SOCIAL MEDIA NETWORK ANALYSIS OF VIRTUAL PUBLIC OPINION FOR LUHUT BINSAR PANJAITAN ON TWITTER

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Abstract

The Indonesian people are currently in a situation of rising oil prices. Either in the form of cooking oil or pertamax. This condition makes the public conversation on Twitter very crowded. Especially when news emerged regarding Luhut Binsar Panjaitan signaling that the price of pertalite and 3 kg LPG would also increase gradually. This led to trending topics with the hashtags #OpungBiangKerok and #PecatBrutusLuhut. The theory used in this research is the theory of representation and agenda setting which is carried out in the context of social media. The purpose of this study is to determine the strength of the network on Twitter in shaping public opinion which aims to attack Luhut's image. This study uses a qualitative method. The analytical technique chosen in this study is the analysis of social media networks. The results of this study see that the hashtags #OpungBiangKerok and #PecatBrutusLuhut were produced in 2 different moments. The hashtag #OpungBiangKerok was built when Luhut signaled a price increase. Meanwhile, the hashtag #PecatBrutusLuhut emerged after the student demonstration on April 11, 2022. However, the opinion that was built through the hashtag #PecatBrutusLuhut focused more on Jokowi's 3-term rejection. Through these two hashtags, netizens on Twitter are trying to build a representation of Luhut's image as a leader who is cruel to the people. The community movement is not only strong when in the field, but there is also a strong effort on social media to produce a public opinion. This movement at the same time strengthens their action in the field.

Keywords: agenda setting; network analysis; public opinion; representation; twitter

Introduction

There was a shortage of cooking oil in Indonesia in early 2022. This caused a commotion in the community because many of them needed the oil for cooking. These needs are not only related to household needs. However, many complaints arise because of the large number of entrepreneurs or MSMEs who need cooking oil. This is because most SMEs are engaged in the culinary field.

This price increase was also followed by an increase in the price of other basic needs in the community, such as motorcycle fuel and LPG gas. The motor fuel that experienced a price increase was pertalite. Meanwhile, LPG gas which experienced an increase was 3 kg LPG. This situation is considered by the community to make their lives more difficult. This is especially the case during the Covid-19 pandemic which has been going on for 2 years.

The soaring oil price was also caused by the conflict between Russia and Ukraine. In the news published in newssetup.kontan.co.id (2022) the conflict between Russia and Ukraine can make oil prices spike, thus giving an impact on the economy in Indonesia. It is even known that this situation can impact the Regional Revenue Budget.

With this condition, the community is also active in expressing opinions and speaking on social media. This is because as an active audience, the public can show their perceptions and assessments related to economic conditions in Indonesia. The public's activeness in responding to these issues is very visible through their activities on social media, especially on Twitter. Bolin (2012: 796-797) explains that the effects of digitization, especially in the context of social media, have blurred the line between media production and consumption. This is because of the interactive process carried out by every social media user, thus supporting the community to become an active audience.

This condition not only raises discussions on social media but also forms a public space in cyberspace. Jurgen Habermas explained that for a public sphere to be created, space and time are needed, people interacting with each other, and the relevance of the media as a mediator for social interactions carried out in the social media (Fuente-Cobo, Martínez-Otero, & Del-Prado-Flores, 2014: 91). The suitability of these people is established because they share a common interest in a particular topic, in

this case, the topic related to the issue of rising cooking oil. Audiences who have the same interest in the issue then form discussions and opinions through social media that they want. In this case, the relevance of the media is very important to note because each media has its characteristics in building its message.

Twitter is a medium that is considered to represent "virtual space 2.0", "digital public space", and "public network" which can be a center for big data related to the "public sphere" (Splichal, 2022: 201-202). Twitter also has a function to form a public space in bringing together common concerns felt by the community to raise their voices (Filipek, Cwynar, Cwynar, & Szkoła, 2020: 6). Therefore, Twitter is one of the social media that is often used by the public has the power to shape public opinion. This public opinion is formed through Twitter by utilizing keywords or hashtags. These two things can then make an issue viral on social media. The virality of an issue on Twitter can have a big impact on one of the intended parties, be it community leaders, government, policies, idols, and so on. Thus, Twitter's power in the political realm of a country is currently very large. This is because, with the power of Twitter, the public can form their agenda-setting as well as a public opinion without having to rely on the mass media.

