinion Mobilization: A Social Network Analysis/SNA Study on #BubarkanKPAI vs #KamiBersamaKPAI Hashtags* by Eriyanto (2019). This study examines the differences in mobilization created by #BubarkanKPAI and #KamiBersamaKPAI. The results showed that #BubarkanKPAI was abler to create mobilization compared to the #KamiBersamaKPAI (Eriyanto 2019). #BubarkanKPAI succeeded in creating more mobilization because it was more emotional, able to create a narrative imagination and have a clear frame.

Based on the explanation above, the researchers conducted a study entitled *Digital Movement of Opinion Mobilization: A SNA Study on #Dirumahaja Vs. #Pakaimasker*. This research aims to see and measure the effectiveness of the comparison of a network, actors between hashtags, and digital opinions formed in the hashtags #PakaiMasker and #DirumahAja which will later create a digital campaign movement mobilization via Twitter. Like previous research, this research is based on the DMO theory, which will describe the results of digital opinions formed in #Dirumahaja and #Pakaimasker.

DMO was born as a form of technological development, especially social media, where this media creates a virtual network between one user and another (Eriyanto 2019). Digital movement of opinion (DMO) consists of spontaneous online mobilization of the mass public, which temporarily turns into an active public, usually as a reaction to social problems or contingent and emotionally laden policy measures (Airoldi, Barisione, and Michailidou 2019). This spontaneous nature also causes the short lifespan of the digital activity, e.g. only a few days or even hours (Eriyanto 2019). The ‘digital opinion movement’ - a conceptual combination of public opinion and social

movement as manifested in the realm of social media (Barisione and Ceron 2017). The use of social media is spontaneous and becomes a medium to channel the expressions and opinions of social media users. One of the media used in expressing digital opinion is Twitter. Twitter is the right tool for the digital opinion movement to convey opinions directly to the intended party without having to mediate in the form of an official institution or survey institution (Tjahyana 2019).

Social media has an important role in DMO since it helps easing the opinion expressions and increases public participation to be involved in certain movements. Participation in protest actions becomes easier, cheaper, more flexible, and more personal when it goes beyond conventional organizations based on collective identities (Airoldi, Barisione, and Michailidou 2019). Opinions that develop are usually used to support or protest against a movement. DMOs are usually driven by emotions such as compassion and empathy (for support movements) or anger and anger (for protests and opposition movements) (Eriyanto 2019). Barisione & Ceron (2017) identified four main features of the digital opinion movement, namely: 1) spontaneous and irregular; 2) The duration of this movement is not long; 3) The general opinion is homogeneous; 4) Cross-sectoral because there are many groups or sectors involved (Eriyanto 2019). In this study, the four indicators are used to identify opinions that are formed digitally on social media. The concept of DMO is important in a new study because DMO studies empirical cases by observing compliance and deviance from social media users based on theoretical constructs, isolating the digital dimension of citizen participation, and bridging public opinion and social movements that will help understand the development of collective action that is more networked but more individualized.

Social network analysis is a method for visualizing activities and the strength of connections between users on social networks and a step to identify interactions in sharing knowledge (Rafita 2014). Social Network Analysis (SNA) is designed to identify, compare relationships between individuals, groups, and interacting systems that have the aim of describing informal relationships “who know whom” and “who share with whom” (Maspupah and Hadiana 2018). SNA focuses on the actors involved, the relationships that occur, the types of relationships, the-most number of ties, the gap, the length, the bottleneck location, and the key player. This social network analysis can also map and measure relationships among people, groups, organizations, computers, information/knowledge bodies, and other processing within the network (Rafita 2014).

Interactions that occur in a network can be calculated using a complete network using the degree centrality indicator to see the level of popularity based on the number of actors contacted (in-degree) and contacted other actors (out-degree). Closeness centrality is the actors who have closeness to other actors, where the higher the value owned by the actor (close to 1), the closer the actor is to other actors. Betweenness centrality is the actor who is an intermediary from one actor to another. Furthermore, eigenvector centrality is about how important the actor is to other actors. If the value is close to one, then the actor is considered important. The actor will describe the network as a wholeness which will make several comparisons of communication networks with density indicators that show the intensity between network members, reciprocity which describes the relationship of network members going two-way or unidirectional, centralization which refers to the centralization of the network of several actors and modularity that determines several clusters which divides it into a network.

