Using Social Media to Support the Special Autonomous Region of Papua's Continuity Program

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Abstract: *Social media has become a part of society; in 2021, citizens in Indonesia will be concerned about the continuation of a specific autonomous territory of Papua. This study investigates the types of social media that support Papua's program continuity, focusing on autonomous region programs. This study employed a qualitative method and analyzes data using Qualitative Data Analysis Software (Q-DAS); the toll is Nvivo 12Plus and delivers the value and result using Descriptive way. This study sought to explain how social media assisted Papua's special autonomous region. This research founds that: First, social media Dominated three terms on social media. Second, social media hashtags relation also appears and exits. Third, social media Narratives refer to support the program of a special autonomous region in Papua. Fourth, Individual and NGO dominate social media. This study has significant drawbacks. This study focused on the use of social media to help Papua's special autonomous area. Some suggestions for future research to assist the Papua special autonomous region program.*
Keywords: *Social Media; Autonomous Region; Papua*

Introduction

The Year of 2021 Citizen in Indonesia trends the continuity program of special autonomous in the case of Papua; there are also trends in the social media Twitter. Papua, being a special autonomous region, has the ability to develop its territory to meet its unique characteristics (Permatasari, 2014; Suharyo, 2016). The program's Special Autonomous Region is part of the asymmetrical decentralization that aims to share the power with asymmetrical pattern with attended to address two issues: Problems of politics-nature and technocratic-managerial character (Permatasari, 2014). Social networking, on the other hand, being a type of social engagement, brings attention to social issues and raises them to prominence in social media conversations (Miladi, 2016). In this case of the social media perspective, the Papua Special Autonomous Region Issue is part of the Indonesian government's social-political problem.

According to Houten on Widodo, there is a distinction between autonomous regions and special autonomous regions based on the theory essential *"The*

differences on the special powers given to local governments to regulate their regions according to the context and aspirations of the local community" (Widodo, 2010). As a result, we may conclude that Papua is one of the special regions granted special powers by the Indonesian government to develop their region while maintaining the social-cultural uniqueness of Papua. However, in the implementation, there have been some issues. The problem manipulated the local identity in the political sector and the resistance that happened in Papua.

Besides that, social media spread the issue fast and easy to access; on this issue, social media can raise the netizen's perspective about the continuity program of special autonomous in the case of Papua (Park & Rim, 2020). Social media can influence people's social lives by allowing them to perceive a social-political issue from a new perspective and then discuss it with another netizen (Aruguete & Calvo, 2018; Lee, 2018). Social media and rising The voice of social-political issues has been widely employed in various movements, including the Arab Spring, #BlackLivesMatter, and Umbrella Movements, as well as in Indonesia's large protests against the Omnibus Laws Creating Jobs Act policies (Checker, 2017). Social networks can be used to advocate for the continuation of Papua's special autonomous zone. This using social media data, with the platform is Twitter (Murthy, 2018; Sorell, 2015; Uldam, 2018). The previous literature only discusses about the continuity of special autonomous in Papua in content of policy and law sector. In this research we try to explore the social media support of continuity program of special autonomous region In

Papua. This research benefits from knowing the social media using as toll media or the platform to show support of Papua's continuity special autonomous region.

This research tries to know what kind of social media is used to respond to Papua's special autonomous region. Instead, the following three explanations are sought by this research:

1. What kind of tendency social media content uses to respond to Papua's issue as a special autonomous region.
2. How the social media hashtags relation becomes a trend on the social media Twitter case of Papua special autonomous region issue.
3. The popular word represented the narrative on social media about the issue of Papua as a special autonomous region.
4. Who are the prominent actors on social media when it comes to the topic of Papua as a special autonomous region.

With the three questions, this research hopes to capture the social media response and present it to the reader in order to support the issue of continuity of the special autonomous region in Papua.