One of the parties from the government who is associated with the issue of rising prices and scarcity of cooking oil is the Coordinating Minister for Maritime Affairs of the Republic of Indonesia, Luhut Binsar Pandjaitan. Two hashtags have emerged regarding this issue and are associated with Luhut Binsar Pandjaitan. The two hashtags are #OpungBiangKerok and #PecatBrutusLuhut. The two hashtags briefly represent the negative figure of Luhut Binsar Pandjaitan regarding his involvement in the issue of rising prices and scarcity of cooking oil. This is ultimately considered to be able to form negative sentiments against the government, especially for Luhut.

These negative sentiments are formed by the digital community on Twitter through language that has a certain meaning. Meanings are produced at different sites and circulated through different processes or practices in the form of cultural circuits (Hall, 2003: 3). In this case, through language, one can produce meaning continuously which is

exchanged through personal and social interactions in everyday life. These interactions are not only related to physical interactions but to social media, these social interactions can be carried out in the digital world.

Furthermore, Stuart Hall (2003: 3) explains the meaning produced in various types of media used by humans. Especially in modern times, many media are the choice for spreading messages, so that the number of messages that are spread gives rise to many meanings produced by the community. Technology ultimately helps humans in spreading meaning between cultures at a high speed and without any boundaries of space and time. This is what makes the emergence of a trending topic on Twitter. The trending topic is formed from various messages through various languages that are accumulated into one meaning through certain keywords or hashtags.

Hall (2003: 4-5) also explained that language works through representation. Language can also be seen as a signifying practice. The production of messages on Twitter related to the issue of rising cooking oil prices, increasing pertalite prices, and increasing the price of 3kg LPG gas associated with Luhut Binsar Pandjaitan is a practice of tagging efforts carried out through language. Language in the practice of representation becomes a vehicle to represent one subject towards a certain sign. This can ultimately lead to a person's positive or negative sentiment when presented with a particular issue.

The concept of representation means using language to say something meaningful. Representation is also used to represent the subject. Therefore, representation becomes an important part of the process by which meaning is produced and exchanged by members of a particular culture (Hall, 2003: 15). In this study, the culture that is the place for the exchange of meaning is in the space formed through Twitter. Thus, members of the culture are networked societies that are interconnected in one application provided by today's communication technology.

The hashtags on Twitter were formed because of language that leads to a certain meaning in response to the issue of rising cooking oil prices. The hashtag also shows the existence of certain public opinions as well as being an agenda setting formed by the community in response to issues

from the mass media. McCombs and Shaw (Dearing & Rogers, 1996: 90) explain the agenda-setting carried out by the media at a certain time to place one issue in a news report. The reporting tends to be carried out by different media, but for highlighting the issues they have something in common.

When the issue of rising cooking oil, pertalite, and 3 kg LPG gas became a trending topic, this did not escape the role of many media reporting the same thing. Although the framing of the news that appears is different, the agenda for setting the media to raise the issue of price increases is the same. This is what the community actively responds to. Thus, they eventually create their agenda-setting by enlivening a certain hashtag. These efforts then raise public opinion regarding the response to the issue, so that either agenda setting or public opinion is not only shaped by the media in the end. However, virtual society through the role of social media today can shape its agenda-setting and public opinion.

There have been many studies related to the use of hashtags on Twitter. Research conducted by Rachmadi dan Budianto (2020) related to political branding through the hashtag #2019gantipresiden, which had become a trending topic on Twitter, saw that the hashtag turned out to be profitable for the Partai Keadilan Sejahtera (PKS). This is because the hashtag #2019gantipresiden can increase the electability of PKS so that it can ultimately affect the vote results obtained by the party in the last 2019 election.