Twitter is a microblogging service that facilitates short messages to other users to make friends, greet, and build a brand (Hartoko 2011). Twitter is also used in the socio-

political realm, such as in collective social movements, reporting information such as congestion, weather conditions, natural disasters, and providing warnings about events that will be faced (Hartanto 2017). Currently, Twitter is experiencing a development where it is used to make friends and for marketing and opinion. The majority of Twitter use is about the personal opinion or opinion to more general statements that clarify something (public statement) (Hartanto 2017). Twitter users will upload tweets to make friends, provide information and opinions. Tweets themselves are users' tweets that are presented in the form of written text totaling 140 characters, which are displayed on the user's profile page and can be seen by other users known as followers (Rafita 2014).

Twitter users usually upload tweets accompanied by the use of hashtags. Hashtags are used to classify more specific themes or topics on social media. On the other hand, hashtags also make it easier for others to find related topics (Permatasari and Trijayanto 2017). The use of hashtags makes it easier for data on the internet to be archived, making it easier for users to find the desired data. The use of hashtags (#) is usually placed before words that are considered important by the author. It is useful for grouping the incoming messages so that they can be easily searched (Mustofa 2019). Hashtags were first used on Twitter in 2009 and have been used by Instagram, Google+, and Facebook since 2013. Hashtags are no longer limited to the online world and appear in linguistic landscapes and in various offline contexts such as political slogans and speeches, social movements, and the world of advertising and television programs (Mulyadi and Fitriana 2018).

Hashtags are also used for digital activism on social media. Social media users show their attitude (agree or disagree) on an issue or policy by uploading comments accompanied by certain hashtags (Eriyanto 2019). One of the hashtags used in digital activism is #BlackLivesMatter, which was started in 2013 and again created a global movement to protest George Floyd's death this year. Hashtags are also used in the Digital Movement of Opinion (DMO). According to Barisione et al., 2017), hashtags serve as anchors in the opinion movement (Eriyanto 2019). This is because hashtags can lure someone to express their opinion by uploading that opinion through social media.

Method

This research uses a mixed-method by combining quantitative and qualitative methods in one study (Creswell 2010). The quantitative method is used to measure the network as seen from statistics at the actor level with the assessment indicators of Degree Centrality, Closeness Centrality, Betweenness Centrality, Eigenvector Centrality (Eigenvector). At the system level, it sees how vast the communication network is in the distribution of #PakaiMasker and #DirumahAja messages as seen from modularity, centralization, diameter, density, and reciprocity (Eriyanto 2014). Qualitative methods are used to describe and explain social networks and their network structures using text analysis to find out trends and message patterns in communication networks (Harder, Howard, Rehberg Sedo in Tjahyana 2019). This research uses a descriptive method that will explain the problem more accurately and factually according to the population or research object.

Data collection was carried out on 15 March - 23 September 2020. The number of samples included in this study was 2,000 data tweets with details of 1000 tweet data were #PakaiMasker and 1000 tweet data were #DirumahAja. The research incorporated

#PakaiMasker and #DirumahAja, which were processed on Netlytic. It was found that #PakaiMasker totaled 259 actors and 334 relations, while #DirumahAja amounted to 359 actors and 283 relations, which were analyzed using the gephi application to visualize in the form of diagrams and graphs, which aim to make it easier to read the data.

Results and Discussion

#DiRumahAja

DirumahAja is one of the recommendations from the president of the Republic of Indonesia, Mr. Joko Widodo, to increase awareness of the spread of the Corona Virus and the COVID-19 outbreak. In addition, several policies have emerged amid the Covid-19 pandemic in Indonesia, one of which is social distancing, where this policy requires schools to close, places of worship, tourist attractions, and even companies must employ their employees from home (Work from Home). Interestingly, the policy's existence caused many conversations about this campaign to trigger Twitter trending topics since 16 March 2020 at 07.00 WIB with 33,600 tweets/posts by Twitter users. Here is the communication network for the #DirumahAja that was retrieved using Netlytic software.

