

## Identification of Netizen Communication regarding the Issue of the National Capital Relocation Plan # IKN Nusantara on Twitter

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### Abstract

The plan to move the capital city of the Republic of Indonesia (RI) from DKI Jakarta Province to East Kalimantan Province sparks pros and cons. Various comments appeared on social media. This study aims to: (1) find out the issues carried in the #IKNNusantara hashtag network; (2) categorize comments into negative, positive, and neutral sentiment categories; (3) find the structure and relationships of the actors in the network. The research methodology is quantitative research approach, the SNA (Social Network Analysis) method using NodeXL software and Sentiment Analysis using the online application Brand24.com on the hashtag #IKNNusantara on Twitter. The results of sentiment analysis show that the conversation is dominated by neutral sentiment. The total number of tweets up to February 16, 2022, was 255. SNA results show that the network density between actors in #IKNNusantara is still low at 0.23 percent. The network diameter describes the network pattern spreads and the cohesiveness between actors is low. The most influential actors based on the value of centrality are the accounts @jokowi and @ir with the highest in-degree values, which shows that a lot of talks are directed to this account. Accounts @d\_n4bil5 and @newiding30 who have the highest out-degree are the most active in disseminating information. The @jokowi and @d\_n4bil5 accounts serve as bridges because they have the highest betweenness value. Accounts @doddyjasmar and @royadam\_lubis have the highest closeness values. Furthermore, the @d\_n4bil5 and @langonlegend accounts with the highest eigenvector values are the actors with the most links to other actors. With this result, the government needs to continue to monitor the issue continuously and build awareness among netizens and the Indonesian people in general about the importance of IKN development. The use of social media focusing on delivering messages through the 7 (seven) most influential accounts above can have a significant impact. In terms of issue management, the government also needs to consider the most appropriate strategies to respond to issues according to the type of issue and the government's position on the issue.

**Keywords:** #IKNNusantara; Issue management; Netizens; Social Network Analysis; The new capital

### Introduction

One of the issues that drew the public's

attention was the President's decision to commence the construction of Indonesia's new

capital city in East Kalimantan, while at the same time officially announcing the name of "Nusantara" for the new capital city. The decision sparks pros and cons in the community. As reported by Kompas.com, for example, historian JJ Rizal argued that giving the name Nusantara to the new capital is considered Java-centric (Retaduari, 2022). Other contra issues also voiced that the timing for the relocation of the new capital city was not right now that the poverty rate in Indonesia is still high and the country's finance is still also facing many difficulties (Sembiring, 2021).

Meanwhile, those who favor the relocation of the capital usually say that "Nusantara" is a very familiar name for the Indonesian people, and relate the start of the construction of the new capital to the issue of Jakarta's inadequate carrying capacity, so that the relocation is needed for equitable development and population distribution. (Prasetyo, 2019).

In the digital era, the use of social media is increasing in Indonesia. Based on data released by Hootsuite (We are social) in January 2021, the number of active social media users in Indonesia reached 170 million or 61 percent of the total population of 274.9 million. Another fact is that among the various social media platforms that are popular in Indonesia, Twitter is the top 5 social media that is widely used by the public after Youtube, Facebook, Whatsapp, and Instagram. (We Are Social & HootSuite, 2021).

Public participation on Twitter social media in responding to certain issues is very high so the responses submitted in the form of opinions can influence the development of the issue in a certain direction, which can then trigger a crisis for those affected by the issue.

Social media Twitter is used by the public to express their opinions because it is considered to have "real-time" information and describes the thoughts of its users. As a result, social media Twitter is often a source of data that can be explored further to see the attention and interests of its millions of users (Marzuuqi & Yulianto, 2019).

The network used as the object of this study is #IKNNusantara because this hashtag appeared to coincide with the camping event of the Indonesian President, Ministers, and Governors at the IKN location which marked the start of the construction of the new capital.

As the name implies, this hashtag network contains issues related to IKN.

Through this hashtag, researchers will identify the main issues that people are interested in relation to the construction of a new capital city called Nusantara who are the main actors who play a role in managing issues and how these data are then managed by government organizations.

Previous studies related to the identification of communication issues and SNA methods have been carried out earlier, including a research by (Ahmed et al., 2020), who found that the form of networking on social media resembles a community because various users talking to each other in different groups.

Further research by (Istiawan, Sembiring, 2022) shows that efforts to map certain issues can be done simply using the SNA method through the aspect of the value of degree centrality and the value of betweenness centrality. In conclusion, although the calculation of closeness centrality has a high value, it does not necessarily have a good value in terms of information dissemination.

The next research is by Newig et al., (2010), which examines the use of SNA in facing multiple failures in the context of environmental settings. According to them, network governance is a new concept that has not yet been consolidated. In network governance, the (collective) learning process becomes an important feature. Therefore, the key issue approached in this study is the interrelationship between network structure and learning. As a result, the researcher introduces three dimensions related to networked learning: information transmission, judgment, and resilience.