Research using hashtags on Twitter is not only done in the political realm. Aulia, Utomo, Khaira, dan Suratno (2021) in their research, they used the hashtag #IndonesiaTerserah to see people's disappointment with the handling of Covid-19. The focus of this research is to look at the sentiments that arise regarding the handling of Covid-19 which are seen through hashtags, where these sentiments are seen based on positive, neutral, or negative categories.

The two studies have in common using hashtags as the key to extracting big data from content on Twitter. However, the methods and ways of utilizing the data taken are different. Rachmadi dan Budianto (2020) used the data to see the effect of using the hashtag in increasing PKS' votes in a political context. Whereas Aulia et al., (2021) take

advantage of the data and divide it into three categories to see the sentiments of the people.

Meanwhile, in this study, big data taken from the Twitter hashtag was used to see the image representation of Luhut Binsar Pandjaitan associated with the issue of rising prices for cooking oil, pertalite, and 3 kg LPG. To see the representation in more detail, here the researcher uses social network analysis by utilizing the network formed through the hashtag.

The problem that arises from this research is that hashtags aimed at Luhut Binsar Pandjaitan can form negative sentiments. Therefore, the purpose of this study is to determine the strength of the network on Twitter in shaping public opinion which aims to attack Luhut's image. This research not only utilizes the visualization of the network formed on Twitter. However, it also analyzes the most influential content in the formation of the representation of Luhut's image.

Research Method

The method used in this research is qualitative. The analysis technique used is social network analysis conducted on Twitter. Researchers used two hashtags in this study as keywords to extract the necessary data. The two hashtags include #OpungBiangKerok and #PecatBrutusLuhut. The two hashtags were chosen because they became trending topics when the prices of cooking oil, pertalite, and 3kg LPG were reported to have spiked.

The data in this study that is used as the unit of analysis is descriptive data from the content that has been collected, as well as quantitative data from data retrieval on Twitter. Based on the data obtained, there were 9.682 posts taken using the hashtag #PecatBrutusLuhut. While the data taken using the hashtag #OpungBiangKerok amounted to 7.111.

Results and Discussion

Image Analysis of Luhut on Twitter

Luhut Binsar Pandjaitan is one of the figures in the government whose name is often mentioned on social media. The mention of his name is often associated with certain issues in Indonesia, such as the

handling of Covid-19, social restrictions due to the pandemic, to the context of price increases. This often happens because of the response from Luhut Binsar Pandjaitan regarding these issues, where the responses are given often create controversy in the community.

In 2022, two hashtags appear related to Luhut Binsar Pandjaitan. The two hashtags started with a big issue in Indonesia this year. The first hashtag is #OpungBiangKerok which refers to the issue of rising prices. The hashtag has been visible since April 5, 2022. Then on April 6, 2022, the hashtag can still survive. However, on April 7, 2022, the hashtag experienced a drastic decline. So the trending topic of this hashtag is relatively short. The level of development of the hashtag can be seen in picture 1.
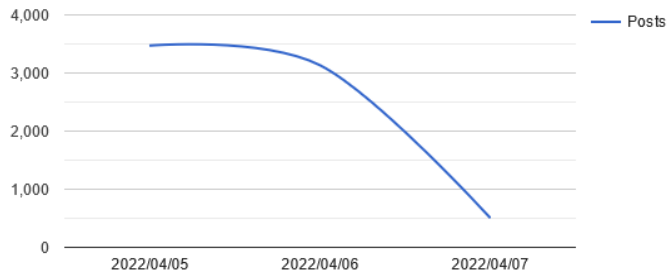
Picture 1. #OpungBiangKerok hashtag development data