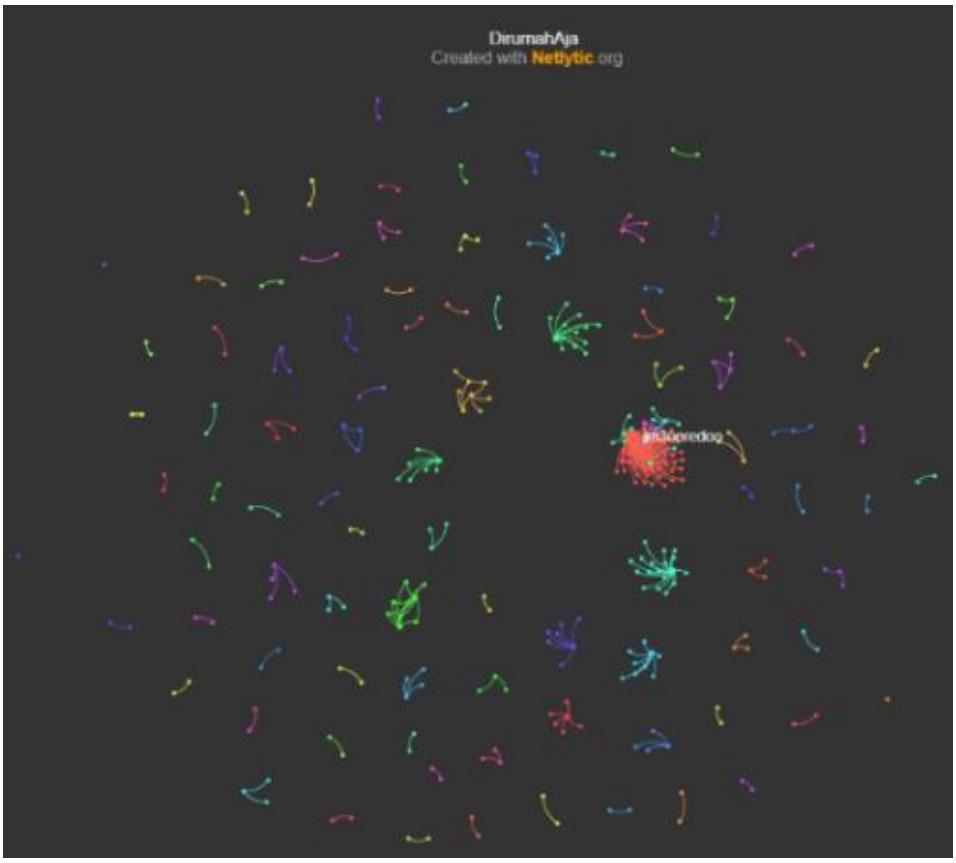

Figure 3. #DirumahAja Network Visualization

Through the #DirumahAja, social media users expressed their opinion regarding the digital hashtag campaign. The content of the post shows a conversation that is being discussed clearly on a problem. The posts of Twitter users generally contain people who support or underestimate the campaign that has been initiated by the government to suppress the spread of covid-19 patients and transmitters in Indonesia. The digital

opinion is represented in a keyword or word cloud that displays a graphic marked on words that often appear (Wardani, Hananto, and Nurcahyawati 2019). This means that in the #DirumahAja, there are words that are often used by Twitter users to express a message in a post. The keywords used including #bersatulawancovid19, #covid19, #jagajarak, #kesehatan, #rumah and others.

Figure 4. Wordcloud #DirumahAja

The #DirumahAja has captured the attention of Twitter users on social media. This is evidenced by the trending topic on the hashtag, which indicates the abundant messages about the digital opinions of Twitter users. Through the network structure, the success rate of a message in digital opinion can be seen in the table below:

Table 1. #DirumahAja Network Structure (Source: netlytic.org, 2020)

Analysis	Data
Diameter	67
Density	0.002124
Reciprocity	0.007326
Centralization	0.080730

In the network structure table, the network diameter has a high value, that is 67. This indicates that #DirumahAja is a network with message distribution that can reach 67 steps for Twitter users to interact with each other. The density value obtained is 0.002124, which means that the interactions are not frequent and low. The reciprocity value is 0.007326, which means that the message received or obtained is one-way with the actor. Then it can be seen that the centralization of the #DirumahAja has a relatively low value of 0.080730. This means that it shows no dominant actors on social media twitter with the #DirumahAja and leads to many actors that are interpreted as decentralization. Moreover, digital opinion is relatively free to spread without any other actor from the center. This also impacts high modularity, which is 0.636400, indicating that there are many other dominant actors where there are clusters with different topics of conversation, meaning that digital opinion already has the movements of various actors. Based on the picture below, we can see that the #DirumahAja consisted of several smaller clusters. The hashtag shows that the chat among the hashtag is relatively widespread. Discussion among the hashtag occurs naturally. In contrast, chat has gone to several accounts and clusters.