Special Autonomous Region Issue and Practice

Special autonomous regions can be seen as initiatives by the Indonesian government to enhance Papua by allowing authorities to develop the province by adapting Papua's social-political and cultural structures (Muttaqin, 2014). Nevertheless, in practice, the Special Autonomous Region in Papua is not easy to implement; there is some conflict that

makes the Special Autonomous Region policy not works in some conditions, like the violent act that happened in Papua, improper implementation of funds, and the separatist conflict (Fanggidae et al., 2016; Warouw et al., 2016). Aside from that, poverty has risen to the top of the list of issues in Papua, necessitating the intervention of the Indonesian government to oversee and control the regulation and implementation of special autonomous region programs in the province (Imam & Hafis, 2019; Mohammad A. Musa" ad, 2010). Some challenges to Indonesian governments about the separation movements in Papua and prove with Special Autonomous Regions policy can ensure that human rights in Papua have been guaranteed (Ayunda, 2021; Rohim, 2015; Suharyo, 2016). From this way, we can imagine that the problem of Special Autonomous Regions is not simple; it needs efforts, commitment, and a policy which could provide the solution (Permatasari, 2014; Warouw et al., 2016).

Special Autonomous Region in case of the region in Indonesia from the legal aspect has been limited only to four provinces like Aceh Province, Yogyakarta Province, Papua Province, and West Papua Province; additionally, Jakarta is designated as a Special Autonomous Region due to its status as Indonesia's capital (Alivia, 2019). Besides that, Papuan people's assembly only has limited authority to protect native Papuans' rights based on respect for customs and culture, to women empowerment, and to strengthen religious freedom without legislative power (Anwar et al., 2018; Maisini, 2015; Sakti, A & Raika, 2021). Moreover, there are some other problems

when the Special Autonomous Region of Papua fund cannot optimally benefit society; there needs a technical action to optimize the program fund (Katharina, 2015; Uamang et al., 2018).

Social Media, Protest, and Social Issues.

Social media allows the netizen to interact, comment, and discuss real-world social issues (Kurniawan & Sutan, 2021; Ronzhyn, 2016; Sutan et al., 2021; Tsatsou, 2018). Besides that, social media platforms are also used in many movements and protests, social media using trough to coordinate, spreading narration, and raising voice about social protest (Kende, 2016). With social media used on the protest, we can see that social media plating role as media to make the protest grab the citizen's attention. Social media can also be used to influence the outcome of a conflict. According to Zeitzoff, Burke & Sen has been told that " first, social media can cut the budget of the communication, second, boosting the narration spread on social works, Third, social media as a strategic platform to interact the netizen and the social movements, fourth, giving information based on real-time (Burke & Şen, 2018; Zeitzoff, 2017).

Social media brings a new perspective that protest can deliver the narration in the social media platform and criticize the social issue and policy around us (Burgess et al., 2017; Zhu et al., 2017). Furthermore, social media also can attract the netizen to participate in social movements and protests by using posts, hashtags, shares, and other tools that can be used in social media (Kurniawan & Sutan, 2021). From that, social media can see as potential media to influence the

people to participate in the movements using the toll in the social media platform (Checker, 2017; Duarte, 2017; Evans, 2015; Gregg, 2015; Kende, 2016).

Methods

This research uses a qualitative approach to analyze the social media data using Qualitative Data Analysis Software (Q-DAS) in this research using NVivo 12Plus (Agustiyara et al., 2021; Purnomo et al., 2021; Ramdani et al., 2021). In this case of social media response to the Papua autonomous region issue, the analysis parts define three analysis parts: a Chart analysis to know the social media content about the Papua autonomous region. b, Cluster analysis to know what kind of social media relation hashtags. c, word cloud analysis in this term to know what kind of social media narratives about the Papua independent region issue have propagated across social networks. To deliver the value, this research using Descriptive in order with also using figures and tables to make the reader clearly about the topic of social media used to support the continuity program of the special autonomous region of Papua. This research using social media data which specify in 11 hashtags as an example:

Table1. Description of Hashtags

| Hashtags	Description
#BanggaKemajuanPapua	The hashtags show that the program giving positive impact on Papua
#DukungOtsus	Hashtags that are showing support of program special autonomous region In Papua
#dukungotsusberlanjut	Hashtags support continuity of the program special autonomous region In Papua
#DukungOtsusPapua	Hashtag to support of continuing the program
	Hashtag shows that special