The other research was conducted by Nur & Achaqie (2022) by involving approximately 20 employees at one of the branches of Bank Syariah Mandiri in Central Java Province. The research used the SNA method and looked for the values of density, degree centrality, closeness centrality, betweenness centrality, clicks, and visualization of relationships using a sociogram.

As result, not all inter-departmental employees have good communication relationships. Based on these findings, it is necessary to solve the problem by making actors or employees who have high in-degree

scores to be more proactive in providing information to their colleagues so that coordination can be smooth. Social media is increasingly being used as a source of information, including information related to risks and crises (Westerman et al., 2014). This shows that issues from the community contained in social media can be used for certain purposes. The very popular use of social media such as Twitter in Indonesia (We Are Social & HootSuite, 2021), thus can be managed for risk and crisis-related purposes. For researchers, that goal is to manage issues in #IKNNusantara.

This study aims to analyze the opinions that arise regarding IKN and create categories of negative, positive, and neutral sentiments. In addition, researchers will examine the structure and relationships (relationships) of actors in the network, as well as which Twitter accounts have the most influence on the issues surrounding the start of the #IKNNusantara development. The research uses a quantitative approach. The research method uses Sentiment Analysis and Social Network Analysis.

### **Theoretical Framework.**

Twitter is a website that allows users to send and read written messages called tweets. This site is owned and operated by Twitter Inc., which offers a social network in the form of a microblog, which is a type of online communication tool where users can update the status of their thoughts, reports or opinions about a particular object or phenomenon.

The text on Twitter which reaches as much as 140 characters (since 2015 has changed to a maximum of 250 characters) is displayed on the user's profile page. This text is publicly viewable, but the sender can restrict sending messages to a group of friends that they define themselves. Users can also view text messages from their followers (Maclean et al., 2013).

On Twitter, it is also known Application Programming Interface (API) in the form of functions to replace the language used in system calls with a language that is more structured and easily understood by programmers. Functions created using the API will then call system calls according to the operating system.

The process of gathering important information from a large amount of data is often referred to as data mining. Statistical and

mathematical methods are generally used in carrying out this process. The data mining process is often referred to as Knowledge Discovery (mining) in Databases (KDD), or by other terms such as pattern analysis, knowledge extraction, data dredging, information harvesting, and so on.

The KDD process includes performing data cleaning, data integration, data selection, transformation, data mining, pattern evaluation, and knowledge presentation. The two main functions of KDD are descriptive functions and predictive functions.

The description function in data mining is a function to understand more about the observed data. By doing so, the behavior or characteristics of data can be known. By using descriptive functions, certain patterns hidden in a data can be found.

While the predictive function of Data Mining is to find a certain pattern from data. These patterns can be identified from the various variables in the data. When a pattern is found, it can be used to predict other variables of unknown value or type. This function can be used to predict certain variables that are not in the data (Arifidin, 2016).

Data mining also has a branch of science called Text mining, which is the discovery of knowledge in the database in textual form (knowledge discovery in a textual database or abbreviated as KDT). The data in the form of texts that are extracted include interest in newly created knowledge, which has potential and practical patterns or knowledge from text data collections or massive corpus (a collection of texts that captures the use of language in written or spoken form in a complete and solid form). and unstructured.

### *Issue Management*

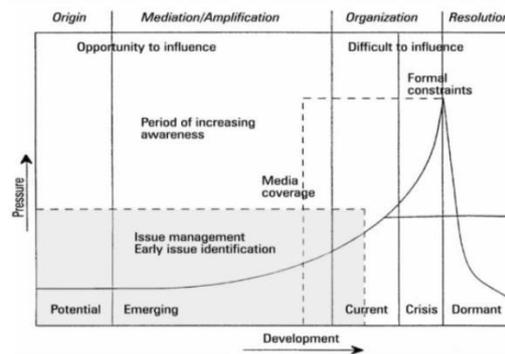
Regester & Larkin in (Yaxley, 2018) contains several definitions of issues, namely "the gap between company practices and stakeholder expectations", and also as "an unresolved matter that is ready to be decided". While (Hainsworth & Meng, 1988) define issues as "a consequence of some action taken, or proposed to be taken, by one or more parties which may result in negotiations and personal adjustment, civil or criminal litigation, or may become a matter of public policy through legislative or regulatory action".

However, although there is continued

discussion about the different definitions of “issue”, a broad agreement seems to have emerged, that there are three different constructs in this regard, namely: controversy or dispute theme (issue as a debatable difference of opinion); expectations gap theme (issue as the gap between the organization's actions and the expectations of its shareholders); and impact themes (issues as events, trends, or conditions that create, or

havethe potential to create, significant impacts affecting the organization).

