Social media as communication tools for anti-corruption campaign in Indonesia

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CHRONICLE	ABSTRACT
	Social media has proven to be quite effective in raising awareness and anti-corruption movements in society. This research aimed to analyze the use of social media Twitter as a means of the Corruption Eradication Commission (KPK) in conducting anti-corruption campaigns in Indonesia. The research employed a qualitative content analysis on the KPK's official Twitter account. The data were processed using the NVIVO 12 Plus software to answer research questions. This research revealed that the KPK's Twitter account is quite active in carrying out anti-corruption campaign activities, although in general it is not optimal. It can be seen from the low intensity of communication and limited communication network so that it is considered as less collaborative. Improving the problems is needed by KPK as it must also show good performance so that public trust continues in high condition. However, this research has limitations in looking at all anti-corruption campaigns carried out by the KPK because it only used Twitter as the reference. Therefore, further research is suggested to analyze all KPK social media such as Youtube and Instagram.

1. Introduction

The use of social media among the public is not news. Social media has accompanied people as a 24 hours daily activity. Many activities are carried out through social media, one of which is interaction activities through social media. As an example, current social media users such as Twitter are conducting mutual re-tweet or like interactions, Instagram and Facebook with interacting commenting and giving likes on each desired post, or even TikTok and Youtube with interactions like and comments on video content that is desired. These activities are ingrained for its users. The facts about social media should be a consideration for anti-corruption activists to make a variety of content that invites the public to have an anti-corruption character. Without massive initiatives and movements to start being active on social media, it seems that the virtual world will remain devoid of education and anti-corruption campaigns. This image must not be allowed to happen. Logically, everyone must hate corruption and for that reason everyone should also care and participate in anti-corruption campaigns. One of the anti-corruption institutions in Indonesia, namely the Corruption Eradication Commission (KPK) explained that they have the spirit to use social media as a tool for anti-corruption campaigns to the public. The steps taken are to provide education and enthusiasm for the community to take part and play an active role in eradicating and anti-corruption campaigns (Bahruri, 2021). He also stated that social media has changed how people communicate as social media is not only for communicating, but also as a means to share information, including in terms of anti-corruption education. Including the potential, Hakim, (2019) mentioned that there are still many social media such as Twitter, Instagram, Youtube, Facebook, and WhatsApp that have not been massively used to convey anti-corruption messages. This current campaign movement is more friendly to teenagers and children, and is considered acceptable by the community. Combining words with a good combination

of images, ideas, and creativity will be able to produce eye-catching campaign materials. That way, more people will be inspired and moved to do the same. Simply put, anti-corruption expression can be started from the field that you like the most, for example creating anti-corruption messages in the form of songs, graffiti, memes, videos, short films, posters, murals and other more varied creative works. All can be packaged attractively and distributed across social media platforms.

Social media can also be used as a competition through social media to attract more young people who are starting to realize the importance of inculcating anti-corruption characters from an early age. This fact also reduces the negative stigma against the use of social media in the hands of children and adolescents. The role of parents is also very important to jointly assist the dissemination of information related to anti-corruption campaigns as an effort to minimize the spread of hoaxes among younger social media users. There are several factors that can be taken into consideration to further re-pass the anti-corruption campaign through social media. As with the age range of social media users, which are dominated by youth, even today children already have control over using social media. This factor certainly needs to be considered because the massification of campaigns on social media is one of the most effective methods for now to educate the younger generations.

Increasing creative content as an effort to educate users must be the main spirit in anti-corruption campaigns on social media. Even though the influence cannot be directly felt, it is certain that the awareness of the younger generation will emerge to realize the importance of having an anti-corruption character. These efforts show that social media has the potential to be used again as a tool for anti-corruption campaigns. Zhu et al. (2019) in their research can prove that social media has become the main media in carrying out anti-corruption campaigns in China. The decision was made because the public's participation in supporting the anti-corruption campaign can be used as a means for monitoring and controlling officials so as not to commit acts of corruption. As in Indonesia, Baharuddin et al. (2021) also explained that in Indonesia, along with the rapid use of social media by young people, it gave a positive fact that young people were also involved in discussing the topic of corruption cases which became the main news headlines on Twitter, so that it had an impact on the growth of awareness and interest of young people in anti-corruption discourse.

In other countries such as Guatemala, according to research results; Flores, (2019) shows how Guatemala with the massification of the anti-corruption movement uses the hashtag #RenunciaYa able to attract attention and quickly garnered up to 10,000 social media users who participated in the campaign. The campaign was also able to attract the participation of 15 additional organizations, making the anti-corruption campaign even stronger and able to result in boycotts and citizen strikes against businesses that refused to join the campaign. Next country is Nigeria. Ahmed et al. (2019) revealed that the presence of an independent media is considered an important element of the anti-corruption campaign. This condition is evidenced by the role of the media in Nigeria being able to carry out their role quite well because it is able to reduce corruption and its impact can also accelerate development. The role of the media in Nigeria is to raise public awareness about corruption, its causes, consequences and possible solutions.