#otsusbanyakmanfaat	autonomous regions giving many benefits
#otsusberikankemajuan	Hashtags express that the program giving positive progress
#OtsusJanganDikorupsi	Express that do not corrupt this program
#otsuspapua	Showing program special autonomous region In Papua
#otsuspapuasangatbaik	Hashtag show of positive impact from special autonomous region In Papua
#otsusuntukkebaikan	Hashtag show the program giving more benefits
#PapuaIndonesia	Showing Papua is part of Indonesia

Source: Authors

On the other hand, there are analysis data define in 4 steps as an example:

1. Data collection, in this case, using data hashtags in conjunction with data collection via N-capture from the social media network Twitter.
2. Coding data entails categorizing and grouping social media data using terms, nodes, or indicators.
3. Once the data has been coded, it is analyzed using toll in Nvivo 12Plus to create graphical or statistical data using three types of analysis: Crosstab or analysis charts, cluster analysis, and word cloud analysis.
4. Presenting data in these sections requires descriptive language to convey the data and value.

Figure 1. Analysis Steps
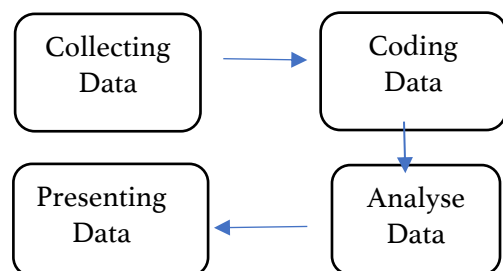
Source: Authors

Result and Discussion

These parts are defined in three sections as examples: a Social media content of the Special Autonomous Region of Papua program. b, Social media hashtags relation issue of Special Autonomous Region of Papua program. c, Narrative spread on social media about the Special Autonomous Region of Papua program.

a. Social media content of Special Autonomous Region of Papua program.

Parts of this investigation attempt to determine what type of social media content tendency about the Special Autonomous Region of Papua program. This analysis is divided into sections that are analyzed with charts and coded with Nvivo 12Plus. The analysis's findings are presented in the form of visuals and tables, as follows:

Figure 2. Social Media Content Tendency
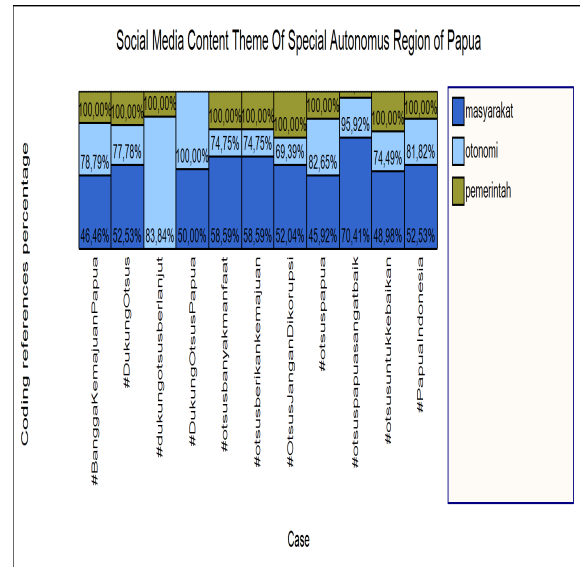
Source: Nvivo 12Plus Analysis

Table2. Social Media Content Tendency

Hahstags	masyarakat	otonomi	Pemerintah	**Total**
#BanggaKemajuanPapua	46,31%	32,17%	21,52%	100%
#DukungOtsus	52,78%	25%	22,22%	100%
#dukungotsusberlanjut	0%	83,33%	16,67%	100%
#DukungOtsusPapua	50%	50%	0%	100%
#otsusbanyakmanfaat	58,33%	16,67%	25%	100%
#otsusberikankemajuan	58,33%	16,67%	25%	100%
#OtsusJanganDikorupsi	51,77%	17,38%	30,85%	100%
#otsuspapua	45,63%	36,89%	17,48%	100%
#otsuspapuasangatbaik	69,33%	25,77%	4,9%	100%
#otsusuntukkebaikan	48,15%	25,93%	25,93%	100%
#PapuaIndonesia	52,18%	29,17%	18,65%	100%
Total	53,13%	28,29%	18,58%	100%