Figure 5. #DirumahAja Cluster Network

The visualization of the communication network above has actors occupying their respective roles in the #DirumahAja, which will be explained in the following table:

Table 2. #DirumahAja Network Actor (source: gephi, 2020)

No.	Actor	Degree	In-degree	Out-degree
1	im3ooredoo	59	59	0
2	zenitsuuuuuuu_	17	0	17
3	indihome	12	0	12
4	zimbabwedriver	9	2	7
5	astrahondacare	8	0	8
6	tirtoid	6	6	0
7	ditjenham	5	5	0
8	linkaja	5	5	0
9	_kingpurwa	4	4	0
10	wisnoecmt	7	0	7

Betweenness Centrality		
No.	Actor	Value
1	_hlluna	0.000023
Eigenvector Centrality		
No.	Actor	Value
1	im3ooredoo	1.0
Closeness Centrality		
	Actor Number	Value
	180	1.0
	1	0.7
	78	0

#PAKAIMASKER

The #PakaiMasker emerged as a government effort to campaign for health protocols during the Covid-19 pandemic. The #PakaiMasker is also widely discussed by Twitter users. Here is the communication network for the #PakaiMasker that was retrieved using Netlytic software.

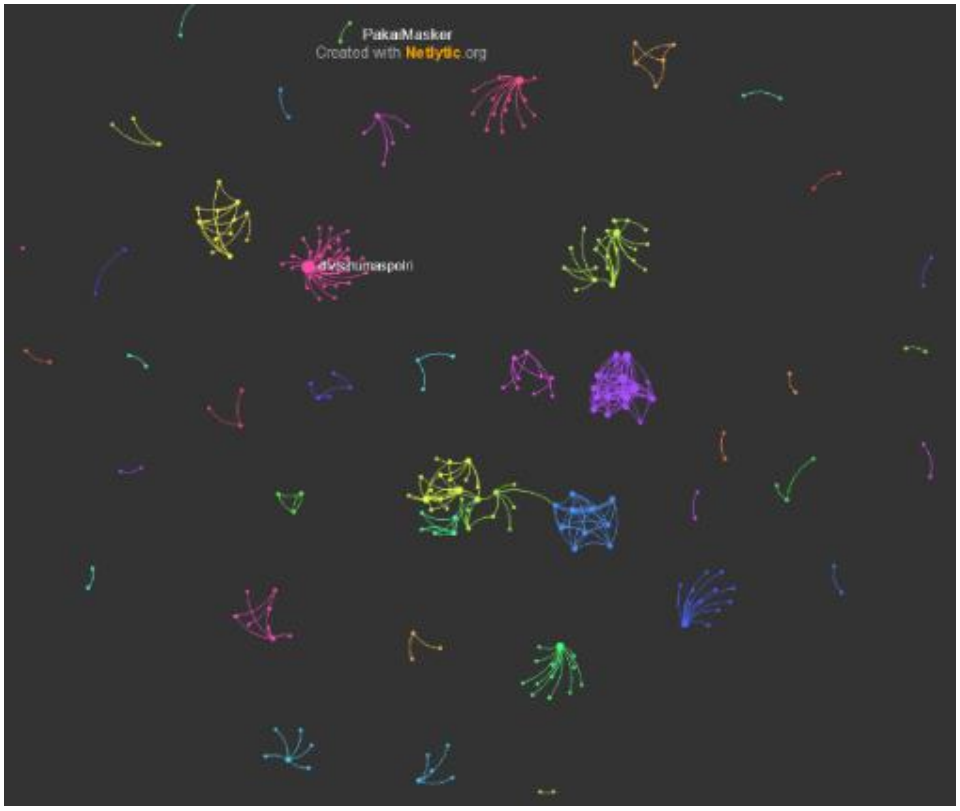

Figure 6. #PakaiMasker Network Cluster

The #PakaiMasker is used by social media users (netizens) to give their opinion on the government's campaign to fight covid-19. Through the network structure, the message movement in digital opinion can be seen in the table below:

Table 3. #PakaiMasker Network Structure (source: Source: netlytic.org, 2020)

Analysis	Data
Diameter	15
Density	0.004804
Reciprocity	0.056070
Centralization	0.047890

In the network structure table, the network diameter has a value of 15. This indicates that #PakaiMasker is a network with message distribution that can reach 15 steps for Twitter users to interact with each other. The density value obtained is 0.004804, which means that the interactions are not frequent and low, while the reciprocity value of 0.056070 means that the message received or obtained is one-way

with certain actors. Then it can be seen that the centralization of the #PakaiMasker has a relatively low value of 0.047890. This means that there are no dominant actors in the #PakaiMasker because it leads to many actors as decentralized. Moreover, digital opinion is relatively free to spread without any other actor from the center. This also has an impact on high modularity, which is 0.897600, indicating that there are many other dominant actors where there are clusters who discuss a lot of topics, which means that digital opinion already has the movements of various actors. The picture below shows that the #PakaiMasker communication network is divided into several small groups.

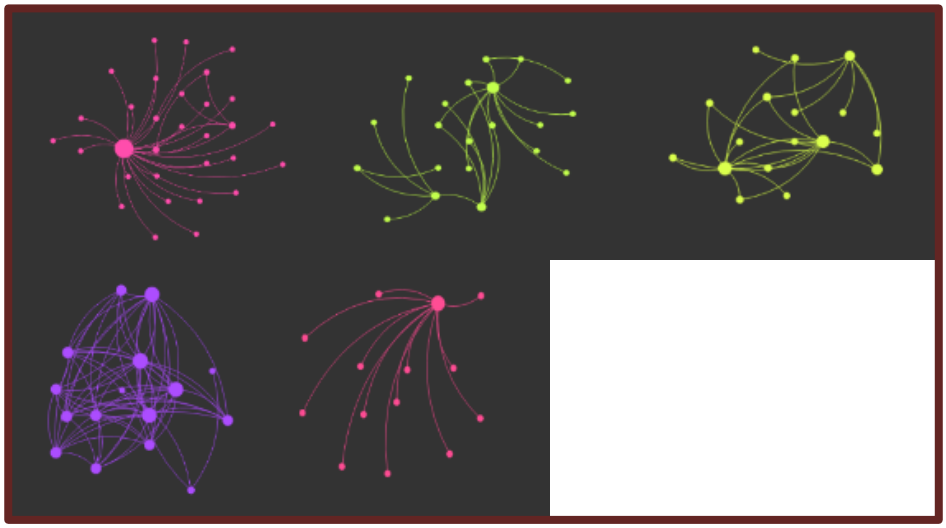

Figure 7. #PakaiMasker Network Cluster

The communication network visualization above has actors occupying their respective roles in the #PakaiMasker, which will be explained in the following table:

Table 4. #PakaiMasker Network Actor

No.	Actor	Degree	In-degree	Out-degree
1	divisihumaspolri	27	27	0
2	novietasuyoso	18	9	9
3	deevandra	17	8	9
4	mbahjogja	17	8	9
5	thearieair	17	8	9
6	ameyindonesia	13	13	1
7	lawancovid19_id	11	11	0
8	telkomsel	12	0	12
9	pemkabtegal	13	2	11
10.	Sehataqua	11	0	11
11.	polpp_tegalkab	12	2	10

Betweenness Centrality		
No.	Actor	Value
1	novietasuyoso	0.000362
2	vw_61	0.000271
3	ekoyunianto1055	0.000045
4	pemkabtegal	0.00003

5	polsekbelinyu	0.000015
	Closeness Centrality	
	123	1.0
	1	0.916667
	2	0.846154
		0.8
	1	0.625
	2	0.37037
	130	0.0
	Eigenvector Centrality	
No.	Actor	Value
1	novietasuyoso	1.0

Keywords used in the #PakaiMasker in shaping digital opinion on Twitter include: #covid19, #kesehatan, #jagajarak, #protokol, #disiplin and others.

