

Culture of Fanatism In Social Media

(Virtual Ethnography Study Regarding Netizen Comment Towards Final Debate of Jakarta Governor's Election 2017)

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Abstract. The purpose of this research is to know the fanaticism culture in social media, as observed from netizen comments over Final Debate of Jakarta's Governor Election as appear on on YouTube uploaded by CNN Indonesia. The method used in this research is qualitative method with virtual ethnography approach. The main object of this research is the video of Final Debate. Data are gathered through participatory observation and literature studies. The results of this study indicate that the netizen's fanaticism culture in providing comments represents on netizen's trait which is divided into 6 conclusions: 1) netizens often insult the candidates that are not his choice, 2) netizens mutually insulting other netizens who support certain candidates, 3) netizens glorify the candidates of their choices, 4) netizens voluntarily describe the program of their candidate, 5) netizens questioned the program of other candidate that is not their choice, 6) netizens argue with other netizens who have different options with them.

Keywords: local election, netizen, commentary, YouTube, virtual ethnography

Introduction

E-Marketer market research revealed that the country netizens reached 83.7 million people in 2014. This figure implied that every Indonesian access the Internet at least once a month. E-Marketer estimates that Indonesia netter will reach a number of 112 million people by 2017.

The fact that one of them can be seen from the increasing number of YouTube viewers and a reduced number of television viewers.

Based on the results of research firm Mildward Brown is known that 30 percent of the population in Indonesia, 52 percent of them watch a video on the Internet - the behavior of smartphone owners in Indonesia, more watching video on the Internet than watching the show on television.

Indonesia is now more people watch videos on the Internet than watching the show on television. It was revealed from the research firm Millward Brown about the behavior of smartphone owners in Indonesia. More specifically, 30 percent of the population in

Top 25 Countries, Ranked by Internet Users, 2013-2018						
	2013	2014	2015	2016	2017	2018
1. China**	420.7	443.4	469.8	500.1	534.2	577.0
2. US**	246.0	252.9	259.3	264.9	269.7	274.1
3. India	167.2	215.4	252.2	293.8	313.8	346.3
4. Brazil	99.2	107.7	113.7	118.8	123.3	125.9
5. Japan	100.0	102.1	103.4	104.5	105.0	105.4
6. Indonesia	72.6	83.7	93.4	102.8	112.6	123.0
7. Russia	77.5	82.9	87.1	91.4	94.9	96.4
8. Germany	59.5	61.6	62.2	62.5	62.7	62.7
9. Mexico	53.1	59.4	65.1	70.7	75.7	80.4
10. Nigeria	31.8	37.7	43.2	49.1	54.9	61.2
11. UK**	48.8	50.1	51.3	52.4	53.4	54.3
12. France	48.8	49.7	50.5	51.2	51.9	52.5
13. Philippines	42.3	48.0	53.7	59.1	64.5	69.3
14. Turkey	36.6	41.0	44.7	47.7	50.7	53.5
15. Vietnam	36.6	40.5	44.4	48.2	52.1	55.8
16. South Korea	40.1	42.4	42.9	42.7	42.9	41.0
17. Egypt	34.1	36.0	38.3	40.9	43.9	47.4
18. Italy	34.5	35.8	36.2	37.0	37.5	37.7
19. Spain	30.5	31.6	32.3	33.0	33.5	33.9
20. Canada	27.7	28.3	28.8	29.4	29.9	30.4
21. Argentina	25.0	27.1	29.0	29.8	30.5	31.1
22. Colombia	24.2	24.5	24.6	24.4	24.3	24.3
23. Thailand	22.7	24.3	26.0	27.6	29.1	30.4
24. Poland	22.6	22.9	23.3	23.7	24.0	24.3
25. South Africa	20.1	22.7	25.0	27.2	29.2	30.9
Worldwide***	2,892.9	2,892.7	3,072.4	3,266.3	3,419.9	3,600.2

Note: Individuals of any age who use the internet from any location via any device at least once per month. **Includes Hong Kong. ***Forecast from Aug 2014. **Excludes countries not listed. Source: eMarketer, Nov 2014.

Indonesia, 52 percent of them watching videos on the Internet, one of YouTube, via smartphone, tablet, or laptop.

YouTube party itself states that the number of viewers they are now much more than TV viewers.

YouTube party claimed that Interpublic Group, one of the biggest advertisers in the world, plans to transfer funds of \$ 250 million on advertising for television into an ad for YouTube.