In the concept of issues, also known Issue Life Cycle model was developed by (Hainsworth & Meng, 1988) as quoted in (Regester & Larkin, 2005). This diagram divides the life cycle of an issue into four phases, namely the Origin, Mediation/Amplification, Organization, and Resolution phases.



**Figure 1.** Issue Life Cycle (ILC)  
Source: (Hainsworth & Meng, 1988)

In terms of managing issues, there is a public relations strategy that is both proactive and reactive. When an organization faces pressure from external issues, where the organization must then develop goals such as gaining public understanding, maintaining and restoring reputation, and rebuilding trust and support, then the appropriate strategy for that is a “Reactive Strategy” (Smith, 2017).

This strategy is divided into 7 (seven) strategy options, namely Pre-emptive Action, Offensive Response, Defensive Response, Diversion Response, Vocal Commiseration, Rectifying Behaviour, and Deliberate Inaction.

Pre-emptive Action is an action taken before the opposing party launches its first accusation against an organization. This action is known as Prebuttal (Pre-emptive Rebuttal) or Preliminary Rebuttal. The concept of prebuttal is based on the observation that the first person to tell the story will determine the "tone," as opposed to all competing versions.

Then the Offensive Response strategy. This strategy does not mean playing rough or vulgar, but rather a strategy to increase aggressive initiative as in sports games. According to Smith, these five types of strategic attacks are attack, embarrassment, shock, threat, and standing firm in response to criticism. All five are based on the premise that the organization is in a strong position against

the opposition.

Another strategic communication response involves a defensive response strategy. This strategy is used when the organization decides not to be aggressive toward criticism. Some of the tactics commonly applied within the scope of this strategy are denial, excuse, justification, and reversal.

Next is the Diversion Response strategy, or redirect response. This strategy is used to distract the public from the real problems related to the organization. Some of the tactics included in this strategy are concessions, ingratiation, disassociation, and relabelling.

Another strategy is Vocal Commissioning. This strategy is used when organizations decide to express empathy and express their understanding of the misfortune suffered by their public. Some of the tactics that can be used are concern, condolence, regret, and apology.

Next is the strategy of Rectifying Behavior, which is a positive response to the opposition and criticism that arises. This strategy involves behavior improvement, where the organization does something to repair the damage done to its public. Some of the tactics in it are investigation, corrective action, restitution, and repentance.

And lastly is Deliberate Inaction, which is a strategy used by organizations not to

provide substantive comments even though they may secretly take some action on the issues that arise (strategic silence), or the organization continues to respond to issues in a vague and unclear manner (strategic ambiguity), or the organization does nothing and allows the problem to resolve itself (strategic inaction).

### *Stakeholder Theory*

In general, Stakeholder Theory or Stakeholder Theory is a theory that focuses on the ways that organizations can use to manage relationships with their stakeholders. This theory has a core concept of stakeholders which are defined as those "who can influence or are affected by the achievement of organizational goals". This understanding is important for managers to know how they can provide value to these stakeholders in the medium or long term (Freeman in Parmar et al., 2010).

Information related to organizational activities is needed by stakeholders for decision-making. To gain stakeholder support, organizations will usually provide information wherever possible, especially to stakeholders who have a major influence on the supply of resources for the organization's operations. This theory argues that managers should consider the interests of each stakeholder in their governance process. According to Clarkson in (Goyal, 2022) and (Papaleo & Beeton, 2006), stakeholders can be categorized as primary and secondary stakeholders.

Primary stakeholders are stakeholders who officially have a contractual relationship with the company. Meanwhile, secondary stakeholders are parties who do not have a formal contract with the company. There have been many analyzes related to stakeholders in businesses and companies, but it turns out that stakeholders can also be analyzed from the perspective of various fields of study, including urban management (Harrison et al., 2015).

Schwab and Vanham in (Kaaba, 2022), said that most of the socio-economic changes in today's globalized and connected world, not only occur at the global level but also occur at the local level. In other words, local government and urban management have played an important role in managing stakeholders.

The use of this theory in the context of urban management must master the underlying

knowledge structure behind the stakeholder orientation in urban management (Beck & Storopoli, 2021).

Research by (Kaaba, 2022) is related to this research on stakeholders identification in #IKNNusantara, because this new capital city is an urban area that will be built under the responsibility of an organization appointed by the government, namely the IKN Authority Agency (Badan Otorita IKN).

### **Material and Methodology**

This study uses a quantitative approach with the method of Social Network Analysis (SNA) and Sentiment Analysis. The SNA method is often used in measuring a relationship and describing some information of communication actors in a particular network. Network patterns, ideas, and people connected in various ways in an environment can be studied using SNA.

In a network on social media, SNA can also be used to analyze the interaction relationship between users or users which is symbolized by nodes. These interactions are denoted by lines (edges). In analyzing the nodes and edges, a model is needed to measure the level of centrality in the circle of social networks, this is called centrality. Centrality measurement is used to determine the most important actor in a network.