The data shows that the hashtag #OpungBiangKerok on Twitter only lasted 2 days. Although the news of the issue of rising oil prices has been published in the media for a long time, the connection between the issue and the presence of Luhut Binsar Pandjaitan did not last too long. However, on April 12, 2022, the hashtag that gave rise to Luhut's name reappeared. Unlike the previous hashtags, the emergence of this topic on Twitter is more related to the issue of the 3rd term president which is often raised in the media. The development of the hashtag can be seen in picture 2.
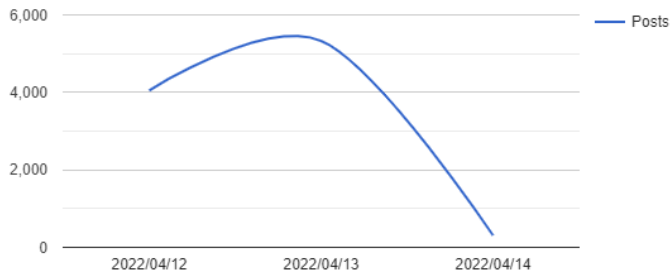
Picture 2. #PecatBrutusLuhut hashtag development data

Similar to the first hashtag, #PecatBrutusLuhut soon became a trending topic on Twitter. However, when viewed from the total posts that appeared for 3 days, this hashtag was used more than #OpungBiangKerok. This is because previously the hashtag that linked Luhut's name had become a trending topic. However, the interesting thing about the emergence of these two issues is the focus that the community raises on Twitter at the same time. In #OpungBiangKerok, apart from the issue of rising oil prices, there is also the issue of the 3-period presidential data issue. However, in #OpungBiangKerok, the increase in oil prices is not very visible. In this hashtag, what is very dominant is the issue of presidential data for 3 periods.

Picture 3. Keywords that often appear on #PecatBrutusLuhut

If you look at the media coverage, where one of them is published by www.suara.com (2022) Luhut Binsar Pandjaitan revealed the existence of Big Data and Jokowi 3 Periods. This is what makes the public then busy

discussing, even attacking Luhut's figure through hashtags on Twitter simultaneously.

From the results of retrieving Twitter content data for the period 12 to 14 April 2022, 3 keywords appear quite a lot. The three keywords are *luhut big*, and *data*. Meanwhile, the keywords related to *jokowi* name are still smaller than the previous three keywords. In addition, some keywords are equivalent in number to *jokowi*, namely *rakyat* and *ormas*.

The high number of occurrences of these keywords shows that in the three-term presidential issue, the most criticized by the public on Twitter is related to the big data disclosed by Luhut. In the news that emerged, the truth of the big data had not yet been disclosed, so this triggered the emergence of the hashtag #PecatBrutusLuhut and criticism of what Luhut said.

Not only that, the emergence of the keyword *jokowi* in this issue generally has nothing to do with big data or the mention of the 3-period issue. However, in this issue, Jokowi's figure is said to be more related to the challenges of netizens on Twitter. Where Jokowi was challenged to fire Luhut as his minister. The dominance of the issues raised in this hashtag that links Jokowi is the expression of netizens who think Jokowi does not have the guts or courage to fire Luhut.

In addition, when the *rakyat* keyword is raised by netizens, they also associate Papua with the posts that appear. From this, it can be seen that there are parties who are trying to raise regional issues to attack Luhut's image. Even in this case, the keyword *adili* is also part of the posts that appear. The composition of the various keywords seems to place Luhut Binsar Pandjaitan as an enemy of the people and the state. Although this issue has not long been a trending topic, in terms of quantity, the number of posts that appear through this hashtag is quite a lot. This is quite influential on Luhut's image as a minister.

Twitter Network Distribution via Hashtag

Twitter, which allows all users to connect and interact with each other, can have both positive and negative effects. In the context of branding or image, of course, the interaction facility between social media users can be utilized by various parties who have an interest. In

this study, it can be seen how these interactions are used by parties who have an interest in bringing down the figure of Luhut Binsar Pandjaitan.