Source: Nvivo 12Plus Analysis

The analysis shows that social media tendency content defines in three terms: *Masyarakat* (Society), *Otonomi* (Autonomous), and *Pemerintah*

(Government). From that analysis, we can see that the terms of *Masyarakat* (Society) with the highest result is #otsuspapuasangatbaik with 69,33% talks about the society or *Masyarakat*. The second is #otsusbanyakmanfaat and #otsusberikankemajuan, with the result 58,33% content dominant. The third is #DukungOtsus, with 52,78% content dominant. Terms of the Autonomous or *Otonomi* with the highest reach on #dukungotsusberlanjut with 83,33%. Second is #DukungOtsusPapua with 50% content. The third place is #otsuspapua, with the result 36,89% content. Term of Government or *Pemerintah*, the highest is #OtsusJanganDikorupsi with a score of 30,85%. Second, there is the #otsusuntukkebaikan, with a score is 25,93%. The third is the #otsusberikankemajuan and #otsusbanyakmanfaat, with the same score of 25%. The real terms, the dominance in terms of Society or *Masyarakat* with 53,13%, second is the term of autonomous or *otonomi* with 28,29%, and the terms of government or *pemerintah* 18,28%.

From the data, we can see two points as explain:

1. The social media content is defined in three dominant terms: Society or Masyarakat with 53,13%, second is a term of autonomous or otonomi with 28,29%, and terms of government or pemerintah with 18,28%. Based on that, every term has the dominant hashtags used; in this case, hashtags like #otsuspapuasangatbaik with 69,33% talk about the society or Masyarakat. #dukungotsusberlanjut with 83,33%. The second is #DukungOtsusPapua with 50% content on dominant autonomous terms, and term of Government or Pemerintah the highest is #OtsusJanganDikorupsi with a score of 30,85%. Its shows that social media content describing the voice of the netizen refers to three terms: Society, Autonomous, and Government (Sutan et al., 2021).

2. We can understand how social media can be used to disseminate influence by using the terms. In this case, the terms used to spread the continuity of Papua's program's special autonomous region. The terms can deliver the value of support of the special autonomous region of Papua (Little, 2016). Social media, in this case, can deliver value to support the continuity of a special autonomous region in Papua and to deliver the value using three kind terms like "Otonomi," "Masyarakat," and "Pemerintah". By using the terms, its possibilities to rising voice more effective and efficient.

b. Social media hashtags relation issue of Special Autonomous Region of Papua program

Parts of this investigation attempt to determine what sort of social media relation hashtags happened in social media about issue special autonomous region of Papua. This part analysis uses analysis of clusterin order to know the hashtags that support program of continuity special autonomous in Papua relevance on the social network with the platform Twitter. Using lower limit - upper limit scale from -1,0, and 1 point to know

the relation social media strength as explained in Figures 3 and 3.

Figure 3. Social Media Hashtags Relation
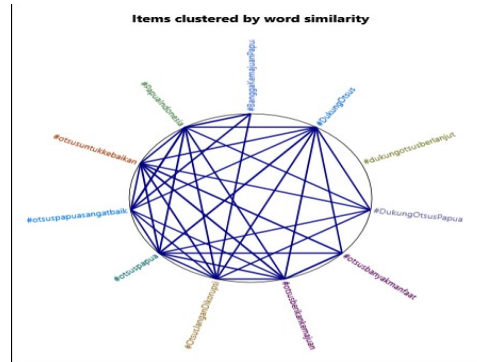
Source: Nvivo 12Plus Analysis