Considering that the root of the problem, the occurrence of acts of corruption in the Indonesian government, is due to the loss of anti-corruption character in corruptors. One important effort that must be made is to create an anti-corruption generation that must be encouraged from an early age. For this reason, with the development of the internet and social media users among the current generation, campaign activities to promote the cultivation of anti-corruption characters must be more dynamic by utilizing social media as a campaign tool (Balimula et al., 2019). The role of the media as a tool to make the public aware of the conditions of corrupt acts by officials and as an effort to prevent corruption must be considered by various parties. (Natalia, 2019) mentioned that the presence of the media is increasingly considered important because it is able to become a watchdog of various reports related to corruption cases involving officials. The importance of the media in efforts to eradicate corruption can be anticipated by increasing the promotion of anti-corruption campaigns through various types of social media that have developed in the community.

2. Literature Review

2.1 Social Media as a Tool for Anti-Corruption Campaign

Social media is a tool that is considered more effective to serve as one of the most important aspects in informing various important information and is considered easier to access. Yulianita et al. (2020) supporting campaign actions carried out through social media with their unique characteristics and characteristics can support the objectives of an anti-corruption campaign. By using social media as a campaign tool, as a consequence, there will be interactivity and participation so that it has relevance and connectedness for those social media users. In line with the statement, Bright et al. (2017) revealed that social media has routinely become part of political campaigns around the world. Thus, the anti-corruption campaign is part of a political campaign that is present in order to emphasize to the public about the dangers and efforts to prevent acts of corruption to the public. In another point of view, Kurniawan et al. (2021) stated that social media is considered to have high effectiveness in conveying information to the public. This later became one of the ways for the anti-corruption agency in Indonesia, the Corruption Eradication Commission (KPK) to be used as a method in disseminating anti-corruption campaigns to the public. The campaign message conveyed was in the form of material regarding the substance of information from anti-corruption education, law enforcement, and the integrity of officials. In response, Lukito, (2020) supports by mentioning that

every individual in society has a diverse pattern of media consumption. The diversity of patterns can then be used as a more nuanced campaign strategy in order to achieve the communication and message objectives.

The anti-corruption campaign carried out by the KPK through social media Facebook and Instagram in Yulianita et al. (2020b) shows that the provision of programs and content has an impact on respondents' awareness regarding the anti-corruption campaign provided by the KPK. The various characteristics and uniqueness possessed by each of these social media have features and markets that can be adjusted. A campaign that emphasizes more on the visual aspect is on Instagram. While on Facebook, content focuses on presenting information in audiovisual form. Karamat & Farooq, (2016) also mentioned that social media such as Facebook, Twitter, YouTube, and other social media sites have become innovations in political activism. Online networks have changed individual habits in accessing various information according to their wishes. Thus, the information that will be presented on social media, including the content of political activities, must be prepared and realized properly. Schauseil, Zúñiga and Jackson, (2019) emphasizes that social media can significantly increase the risk of political practice for those who commit acts of corruption, and raises critical awareness of civil society. Anti-corruption campaign practices on social media contain material related to the deterrent and detrimental effects of acts of corruption, besides that the anti-corruption campaign also offers access to information regarding how the current government is and provides an opportunity for the public to criticize the government to account for their promises and actions. Yamamoto & Morey (2019) also stated that the variety of campaign communications on social media is considered capable of influencing the political participation of the people. For example, on Facebook individuals have the opportunity to participate in campaigns according to their political expression. In relation to the anti-corruption campaign, the participation of individuals in supporting this campaign is able to show how their political expression is through their response to the anti-corruption campaign. Tang et al. (2019) stated that with the impact of the use of social media that affects the community to reduce the number of corruption cases in several countries, it has indeed been proven to be able to play its role well. The use of social media that is increasingly massive and getting bigger positively has a strong controlling impact on the supervision of corruption in a country. The level of social media use in a country can affect the perceived level of corruption control by considering several variables such as GDP per capita, population, press freedom, and political stability. Irawanto, (2019) revealed that social media is part of the socio-political landscape whose involvement in campaigning as a means of communicating to the public has become an inseparable autonomous force. However, the future role of social media as a campaign communication tool in the contestation of democracy and political participation in Indonesia has not yet been determined.