Based on the data taken and the data visualization carried out, it can be seen that the Twitter user interaction network can be seen. The interaction is seen based on two activities, namely retweeting and replying. These two activities carried out by Twitter users then form a network, where users in this context are called nodes and the connecting network flows are edges. The visualization that can be seen from #PecatBrutusLuhut is as follows.
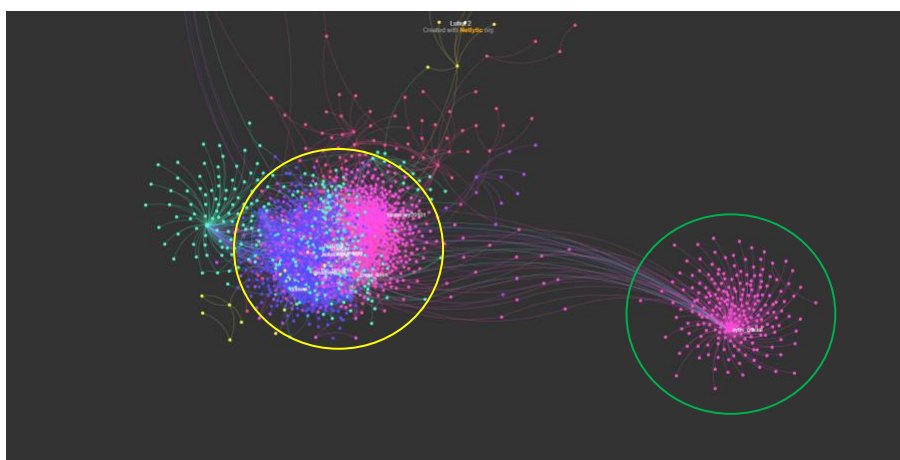
Picture 4. Visualization of the Twitter network #PecatBrutusLuhut

Based on the network visualization, it can be seen that there are 2 dominant groups. The first group can be seen from the yellow circle. While the second group is in the green circle. Although there is an edge that connects the two groups, the visualization of the distance shown shows that there is no closeness between the trendsetters of the first group and the second group.

In the first group, there are 2 dominant node colors in the hashtag #PecatBrutusLuhut. The two colors are pink and blue. In this one group, it can be seen that 2 accounts have a strong influence in spreading the hashtag to attack Luhut's image. The first account in pink is @kimberley20101. Based on the data taken in this issue, it is known that the centrality value of the account is 781 (total degree), with details of 774 indegree and 7 outdegrees.

The data shows that this account is very influential in building public opinion on Twitter. The in-degree data shows that the content created by the account using the hashtag #PecatBrutusLuhut received a lot of responses from other Twitter users. The response was carried out in the form of a retweet so that the issue was very easy to spread. This has become effective in raising issues and attacking Luhut's image because the account has a very large number of followers.

Based on the results of observations that have been made, the number of followers of the account amounted to 17.9 thousand. Of course, by having this number of followers, the account can be considered an account that has the power to influence the virtual community on Twitter. This power can certainly be used to attack one party by taking advantage of public opinion through issues that are trending topics at a certain time.

However, in this first group, there is still one account that is dominant and exceeds the @kimberley20101 account. The account is @s1loka. When viewed from the existing visualization, followers of that account have a close relationship with followers on the @kimberley20101 account. In addition, the followers of the @s1loka account can also be said to be some of the active followers of the @kimberley20101 account. This is indicated by the density of nodes and edges that make up the interaction network.

The interesting thing from this finding is that the @s1loka account has fewer followers than the @kimberley20101 account. The followers they have are 2.206. But the spread of the issue that occurs is wider than the content created by @kimberley20101. Based on the results of data collection and visualization, the centrality value of the account is 941. From this number, it is known that there are 935 indegrees and only 6 outdegrees.

The high spread of this issue is because @s1loka uses 2 keywords, namely related to ethnicity and justice. The keywords of ethnicity and justice in political discussions in Indonesia are quite powerful in building public opinion. The tribe taken into account is Papua. As for justice, the account uses the keyword *adili* to invite the public to try Luhut without clearly showing what mistakes or crimes he has committed.

In this case, the post from @s1loka made many netizens retweet because of his efforts on behalf of Papua. He is trying to build a discourse that the Papuan people ask that Luhut be tried and arrested. The post can be seen from the topic of netizen criticism directed at Luhut. It can be said that the posts raised by @s1loka are classified as hate speech content.