These facts imply that the existence of YouTube became the media chosen by audiences. It is not surprising that the video Debat Final Pilkada 2017 uploaded on YouTube by one of the Indonesian TV stations - CNN Indonesia. The video got netizens' attention, especially the netizens who fanatic to one of the candidate pairs, and this certainly invited mixed comments.

Based on the fact, the author became interested in analyzing culture of the netizen's fanaticism seen from the commentary for the video Debat Final Pilkada 2017 on the YouTube channel.

To answer these questions, the authors use qualitative research with virtual ethnographic research tradition.

Qualitative research is research that is empirical (observable by the senses correspond to reality), with observation of the data is not based on measures of mathematical first set of researchers and must be agreed upon (replicated) by other observations, but by the expression of research subjects, as desired and understood by research subjects. The qualitative approach uses the concept of naturalness (accuracy, completeness, or originality) the data and what is actually happening on the ground.

A qualitative approach is especially worth to examine the attitudes or behavior in a somewhat artificial environment, such as in surveys or experiments. Qualitative researchers emphasize the process and meaning rather than quantity, frequency or intensity (which mathematically can be measured), although researchers do not proscribe descriptive statistics in the form of a percentage frequency distribution or to complete data analysis (Mulyana, 2007: 11).

While traditional virtual ethnographic research is conducted ethnographic methods to see social and cultural phenomenon in the cyber space (Nasrullah, 2014: 171). Ethnography Virtual questioned the assumption that already applies in general about the internet, to interpret as well reinterpretation of the internet as a way

of simultaneously the medium used to communicate, an "ethnography in, of and through the virtual" - the interaction of face-to-face, or face to face is not required (Hine, 2001).

Literature

Video

According to the Indonesian big dictionary, video means:

1. section that emits the image on your television set;
2. recording a live picture or television programs for broadcast over television air

Meanwhile, according to Azhar Arsyad in Media Pembelajaran, video is the images in the frame, where frame by frame is projected through the lens of the projector mechanically so that on screen looks live image.

YouTube

YouTube is a popular video sharing website set up in February 2005 by three former PayPal employees: Chad Hurley, Steven Chen, and Jawed Karim, which was originally not developed by Google, but Google later acquired and merged it with service - another Google service - just like Google acquires bloggers.

YouTube is one of Google's services that facilitates its users to upload videos and can access videos created by other users from around the world for free. YouTube is the most popular video database in the world, and the most complete and varied, with a market share of 43 percent. Users can load, watch and share video clips for free. Generally the videos on YouTube are music clips (video clips), movies, TV, and videos made by its own users. The format used by videos on YouTube is flv that can be played on a web browser that has a Flash Player plugin.

Debate

In Big Indonesian Dictionary, debate means discussion and exchange of opinion on a matter by giving each other reason to defend their opinion.

Debate is an argument between two or more parties, either individually or in groups, in discussing and deciding on issues and differences. Formally, debates are mostly done in legislative institutions such as parliament, especially in countries that use the opposition system. In this case, the debate is conducted according to clear rules and the outcome of the

debate can be generated through voting or jury decisions.

Another example of a formally-organized debate is the debate between legislative candidates and the usual presidential / vice presidential debate ahead of the general election.

Pilkada DKI 2017

General election of Governor of DKI Jakarta 2017 (abbreviated Pilgub Jakarta 2017 or Pilgub DKI 2017) conducted on February 15, 2017 and April 19, 2017 to determine Governor and Vice Governor of DKI Jakarta period 2017-2022. This is the third regional head election for Jakarta conducted directly by the voting system.

The election schedule for this period is forwarded from the election schedule of the previous period, which is July 11 for following the second rally elections in 2017. By law, only political parties with 22 or more seats in DPRD Jakarta can nominate candidates. Political parties with less seats may nominate candidates only if they have gained the support of other political parties.

Governor Basuki Tjahaja Purnama (known as "Ahok") ran for petahana along with Djarot Saiful Hidayat. In addition, former TNI officer Agus Harimurti Yudhoyono along with Sylviana Murni, as well as academics and former Minister of Education and Culture of Indonesia Anies Baswedan also ran with Sandiaga Uno.

Methods

Qualitative approach

Qualitative research is research that is empirical (observable by the senses correspond to reality), with observation of the data is not based on measures of mathematical first set of researchers and must be agreed upon (replicated) by other observations, but by the expression of research subjects, as desired and understood by research subjects. The qualitative approach uses the concept of naturalness (accuracy, completeness, or originality) the data and what is actually happening on the ground.