There are four measurements of centrality, namely: degree centrality, betweenness centrality, closeness centrality, and eigenvector centrality. These algorithms use graph theory to calculate how influential each node in the network is. Each measure of centrality has its own definition of the magnitude of this "influence". But in general, it gives an idea of how big the level of connectivity the node has (Bratawisnu & Alamsyah, 2019):

#### *Degree of Centrality*

This centrality scores the magnitude of influence based solely on the number of links occurring at each node. This Degree of Centrality tells us the number of direct connections from one node to another in the network. This centrality measure is divided into the number of incoming links (In-degree) and the number of outgoing links (out-degree).

#### *Betweenness Centrality*

Betweenness centrality measures the number of times a node lies on the shortest path

between other nodes. This measure indicates which nodes act as 'bridges' between nodes in the network. All the shortest paths are identified and then calculated to find individuals that affect the flow around the system. This centrality is useful for analyzing the dynamics of communication that occurs in the network.

#### *Closeness Centrality*

Closeness Centrality rates each node based on its 'closeness' to all other nodes in the network. This measure calculates the shortest path between all nodes, then gives each node a score based on the number of shortest paths. Centrality is used to find the fastest individual influencing the entire network.

#### *Eigenvector Centrality*

Eigenvector centrality is similar to Degree of Centrality, which measures the influence of a node based on the number of links it has to other nodes in the network. But Eigenvector Centrality then goes a step further by also taking into account how well a node is connected, and how many links their connections have in a network. This way, Eigenvector centrality can identify nodes with influence across the network, not just those directly connected to it.

The data used in this study are in the form of tweets or messages in the form of writing uploaded by Twitter social media users that contain content related to the start of the construction of Indonesia's new capital in East Kalimantan within the scope of the hashtag #IKNNusantara.

The data on the Twitter social media platform was taken using data mining techniques using NodeXL software and the Brand24.com sentiment analysis application. The data collection period is for one month, from February 16 to March 16, 2022.

This date was chosen because the hashtag #IKNNusantara appeared on Twitter just on March 14, 2022, precisely when the President of the Republic of Indonesia was camping at IKN, marking the start of the construction of the new capital city, which was named "Nusantara".

With the mapping of the main issues and actors in the discussion with the hashtag #IKNNusantara, it is hoped that efforts to

socialize aspects related to the start of the construction of the new Indonesian capital can be more measurable and directed.

The first step in the research is mining data on Twitter social media by entering the keyword #IKNNusantara. Data was collected using NodeXL software. In total, 451 actors spoke using the hashtag #IKNNusantara, with a total of 917 edges of which 543 were unique while the other 374 were duplicates.

The second step is to apply the sentiment analysis method using the online application Brand24.com. This analysis separates negative, neutral, and positive tweets written by Twitter users on the hashtag #IKNNusantara.

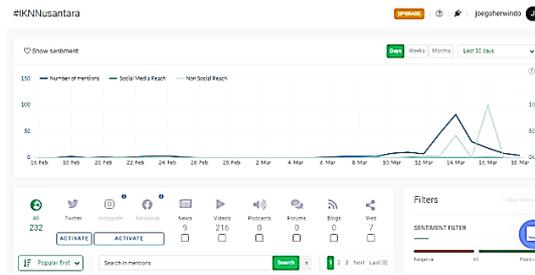
The third step is to analyze the conversation data on social media that has been obtained in the first step. The analysis is carried out first at the network structure level which is intended to describe the shape and structure of the network formed, and second at the actor level to identify the position of each actor in the network, and find the main actors in the network.

Both the SNA method with NodeXL and sentiment analysis with Brand24.com carried out in this study, it must be admitted that they still have limitations, namely in terms of the scope of application usage (tools) that depend on Twitter's social media policies to allow data mining processes.

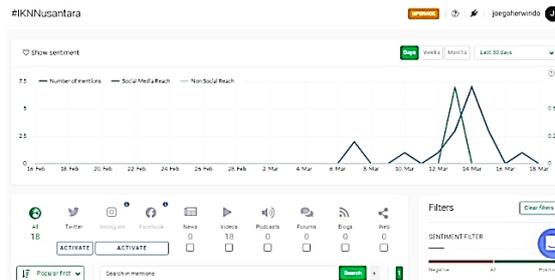
However, the advantages of both are quite flexible (can be used on various operating systems), free of charge, and also the data produced is quite reliable.