From the results of observations and comparisons of the content raised by the two accounts, there are prominent differences. Content created by @kimberley20101 is more likely to be critical. The criticism raised was related to the issue of Jokowi for 3 periods and questioned the veracity of big data disclosed by Luhut Binsar Pandjaitan. This criticism arises because there are reasons why the applicable rules regarding the office of the president are only up to 2 terms. In addition, it is related to big data because there is no evidence shown by Luhut, where evidence of the existence of big data is needed by the community.

In contrast to the posts raised by the @s1loka account. The account raises posts that tend to build hate speech. The hate speech was raised by directly attacking Luhut's image through his posts. Of course, this is a bad strategy because in generating this opinion he uses ethnicity and justice in Indonesia.

The second group in the network is interactions that arise from content published by the @aybs_official account. Based on the data obtained, posts from this account have a centrality value of 245, with details of 244 indegrees and 1 outdegree. In contrast to the previous 2 accounts that make up the first interaction group. This account uses the hashtag @PecatBrutusLuhut but the content is out of criticism against Luhut.

Based on the results of observations of these accounts, the content published by @aybs_official also uses other hashtags. The hashtag is #TangkapHusinShihab. This shows that the account is not trying to attack Luhut Binsar Pandjaitan's image. However, the account is trying to take advantage of the hectic hashtag #PecatBrutusLuhut to increase the trend of Husin Sihab's topic. The strategy carried out by this account is of course aimed at making issues related to Husin Sihab viral in the context of religious issues. However, based on the latest observations made by researchers, these efforts failed to run. Because the @aybs_official account was eventually suspended due to a violation.

In contrast to the second data taken from the hashtag #OpungBiangKerok. This second data has different visualizations and issues. The visualization of the hashtag can be seen in picture 5.
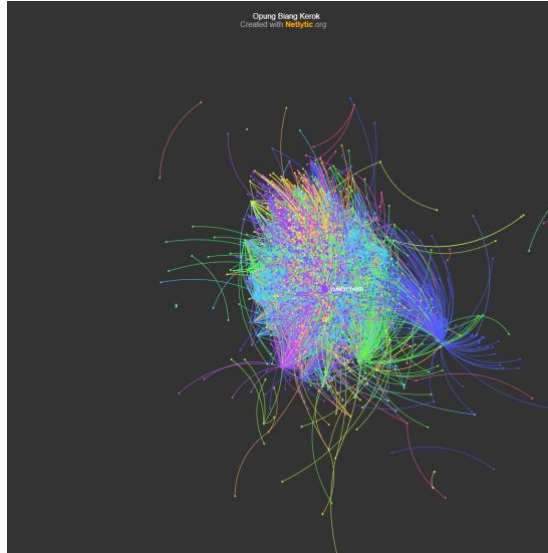
Picture 4. Visualization of the Twitter network #OpungBiangKerok

Based on the data visualization, it is known that 4 accounts have a big influence on the spread of the issue. The four accounts are @YulieReborn, @abc889999, @anditenrimahrun, and @browngirl_305. Of the four accounts, there is 1 account that is the most dominant. The account is @YulieReborn. The account is known to have 9.738 followers on Twitter. From the content he publishes using the hashtag #OpungBiangKerok, the centrality value is 582. This figure is based on 516 indegrees and 66 outdegree.

The interactions that exist from these accounts are quite diverse. Not only in the form of retweets alone. But there are also quite a lot of replies. This is different from #PecatBrutusLuhut, where posts from the previous three accounts are more likely to be responded to via retweets. But on this account, if you look at the otdegree numbers it has, there are interactions made by the account. This account does not only make posts and then spread them by followers. But he also responded to posts made by other accounts.

In addition, the opinions formed by these accounts are quite diverse. There are at least 3 issues raised by that account. The three issues include rising oil and LPG prices, problems with the president for three terms, and big data issues. However, the issue of big data is the biggest issue in getting interaction responses from other Twitter users. Although during this hashtag period the issue of oil, scarcity was often raised by the media, the public was more interested in big data issues.