Table3. Top 10 Social Media Hashtags Relation

Hashtags A	Hashtags B	Pearson correlation coefficient
#otsusberikankemajuan	#otsusbanyakmanfaat	0,917447
#PapuaIndonesia	#otsuspapuasangatbaik	0,915759
#otsuspapua	#DukungOtsus	0,88834
#otsusuntukkebaikan	#otsusberikankemajuan	0,887143
#PapuaIndonesia	#BanggaKemajuanPapua	0,871053
#otsusuntukkebaikan	#otsusbanyakmanfaat	0,861873
#otsuspapua	#otsusberikankemajuan	0,798753
#otsusuntukkebaikan	#otsuspapua	0,796783
#otsuspapuasangatbaik	#BanggaKemajuanPapua	0,795554
#otsusuntukkebaikan	#OtsusJanganDikorupsi	0,783724

Source: Nvivo 12Plus Analysis

From the analysis, parts using cluster analysis used a limit in the lower section with 0.7 points and used the limit in the upper section with 1 point. This research using a lower limit of 0.7, the relation appears. The highest relation is #otsusberikankemajuan and #otsusbanyakmanfaat 0,917447 points; the second pole is #PapuaIndonesia and #otsuspapuasangatbaik with 0,915759 points. Third place is the relation of #otsuspapua and #DukungOtsus with 0,88834 points. In this case, we can see that relation appears and tends to strong caused it can see on the lower limit 0,7 point and proven with the highest relation is #otsusberikankemajuan and #otsusbanyakmanfaat 0,917447 points. In this analysis, we can see 1 point there is:

1. The relation of the hashtags in social media appears and tends to have a strong relation. It caused the relation can see on 0,7 point as the lower threshold and 1 point as the maximum limit. Its proven with the highest relation is #otsusberikankemajuan and #otsusbanyakmanfaat 0,917447 points. From the relation, we can see that social media relation appears with a mode like "using comment with the same hashtags, mention the hashtags, tweets or retweets with those hashtags" (Chan, 2017; Chen et al., 2016; Little, 2016).

c. Narrative spread on social media about the Special Autonomous Region of Papua program.

This analysis uses word cloud analysis to know what social media narrative is spread on social media. In this case, limiting the word displayed on the graphic is 50 famous words, and on the table are ten popular words on social media. The explanation on figure 4 and table 4.

Figure 4. Social Media Narrative Spread

Source : Nvivo 12Plus Analysis

Table 4. Top 10 Social Media Narrative Spread

Word	Count
papua	10138
#papuaindonesia	5142
otsus	4127
masyarakat	2164
#otsuspapuasangatbaik	1740
provinsi	1361
dana	1257
pemekaran	1242
#banggakemajuanpapua	1237
pembangunan	1192

Source : Nvivo 12Plus Analysis

From the word cloud analysis, we can see the top 10 narratives spread on social media Twitter. In this case, we can see the highest word is "Papua," with a 10138 count. On the other side, the second place is the #papuaindonesia with the 5142 counts. The third place is "otsus," with 4127 counts. Thus, we can see that social media narration supports the special autonomous region of the Papua Program. From this part, we can see one point as an example:

1. Social media narrative domination of single word refers to support the

special autonomous region of Papua Program, like words of "Papua." There are also exist about social media narration using hashtags like #papuaindonesia, #otsuspapuasangatbaik, and #banggakemajuanpapua. We can see that using a single word refers to supporting the program and using hashtags to express supporting the special autonomous region of the Papua Program (Edgerly et al., 2018; Enli, 2017; Postill, 2018). The data also show that social media uses a narrative to support the program (Aunphattanasilp, 2019; Simpson, 2014).

D. Social Media actors on the Supports of Continuity Program of Special Autonomous Region

The social media actors have the vital function of supporting and sharing the narrative and content to spread the influence continuity of the special autonomous region program in Papua. Social media actors can prove that the voice of mass power can turn into digital power and influence the perspective of another netizen (Kende, 2016; McCabe & Harris, 2020; Sinatora, 2019). In this analysis, parts try to know the actors dominant in social media talks about the continuity of the particular autonomous region in Papua. The analysis parts using charts analysis that define two sides there are Individual and NGO. Analysis of social media actors describes in figure 5, and table 5 follows.