Figure 8. Wordcloud #PakaiMasker

Comparison of #DIRUMAHAJA vs #PAKAIMASKER Digital Campaign

As viewed from the dissemination of digital messages in the health campaign during the Covid-19 pandemic on Twitter, the results of researchers' observations on the #DirumahAja and #PakaiMasker communication networks show that the number of digital messages is widespread (decentralized) and not centered on one actor. This refers to data processed using the visualized Gephi application:

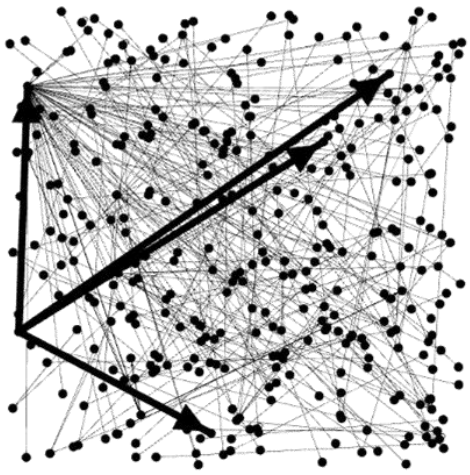

Figure 9. Centralization of the #DirumahAja Network

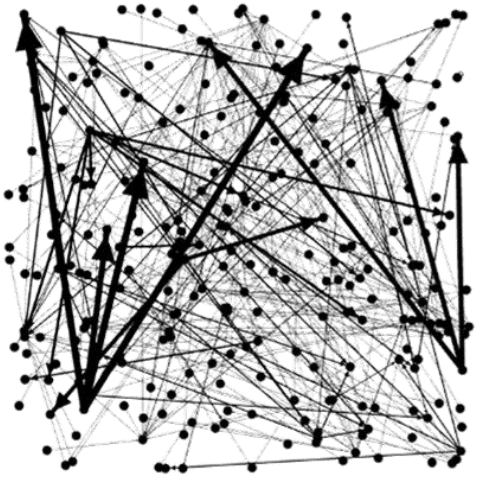

Figure 10. Centralization of #PakaiMasker Network

Table 5. Comparison of the #PakaiMasker Network (Source: netlytic.org, 2020)

Analysis	#DirumahAja	#PakaiMasker
Diametr	67	15
Density	0.002124	0.004804
Reciprcity	0.007326	0.056070
Centralizatin	0.080730	0.047890

The figure and table above show that the relationship between actors leads to many actors in the communication network. Although the value of the calculation of centralization between #DirumahAja and #PakaiMasker is different, the assessment indicators do not affect the direction of the actors in the distribution. The thing that affects is seen from the arrow in the figure if the network leads to one actor is called centralization, but if it leads to many actors, then the network is called decentralization. For the diameter that can be reached by actors in this digital campaign, #DirumahAja excels has a greater distance than #PakaiMasker. The 67 steps obtained by #DirumahAja indicate that the distribution of actors to interact is greater than the 15 steps obtained by #PakaiMasker, which means that the distribution of actors to interact is very small. Although the steps taken for #DirumahAja are large, the interaction density value is very small, which is 0.002124. This means that #DirumahAja interactions with the actors are very minimal in interaction, as well as #PakaiMasker, which gets a value of 0.004804, has low interaction between network members.

With the existence of decentralization, it shows that this digital opinion movement (Digital Movement Opinion/DMO) does not have a leader or controller in social movements. Social media users without orders from other actors convey an opinion or opinion regarding the Covid-19 pandemic health campaign. The absence of a leader or actor who gives this order can be seen in the low data density (indicating no interaction between social media accounts), and no social media account at the center is visible from centralization. Information about the campaign was obtained from multiple sources, rather than being concentrated on a single account.

The #PakaiMasker also has a higher reciprocity value compared to #DirumahAja. (reciprocal #PakaiMasker = 0.056070; #DirumahAja = 0.007326). Reciprocity is a measure that describes a two-way relationship between social media accounts in a

communication network. Reciprocity is calculated by looking at the proportion of accounts in reciprocal conversations compared to the total number of conversations. The reciprocal value of the #PakaiMasker shows that Twitter user accounts using this hashtag are relatively bi-directional even though the gain in value is still low (replying to messages and posts) compared to the #DirumahAja.