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Virtual ethnography

Virtual ethnography ethnography is done to see the social and cultural phenomenon in cyberspace (Nasrullah, 2014: 171). Ethnography Virtual questioned the assumption that already applies in general about the internet, to interpret as well reinterpretation of the internet as a way of simultaneously the medium used to communicate, an "ethnography in, of and through the virtual" - the interaction of face-to-face, or face to face is not required (Hine, 2001).

Tom Boellstorff, anthropology professor at the University of California, US states that virtual ethnography study, basically have the same principles with ethnographic research, in which the process of doing and build ethnography using online virtual environment as a location for research.

Boellstorff stated that the research data collection offsite (virtual world) research is tantamount to violating the principle of "in their own terms", because after all everything has a meaning within its own context.

In the virtual ethnography, interviews and surveys can be replaced by collections / archives existing derived from abundant information in online environments such as social networking sites and Internet forums. Information can be found and archived on the Internet without having recorded and written like a traditional ethnographer (Evans, 2010: 2).

Discussion

Based on netizen comments for the video Debat Final Pilkada 2017 on the YouTube channel, it is known that the culture of fanaticism in social media can be seen from the things following:

1. Netizens often insult the candidate pairs that are not his choice. This is unfortunate because when netizens insult other prospective couples, netizens use abusive and inappropriate language, even dirty. This is very unfortunate because the words conveyed do not reflect the values of Indonesian culture that upholds the value of politeness and hospitality. Netizens should be able to restrain themselves by asking or critiquing the program and answers of candidate pairs by using polite and good language.
2. Netizens mutually insult other netizens who support one of the candidate pairs. This is even more

alarming because the target netizen is no longer a candidate pair who are fighting in elections, but netizen of supporters of candidate pairs. And they can continue to reply in social media related to mutual insults. They did not know each other, but they mocked each other, insulting with use harsh, dirty, and disrespectful language. The object of insult, innuendo is no longer the program or answer of candidate pairs in election debates, but the related personal matters they display in social media - the name or profile picture.

3. Netizens favor the candidate pair of their choice. This is a reasonable thing to do netizen as long as not offend other netizen who choose another candidate pairs. Supporting or liking the candidate pairs of his choice is a normal thing, it is reasonable to happen in Pilkada.
4. Netizen explained program the pair of candidate their choice. This is a healthy thing, netizens explain something to other netizens who do not understand or less understand related to the program of candidate pair. And should be a good netizen comment and educate is explain ignorance other netizens so that netizens can digest and understand the programs of each candidate pair. Netizens can choose candidate pairs that suit their desires.
5. Netizens questioned the program of candidate pair that was not his choice. This is a good thing to do when you do not understand program of other candidates. The comment column will be the enlightenment column that educates the citizens of Jakarta to find out the programs of candidate pair running for became governor and deputy governor in DKI Jakarta. Netizens are getting to know with the programs offered, which will be realized by the candidate pairs.
6. Netizens are arguing with other netizens related to their choice candidate. This becomes unhealthy when netizens feel that their candidates are superior to other

netizens' candidate. Debate will surely happen, and disputes in the comment column continue to become. The debate stops if one of the netizens stops commenting, and does not reply to other netizen comments whose choice is different from them.

Findings

Culture of netizen fanaticism in candidate pairs can be seen from his comments on social media - YouTube. For the video Debat Final Pilkada 2017, netizen fanaticism culture is divided into three: 1) a culture of healthy fanaticism, 2) a culture of unhealthy fanaticism, and 3) a culture of reasonable fanaticism.

Which belong to a culture of healthy fanaticism are:

1. Netizen explains program the candidate pair of his choice
2. Netizens inquire about programs the candidate pair that are not his choice

Which included in the culture of unhealthy fanaticism are:

1. Netizens insult the candidate pairs that are not his choice
2. Netizens mutually insult other netizens who support other candidate pairs
3. Netizens are arguing with other netizens related to the candidate of their choice

And which belongs to a culture of reasonable fanaticism is that netizens boast of their candidate of choice

Conclusion

1. The netizen comments related to the content of the video Debat Final Pilkada 2017 on the YouTube channel are: 1) netizens often insult the candidate pairs that are not his choice; 2) netizens mutually insulting other netizens supporting another candidate partner; 3) netizens boast of candidate pairs, 4) Netizens explain program the candidate pairs who their choice, 5) netizens questioned program the other candidate pairs , and 6) netizens argued with other netizens about the candidate pairs.

2. Culture of netizen fanaticism in candidate pairs can be seen from his comments on social media - YouTube. For the video Debat Final Pilkada 2017, netizen fanaticism culture is divided into three: 1) a culture of healthy fanaticism, 2) a culture of unhealthy fanaticism, and 3) a culture of reasonable fanaticism.

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