Figure 5. Social media actor of Continuity Special Autonomous Region
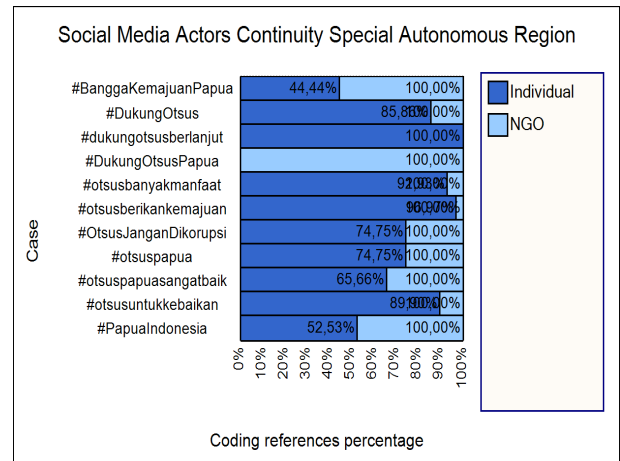
Source: Nvivo 12Plus Analysis

Table 5. Social media actor of Continuity Special Autonomous Region

Hastags	Individual	NGO	Total
#BanggaKemajuanPapua	44,41%	55,59%	100%
#DukungOtsus	85,71%	14,29%	100%
#dukungotsusberlanjut	100%	0%	100%
#DukungOtsusPapua	0%	100%	100%
#otsusbanyakmanfaat	92,31%	7,69%	100%
#otsusberikankemajuan	96,43%	3,57%	100%
#OtsusJanganDikorupsi	74,92%	25,08%	100%
#otsuspapua	74,6%	25,4%	100%
#otsuspapuasangatbaik	65,22%	34,78%	100%
#otsusuntukkebaikan	89,09%	10,91%	100%
#PapuaIndonesia	53%	47%	100%
Total	57,65%	42,35%	100%

Source: Nvivo 12Plus Analysis

In this case, the social media data talks about the dominant actors in terms of social media support of the continuity program of the Special autonomous region that happened in Papua. The analysis parts define the actor that talks and making the statement on social media to support the continuity of the special autonomous region program. In this analysis, the actors

define in two clusters there are: individuals and also NGOs. The highest individual actor who talks about the special autonomous region in Papua is the #dukungotsusberlanjut with 100%. On the other side, the second place of the individual actors is #otsusberikankemajuan with 96,43% score, and the third place is #otsusbanyakmanfaat 92,31% score. In the case of NGO actors on social media talks about the special autonomous region in Papua, the highest score reached by #DukungOtsusPapua with a 100% score. The second pole is the #BanggaKemajuanPapua, with a score of 55,59%, and the third place is #otsuspapuasangatbaik, with a score of 34,78%. The comparison between the individual score and the Ngo score is a dominant individual with 57,65%, and the Ngo score is 42,35%.

The analysis of actors dominated in social media taught that individuals more dominated for rising the social media theme to support the continuity of special autonomous region program in Papua with 57,65% rather than the Ngo score of 42,35%. From this point, we can see that social media more dominant with the individual to express the support of continuity of special autonomous region program in Papua. The Ngo still impacting the numbers of dominance in social media talks is 42,35%. By the Individual actor dominant in three hashtags with the highest is #dukungotsusberlanjut with 100%. On the other side, the second place of the individual actors is #otsusberikankemajuan with 96,43% score, and the third place is #otsusbanyakmanfaat 92,31% score. On the other side, the highest score in three

hashtags, with the highest, is #DukungOtsusPapua with a 100% score. The second pole is the #BanggaKemajuanPapua, with a score of 55,59%, and the third place is #otsuspapuasangatbaik, with a score of 34,78%.