The hashtag is known not only to be used to attack the image of Luhut Binsar Pandjaitan. As happened with the other hashtag. This hashtag is also used by certain accounts to raise other issues outside the topic that relates to Luhut. This was done by @abc8889999, with a centrality value of 419 which was dominated by indegree. The content of the account has a strong appeal to the point where it causes high interaction and spread of the issue because it raises the issue of KKN. In this case, the hashtag #OpungBiangKerok was used to attack the image of Jokowi's children, namely Gibran and Kaesang. In the same period, there was an issue of alleged KKN committed by them, so it can be seen that the opposition account of Jokowi's side is trying to attack by targeting a decrease in trust in Jokowi's children.

Furthermore, the accounts @anditenrimahrun and @browngirl are trying to increase the spread of issues related to rising oil and LPG prices rather than big data issues. Although the centrality of each of the two accounts is not much, the focus on the issues they spread through their network is enough to affect Luhut's image.

Another finding in the analysis of the Twitter network shows that one account that has a centrality value of 246 is trying to protect the government. The account is @cybsquad_and. One of the strategies taken by the account is trying to increase the trend of the hashtag #GoodByeJokowi. The use of the hashtag seeks to raise public opinion that Jokowi will end his term in his second term. This is done to fight the opinion regarding the president for 3 terms and big data.

Based on the findings that have been described, it can be seen that the formation of social media networks from the two hashtags is different. In #OpungBiangKerok several issues are trying to be raised related to Luhut. Meanwhile, #PecatBrutusLuhut focuses more on big data issues and the 3rd term president. In addition, from the network formed on

#OpungBiangKerok, it is more visible that accounts are trying to protect the image of the government. Whereas in #PecatBrutusLuhut these efforts are not so visible. This is based on the centrality value obtained on the Twitter account that appears in this network analysis.

The Existence of a Buzzer as an Attacker on the Image of a Political Figure

The power of Twitter as a social media that is used for political purposes is due to the influence of the use of its hashtags. Hashtags and keywords on Twitter that are used massively can make an issue a trending topic. This can be seen as a form of shifting the form of practical politics that aims to lead public opinion through social media.

The widespread use of social media makes it easy for parties who have an interest in building public opinion, either to attack opposing parties or maintain their power. This can be done because social media makes it easy for its users, especially in providing the political information they need (Ali, Habes, & Qamar, 2020: 894). This convenience is not only felt by consumers or media audiences. Message producers are also very easy in the distribution process. Because social media can easily reach the target market from the information that is built.

This is where the buzzer on social media has a strong role in shaping public opinion. In a political context, buzzers are described as netizens who are paid by certain institutions or groups to promote issues related to the interests of that party (Lim, 2017: 417). Generally, buzzers are willing to do these tasks because they are paid, although some of them are volunteers who want to support one party to have strong power.

To construct a negative image of Luhut Binsar Pandjaitan through the hashtags #OpungBiangKerok and #PecatBrutusLuhut, the role of buzzers is inseparable. This is known from the dominance of the network formed from the interaction process between users. It is known that the dominance of interactions that appear in the hashtag is carried out by utilizing the retweet facility. This shows that there is considerable potential that the buzzer has made efforts to form a public opinion to attack Luhut.

Fransisco (2021: 222) explained that the party considered a buzzer is a group of people whose identity on social media is not clear. Their presence on social media to disseminate information tends to have ideological, political, or economic motives. Even though they have motives and are anonymous, their presence cannot be subject to sanctions as long as what they do does not harm either party. But in practice, the presence of buzzers also tends to spread negative opinions or hate speech. Therefore, many anonymous accounts suddenly disappear because the account they are using is suspended.

In the case of spreading the issue regarding Luhut through the two hashtags, it can be seen that the perpetrators of spreading the information were buzzers. This can be identified through 2 things, namely the tendency of these accounts to choose to retweet rather than reply and the anonymity of these accounts. The phenomenon of anonymity that is used by buzzers is a result of social media facilities that allow users to have multiple accounts on one platform.