## **Results and Discussion**

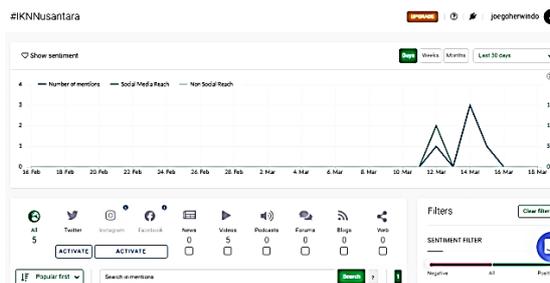
The conversation of netizens in #IKNNusantara on Twitter developed from February 16, 2022, and peaked around March 12 to 16, 2022, was dominated by neutral sentiments. The total number of tweets until February 16 at midnight was 255. Several important developments that took place after the decision to use the name Nusantara became the object of discussion, including the appointment of the Chair and Deputy Chair of the IKN Authority, the draft Law on IKN, the presence of President Jokowi and the Governors at the IKN location and so on.



**Figure 2.** Neutral Sentiment #IKNNusantara  
Source: Brand24.com



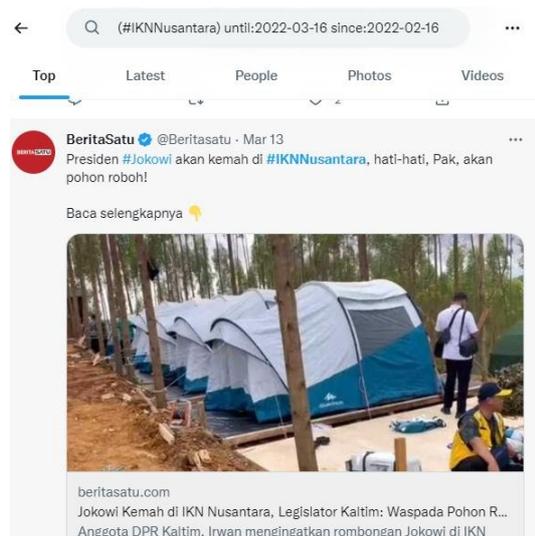
**Figure 3.** Positive Sentiment #IKNNusantara  
Source: Brand24.com



**Figure 4.** Negative Sentiment #IKNNusantara  
Source: Brand24.com

From the data collected from February 16 to March 16, 2022, it turned out that only 5 (five) negative tweets appeared. This figure

is very small when compared to 252 neutral tweets, and 18 positive tweets. The contents of the five negative tweets are:



(Translation: “President #Jokowi will be camping in #IKNNusantara, be careful sir, fallen trees!”)

**Figure 5.** Negative Tweet (1) in #IKNNusantara  
Source: Twitter

This issue is about the fear of falling trees at the location of the new capital where President and his entourage went camping. In response to issues related to the situation

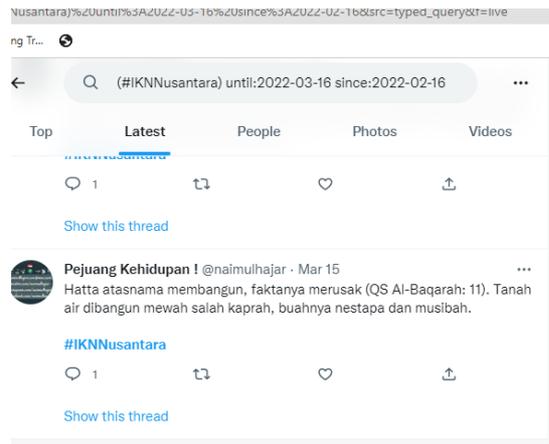
around the construction site at #IKNNusantara, there was no response from the IKN Authority.



**Figure 6.** Negative Tweet (2) in #IKNNusantara  
Source: Twitter

This issue is about the non-involvement of local residents in groundbreaking events or the start of construction at IKN. This issue is also related to concerns that local communities will not be involved in IKN development. In response, the Head of the Archipelago Capital Authority (IKN) Bambang Susantono, as

reported on the website of the Cabinet Secretariat of the Republic of Indonesia, ensured that local workers would become an integral part of IKN development. The IKN Authority Agency even plans to provide various trainings for the community (Humas Setneg, 2022).



(Translation: “In the name of development, the fact is destroying (QS Al-Baqarah 11). The homeland was built lavishly misguided, the fruit is sorrow and calamity”)

**Figure 7.** Negative Tweet (3) in #IKNNusantara  
Source: Twitter

This issue is related to the disapproval of IKN which is rumored to be built grandly. In response to the issue of luxury, which of course is related to how much budget will be needed for the construction of this new capital, the IKN Authority through its website explains that the funds needed are around Rp. 501 trillion. The

financing scheme of the IKN development will give priority to the PPP system, which will reach Rp. 252.5 trillion (54.2 percent), private investment, and BUMN/D Rp 123.2 trillion (26.4 percent) and the rest will be borne by the state budget (APBN) (FARISA,2022).