From the aspect of modularity, the two hashtags are homogeneous. This means being able to express an opinion or criticism clearly on a problem against the measure of modularity associated with grouping in the network. Modularity provides an estimate of whether the network consists of a group of accounts forming a cluster (values close to 0) or overlapping accounts (values close to 1). The #DirumahAja has lower modularity compared to #PakaiMasker. (#DirumahAja = 0.636400 #PakaiMasker = 0.897600).

The data on the network structure above shows the #DirumahAja is more successful than the #PakaiMasker in mobilizing digital opinion on health campaigns during the Covid-19 period. The advantages of the #DirumahAja are characterized by better reciprocity, modularity and diameter. The #DirumahAja has been more successful in getting the opinion of Twitter social media users. This is evidenced by the results of the researcher's processing which is poured into the opinion table about the hashtag.

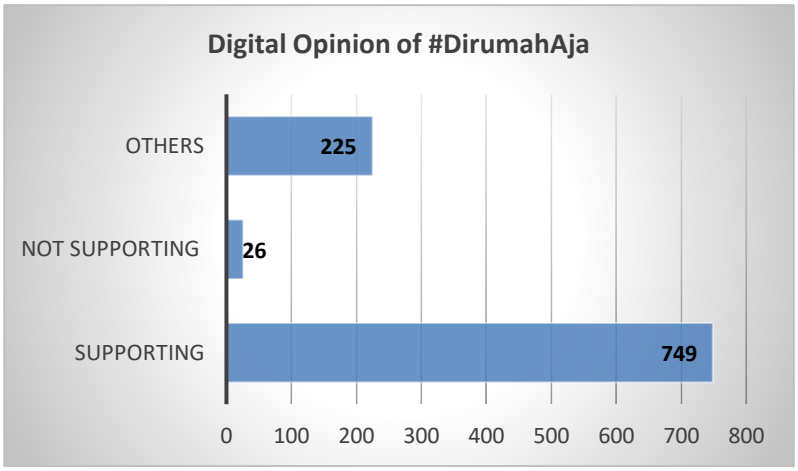

Figure 11. #DirumahAja Digital Opinion

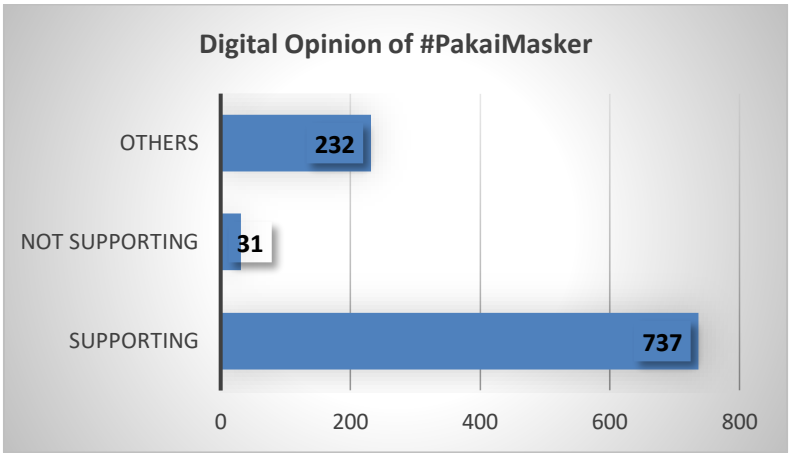

Figure 12. #PakaiMasker Digital Opinion

Other evidence of the success of the #DiRumahAja is explained as follows. First, there are actors who are relatively more dominant in the #DirumahAja. Social media accounts that discuss hashtags are more numerous and varied than #PakaiMasker. Second, hashtag conversations are longer. The #DirumahAja had become a trending topic on Twitter and lasted for four days, while #PakaiMasker was not included in the trending topic; it was just a conversation on Twitter related to health campaigns on Twitter social media.

Conclusion

The Digital Opinion Movement is proliferating compared to conventional opinion. In Digital Opinion, there are no actors who are leaders in expressing their opinions. Opinions appear according to the wishes of social media users. The #DirumahAja is capable of mobilizing compared to the #PakaiMasker. Mobilization in this study is measured by the level of actors, system levels, and digital opinion movements formed in a communication network. The success of the #DirumahAja lies in an extensive network system that can drive digital opinions compared to #PakaiMasker. The results of this study have implications for how actors use hashtags to get more support in the digital realm. Social movement actors must pay more attention to the use of hashtags, so that this issue can be more supported by social media users.

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