We can see that the social media actors are becoming more dominant, with individual actors rising to support the continuation of the special autonomous area program in Papua. The NGO as actors also spread social media influence (Galuh, 2016; Hanafi & Awam, 2017; Ismail et al., 2019; Wiranti et al., 2020). With the large numbers of Individual actors in this phenomenon, an individual also can play as the target of the narration to get more influence in social media. With the large mass from the NGO and Individual actors, we can assume that social media has become a potential market to spread the narrative and content to support the continuity of special autonomous region in Papua (Chan, 2017; Stevens et al., 2016; Wang, 2019).

From the three analysis parts, we can see three major points of social media users to support the continuity program of a special autonomous region in Papua. The three-point as an example:

a. Social media content tends to define in three terms there are Society, Autonomous, and Government. The full terms, the dominance in terms of Society or Masyarakat with 53,13%, second is a term of autonomous or otonomi with 28,29% and terms of government or pemerintah 18,28%. From that, we can see to deliver the value in social media using three terms and can deliver the value of

support of the special autonomous region of Papua (Widmar et al., 2020).

b. Social media hashtags related to using cluster analysis use a lower threshold of 0.7 and a higher threshold of 1. Its proven with the highest relation is #otsusberikankemajuan and #otsusbanyakmanfaat 0,917447 points. We can see that social media relation appears with a mode like "using comment with the same hashtags, mention the hashtags, tweets or retweets with those hashtags."

c. Narrative spread on social media is defined using a single word and appears using hashtags, for example, as words of "Papua." Another side, there are also existing social media narrations using hashtags like #papuaindonesia, #otsuspapuasangatbaik, and #banggakemajuanpapua. So we can see that using a single word refers to supporting the program and using hashtags to express supporting the special autonomous region of the Papua Program.

d. Social media actors are dominant with individual actors on supporting continuity of special autonomous region programs in Papua. NGO as actors also appear, but by the numbers, its inferior rather than individual as actors, It is proven by the number of social media used to support this issue from the individual side and NGO side, individual more dominated for rising the social media theme to support the continuity of special autonomous region program in Papua with 57,65% rather than the NGO score is 42,35%. In this case,

social media become the potential place to gain the voice and support of some specific issues like the support of the special autonomous region of the Papua Program (Korn & Kneese, 2015; Park & Rim, 2020). By individual actor, the most popular hashtags are #dukungotsusberlanjut (100%) and #dukungotsusberlanjut (100%). On the other hand, #otsusberikankemajuan comes in second place with a score of 96.43 percent, while #otsusbanyakmanfaat comes in third place with a score of 92.31 percent. On the other hand, the NGO received the highest score in three hashtags, the highest being #DukungOtsusPapua, which received a perfect score. With a score of 55,59 percent, the second pole is #BanggaKemajuanPapua, and the third pole, with a score of 34,78 percent, is #otsuspapuasangatbaik.

Conclusion

According to the findings, social media content is frequently classified into three categories: society, autonomous, and government. As a result, we can see how to deliver value in social media by utilizing three terms, each of which can deliver the value of support for Papua's special autonomous region. b, the relationship between social media hashtags is established using cluster analysis and a lower limit of 0.7% and an upper limit of 1%. We can see from the relationships that exist, that social media relationships take the form of "using the same hashtags in comments, mentioning the hashtags in tweets or re - tweets." c, narratives spread on social media are defined by single words, but also by hashtags. As a result,

we can see that single words are used to express support for the program, and hashtags are used to express support for the special autonomous region of the Papua program. The actors on this subject are dominated by individual actors; on the other hand, NGO actors still present, but their number is lower to the individual actors' support with 57,65 percent compared the NGO score of 42,35 percent. The large numbers of the actor from the individual can be used as the target to spread the influence and spread the narration and content to support continuity of special autonomous program in Papua. This research also has some limitations, such as the fact that it solely concentrated on the social media phenomenon of supporting Papua's special autonomous region through social media; in addition, the data was also limited to social media data. Some suggestions for the following research are to determine what type of social movement will support Papua's special autonomous region program.

Acknowledgments

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