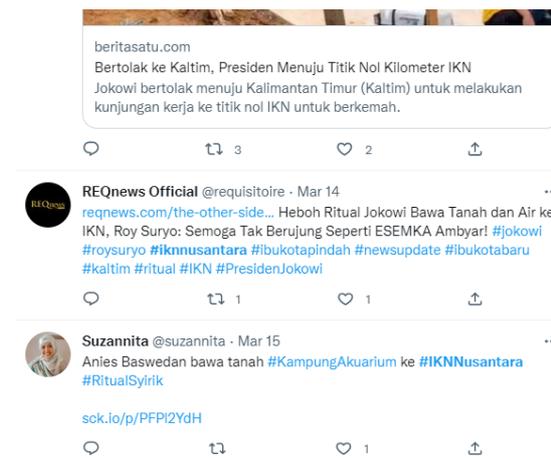
(Translation: “The cancellation of Softbank’s investment should have awakened the President who was lulled by dreams of a new capital city. This shows that the National Capital City (IKN) is not attractive to rational investors. #Editorial #Koran Tempo”)

**Figure 8.** Negative Tweet (4) in #IKNNusantara  
Source: Twitter

This issue concerns the unattractiveness of IKN development for potential investors. In response, Head of the Nusantara IKN Authority Agency Bambang Susanto as quoted

from cnnindonesia.com (Dzu/fsr, 2022), even claimed that the food and beverage industry such as foreign coffee outlets, Starbucks, would enter the nation's capital (IKN)

Nusantara, East Kalimantan.



(Translation: The excitement of Jokowi's ritual of bringing soil and water to the IKN, Roy Suryo: Hopefully it won't end like ESEMKA Ambyar!)

**Figure 9.** Negative Tweet (5) in #IKNNusantara

Source: Twitter

This issue is related to distrust in the success of the government's efforts in terms of IKN development. Such issues are usually not answered directly by the IKN Authority, but rather by the President or other government agencies. This is as reported in voaindonesia.com that in his state address President Jokowi said that the sustainability of IKN development was one of the five major agendas of the government. The existence of IKN, said the President, is expected to be the driving force of the new economy (Litha, 2022).

From the data above, it seems that the IKN Authority Agency as the organization in charge of implementing the IKN development appointed by the government is not very active in responding to various issues that arise. In fact, within the scope of the #IKNNusantara hashtag, there has been no official response from the IKN Authority.

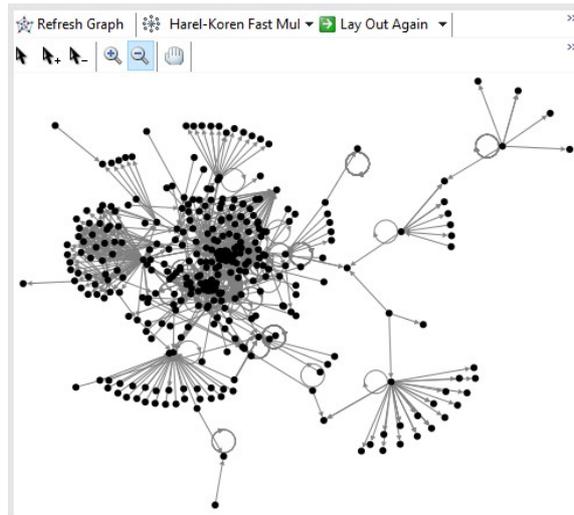
These negative issues, mapped in the Issue life cycle phase are still in the origin and mediation/amplification phase. They are still in the initial potential stage where a certain condition or event has the potential to develop into something more important. However, no matter how small the negative issues that arise,

they should be managed properly.

When viewed in the Issue Life Cycle diagram developed by Hainsworth & Meng as mentioned in (Yaxley, 2018), this process can be described as a cycle consisting of four stages. The government's position in the development of negative issues related to the development of the nation's capital in the discussion on the hashtag #IKNNusantara, is in a transitional phase from the Origin phase to the Mediation/Amplification Phase.

At this stage, the group or individual generally begins to establish a level of credibility in the area of concern and seeks support from influencers and other opinion leaders who can be involved and have an interest in the issue. However, because the authors of tweets are mostly media and/or netizens who repost news from the media, the issue phase can also move to the next stage, namely the Mediation and Amplification stage (Emerging issue).