Alex Leavitt Dalam(dalam Nagel, 2018: 1) believes that with this multi-account facility, users can have one-time use accounts. This provides an opportunity for them to disseminate sensitive information. In political interests, this is often found. Account owners have no problem with their accounts being lost as a result of the sensitive content they share. The existence of this phenomenon also makes it easier for buzzers to carry out their duties in surrendering one party for political interests. This also happened to the hashtags #PecatBrutusLuhut and #OpungBiangKerok. Many temporary accounts were used to attack Luhut's image, although, in the findings of this study, there were accounts that tried to protect the government's image. However, the buzzer attack on Luhut is known to have stronger power to create a trending topic.

The choice of Twitter as a location to build public opinion is quite influential on Luhut's image. Twitter can be said as a medium that can expand political issues to the public (Gilardi, Gessler, Kubli, & Müller, 2022: 42). This is certainly inseparable from the early role of the mass media in planning agenda setting to shape public opinion. In this case, the public perceives the issues that are often covered by the mass media

as prominent, so that the media can form public opinion (Wang, Chen, Shi, & Tang, 2021: 2).

With the agenda setting that has been set by the media, the public then focuses on the issues raised during that time. In this case, the issues that stand out are the increase in oil prices and the big data problem of the 3rd term president. However, the issue that is more strongly raised is the big data of the 3rd term president. This is inseparable from the momentum where preparations for the 2024 General Election have begun.

The media-setting agenda was then responded to well by the public, especially the buzzers on Twitter and the users of the application. The response was in the form of a simultaneous effort from them to form 2 hashtags related to the figure of Luhut Binsar Pandjaitan. This phenomenon can be regarded as the agenda-setting of the buzzers. This is due to massive information dissemination efforts and the increasing trending topics of the two hashtags due to the large number of buzzers who retweet the published content. In the end, what these buzzers did gave rise to a representation of the image of Luhut Binsar Pandjaitan as a ruthless political figure and spread hoaxes. The representation of ruthless political figures is more related to the issue of scarcity and rising oil prices. Meanwhile, the hoax representation due to the big data disclosed by Luhut was not immediately proven to be true.

Representation can be seen as a way to represent or present someone in a certain context (Z. Wang & Woo, 2021: 3). Usually, representation is used by certain parties to show themselves representing other parties or the public at large. This is usually related to the political interests of political figures. However, in this study, this representation was not presented by the political figure. The representation in this study looks at the efforts of netizens in framing Luhut's figure through the hashtags used. In this case, netizens are trying to represent Luhut according to the hashtags that are trending topics.

The evil representation raised by netizens on Twitter through the choice of Brutus' words. The word Brutus has a cruel meaning, so the insertion of the word which is connected with the word luhut shows that Luhut is a cruel leader. Netizens, especially buzzers, are trying to show this representation through the hashtags used so that this can attack

Luhut's image as a minister in Indonesia. Not only that but the choice of the word culprit in the hashtag #OpungBiangKerok is also used by buzzers to build a negative representation of Luhut's figure. In this case, Luhut is represented as a minister who has a habit of giving trouble to the people. This is because every appearance of Luhut in the news is considered to always give rules and decisions that can make people's lives difficult.

Conclusion

This study has been conducted in the context of Islamic communication in new media. Communicating Islam via new media is indeed not easy, because Islam which refers to traditional sacred texts tends to be understood by people in a closed manner and some even draw it to the past lives of the predecessors of the Muslim Ummah. So, bringing Islam into the realm of new media requires a way of communication that is following the open character of the new media.

In this paper, the researcher offers several communication principles that can be put forward in communicating Islam via new media, namely (1) using rational language principles, (2) paying attention to community conditions (conditional), (3) being open with the community by providing thinking space for students. they, (4) emphasize the substance of Islam, not mere formalism; (5) emphasize the humanistic side of Islam. Such an approach can encourage the birth of a peaceful new Islamic media space following the spirit of universal Islamic teachings

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