The structure and relationships of the actors in the network, based on the analytical data generated using the NodeXL application, can be concluded:

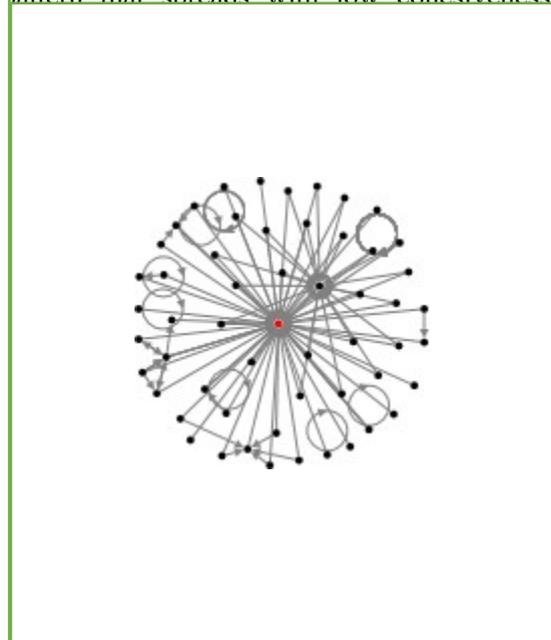


**Figure 10.** Graph  
Source: NodeXL

Graph Metric	Value
4 Vertices	45
5	
6 Unique Edges	54
7 Edges With Duplicates	37
8 Total Edges	91
9	
10 Self-Loops	39
11	
12 Reciprocated Vertex Pair Ratio	0,01735357
13 Reciprocated Edge Ratio	0,03411513
14	
15 Connected Components	14
16 Single-Vertex Connected Components	11
17 Maximum Vertices in a Connected Component	19
18 Maximum Edges in a Connected Component	47
19	
20 Maximum Geodesic Distance (Diameter)	1
21 Average Geodesic Distance	4,1027
22	
23 Graph Density	0,00231091
24 Modularity	Not Applicabl
25	
26 NodeXL Version	1.0.1.448

**Figure 11:** Overall Metrics  
Source: NodeXL

steps and the average distance for each actor in the network is 4.1 steps, describing a network pattern that spreads with low cohesiveness

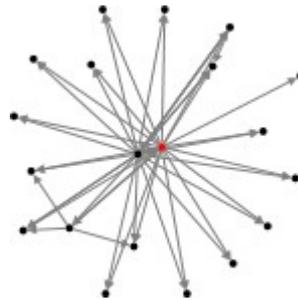


**Figure 12.** Subgraph @jokowi  
Source: NodeXL

**Figure 13.** Subgraph @ir  
Source: NodeXL

Then, the @d\_n4bil5 and @newiding30 accounts have the highest out-degree scores,

which indicates that these accounts are actively voicing their opinions to others



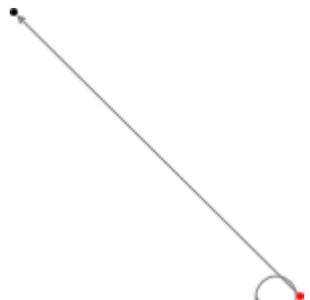
**Figure 14.** Subgraph @d\_n4bil5  
Source: NodeXL



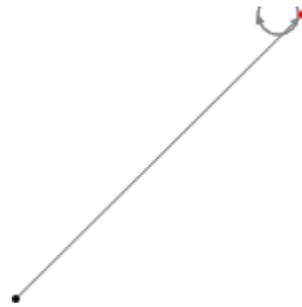
**Figure 15.** Subgraph @newiding  
Source: NodeXL

Accounts @jokowi and @d\_n4bil5 have the highest value betweenness centrality, which means that these two accounts are among the largest groups in the network, also representing that they occupy the most important position in the network because if these two accounts are deleted, the network will separate into several parts.

Meanwhile, the accounts @doddyjasmar2 and @royadam\_lubis have the highest closeness centrality values, which mean that these two accounts have fast access to other actors in the network. They become the fastest to know what is happening in the network.



**Figure 16.** Subgraph @doddyjasmar2  
Source: NodeXL



**Figure 17.** Subgraph @royadam\_lubis  
Source: NodeXL

The @d\_n4bil5 and @langonlegend accounts have the highest eigenvector centrality

values. This indicates that the two accounts are the actors that are most connected to the actors who also have a high degree of connectedness



**Figure 18.** Subgraph @langonlegend  
Source: NodeXL

By following the basic principle of Stakeholder Theory which argues that managers must consider the interests of every stakeholder in the organizational governance process, the IKN Authority as the "manager" or the party appointed by the government as the manager of IKN development, must pay attention to the aspirations that arise from the community. Issues that arise in the #IKN Nusantara network, are part of these aspirations.

Moreover, Indonesian netizens as stakeholders are also classified as "unique". Microsoft once released the results of a survey which showed that Indonesian netizens were among the most disrespectful in commenting. The research measures the politeness level of internet users throughout 2020. As a result, Indonesia ranks 29th out of 32 countries surveyed. With these results, Indonesia is the country with the lowest level of politeness in Southeast Asia (CNN Indonesia, 2021).

Knowing the main accounts that play a role in conversations on social media become important to manage issues that develop among

stakeholders. According to Clarkson's opinion in (Goyal, 2022) that addressing issues among stakeholders will improve a company's social performance, and that business and society are separate entities, the 7 most influential accounts found in this study can be categorized as primary stakeholders in the #IKN Nusantara network on social media Twitter.

On the other hand, issue management can also be carried out with a good response strategy from the government, in this case, the IKN Authority Agency as the organization in charge of IKN development. Despite facing the same issue, as an organization the IKN Authority Agency can share roles with the Central Government in terms of different issues and stakeholders.

Regarding the negative issue (1) regarding the concern of a tree falling at the location of the President and his entourage, there was no response from the IKN Authority or the government, indicating that these parties decided to carry out the Deliberate Inaction strategy, namely the strategy used by the organization not to provide substantive

comments, but secretly take some actions on the issues that arise (strategic silence), namely by increasing vigilance when the President is camping at the IKN location.

While on the negative issue (2) regarding the non-involvement of local residents in the groundbreaking event or the start of development at IKN, which also shows concern that local communities will not be involved in IKN development, the response of the Head of the Archipelago Capital Authority Agency (IKN) Bambang Susantono who ensures that Local communities will be an integral part of IKN development, and the IKN Authority Agency plans to provide various trainings for the community in this regard. (Humas Setneg, 2022), shows that the IKN Authority is implementing a Pre-emptive Action strategy. The Pre-emptive Rebuttal or Preliminary Disclaimer carried out through the response of the Head of the IKN Authority Agency, was carried out before further accusations regarding the exclusion of local residents continued and grew. Although, at that time there had been no decision regarding the human resources that would be involved in the IKN construction site.

The third negative issue is related to the disapproval of the IKN which was rumored to be built grandly and the IKN Authority Agency responded through its website which explained that the funds needed were around Rp. 501 trillion. The financing scheme of the IKN development will give priority to the PPP system, which will reach Rp. 252.5 trillion (54.2 percent), private investment, and BUMN/D Rp 123.2 trillion (26.4 percent) and the rest will be borne by APBN (FARISA, 2022). This shows that the IKN Authority is implementing a Defensive Response strategy, or more precisely, doing justification tactics with a context type, where they indirectly ask the public to see the problem from their point of view.

The fourth negative issue is related to concerns about the unattractiveness of IKN development for potential investors, and the Head of the IKN Authority, Bambang Susantono, responded by claiming that the food and beverage industry, such as overseas coffee outlets, Starbucks alone will enter IKN. This shows that they carry out the Offensive Response strategy with Standing Firm tactics, namely by ensuring that the government has put its feet in the right place, and will stand firm

with its stance.

The fifth negative issue is related to distrust of the success of the government's efforts in terms of IKN development which President Jokowi responded directly by saying that the sustainability of IKN development has become one of the five major agendas of the government, which is expected to become a driving force for the new economy. (Litha, 2022). This shows that the government is implementing an Offensive Response strategy with the type of Standing Firm, or ensuring that the government will stand firm with its principles and stance related to IKN development.

The government needs to continue to monitor issues continuously and build awareness of the wider community about IKN development. The use of social media focusing on delivering messages through the 7 (seven) most influential accounts according to the results of the SNA in this study, is also considered to have a significant impact

Meanwhile, in terms of managing issues, the government also needs to consider the most appropriate strategies to respond to emerging issues, according to the type of issue and the government's position on the issue.

## Conclusion

Tweets were dominated by neutral sentiment with 252 tweets (91.6 percent) and positive tweets with 18 tweets (6.5 percent). Tweets with neutral and positive sentiments include tweets about the appointment of the Chair and Deputy Chair of the IKN Authority, the Draft Law of IKN, and the presence of President Jokowi and the Governors at the IKN location. Meanwhile, tweets with negative sentiments contained 5 tweets (1.8 percent) containing concerns about the collapse of trees at the location of the President's camping site, the non-involvement of local communities in IKN development, disapproval of the IKN development, the unattractiveness of IKN for investors and distrust of the success of IKN development.

The interaction pattern of IKN information dissemination on #IKNNusantara on Twitter social media, most of the main accounts have a subgraph with a wheel-like pattern, which indicates that the focus of information is on the leader or main source. Based on the results of calculating centrality values, it was found that there were 7 (seven)

most influential actors in the #IKNNusantara hashtag on Twitter social media, namely: accounts @jokowi, @ir, @d\_n4bil5, @newiding30, @doddyjasmr, @royadam\_lubis, and @langonlegend.

The government needs to continue to monitor issues continuously and build awareness among netizens and the Indonesian people in general about the IKN development. The use of social media focusing on delivering messages through the 7 (seven) most influential accounts according to the results of the SNA in this study can have a significant impact. Meanwhile, in terms of managing issues, the IKN Authority also needs to consider the most appropriate strategies to respond to issues that arise, according to the type of issue and its position on the issue. Despite facing the same issue, as an organization the IKN Authority Agency can share roles with the Central Government in terms of different issues and stakeholders.

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