2.2 Potential of Social Media as a Tool for Anti-Corruption Campaign

According to Boulianne, (2019) Social networking sites are popular tools for engaging citizens in a variety of activities, such as political campaigns, social movements and civic life. He pays attention to how social media exists to present information to other people, whether related to political issues or the current situation, which is considered to be able to increase their new knowledge horizons so that they have an interest in being involved in discussing civil and political issues. So he can state that there is a big impact from the use of social media for public participation in political expression. Flew & Iosifidis (2020) mentions that the existence of social media is an alternative communication site to stem the mainstream of public views. Thus, the use of social media as a new format of communication to the public and as a tool for carrying out social movement actions deserves to be taken into account. Regarding the potential use of social media as an anti-corruption campaign tool, Prabowo et al. (2018) also added that the use of social media illustrates the potential and contribution of the community to the anti-corruption campaign to increase public awareness. The discussions that took place on social media also showed how strong public support was for the anti-corruption campaign to pressure the government not to commit acts of corruption in the future. The topic of discussion on social media also emphasizes that the risk of detecting and prosecuting acts of corruption must be unfriendly to the perpetrators of corruption so that corruption can be used as an irrational act. With the discussion topics being discussed on social media, (McGregor, 2019) mentioned that the activity shows how public opinion is expressed on social media. Social media is here to be an arena for user interaction that is built to capture their portrait in response to a topic.

Sulistyo, Ponco Budi and Azmawati (2016) also show that the use of social media as a campaign tool is considered to have the potential to attract a large collective consciousness based on the same feelings of disappointment. Collectivity in the anti-corruption campaign struggle can be further strengthened by gathering large-scale support. For this reason, the use of social media which is considered easier, free, and open to anyone is expected to be able to realize an increasingly massive anti-corruption campaign and make it easier to mobilize the community. Ohme, (2019) mentioned that in some general election campaign activities, most of the young voters are influenced by the campaigns carried out on social media. Social media has proven to be the most important role in the general election campaign in bringing together youth groups who have a high tendency to play social media. Thus, the role of social media as a campaign tool also has high potential in increasing youth involvement in political participation.

In China, the potential use of social media as a campaign tool has become a subject of thought in the early 21st century (N. Tang et al., 2018). The Chinese government considers that social media, which is open, transparent, popular, timely, and widely distributed, can protect the public regarding participation in the anti-corruption campaign. From the point of view of the Chinese government, it also assesses the impact of using social media as a tool to control and monitor government activities, which can make officials subject to strict social control. So that social media is considered potential to be used as

an anti-corruption campaign tool. It can also be said that campaign actions on social media have become a global phenomenon that is growing rapidly and has good judgment and support. Especially if there are main activist figures who play a role in producing and disseminating more political content, in this case it can also be linked to anti-corruption campaign content. Thus, thanks to these efforts, the communication process with the community has increased the visibility and public support for the anti-corruption campaign being promoted (Lobera & Portos, 2021).

Zhang, (2021) stated that 2008 was the beginning of the use of Chinese-made social media as a tool to conduct anti-corruption campaigns. Social media is considered as a new type or method in carrying out anti-corruption trends, along with the growing use of social media among Chinese people. The use of social media to expose officials who commit corruption leads to public opinion to prevent corruption. Kunst et al. (2019) also added that the campaign action on social media, which has become a global phenomenon, has the potential to achieve social change. For this reason, campaign actions on social media as a communication tool to convey anti-corruption messages to the public have the potential to change the public's point of view into an anti-corruption generation that is able to assess and view disgraceful actions such as corruption committed by officials in Indonesia.

2.3   Previous Study on Social Media as a Tool for Anti-Corruption Campaign

Previous research related to the use of social media as an anti-corruption campaign tool has been promoted in 2008 in China. Zhu et al. (2019) also proves that social media has become the main tool for carrying out anti-corruption campaigns in China. This is because public participation to support anti-corruption campaigns can be used as a tool to monitor and control officials so as not to commit acts of corruption. The anti-corruption campaign on Chinese social media was assessed to significantly exceed the figure estimated by China's anti-corruption agency. This condition certainly shows that public participation to support anti-corruption campaigns on social media has an impact on future governments. Statement from Gorodnichenko et al. (2021) said that the dissemination of information on Twitter was mostly completed within 1-2 hours. Strong interactions between users can form an echo chamber on social media.

Sulistyo, (2018) stated that the democratic and open-minded Indonesian political system in Indonesia is considered to be able to facilitate the realization of anti-corruption campaigns among the public through various online media communities, such as Facebook. Most people who have received information about the development of corruption cases in Indonesia are disappointed with the slow handling of cases. With these conditions, they are motivated to join the anti-corruption online community on Facebook. Also stated by Suwana, (2020) that public participation in movements or campaigns on social media strengthens community activism in response to ongoing phenomena, such as in the anti-corruption campaign that took place in 2015, participants enlivened the use of hashtags #SaveKPK dan #AkuKPK.

In Baharuddin et al. (2021) It was also explained that in Indonesia, along with the rapid use of social media among the public, especially young people, it gave a positive fact that young people were also involved in discussion topics regarding corruption cases that became news headlines on Twitter. The discourse of corruption that develops on the Twitter timeline has an impact on the growing awareness and interest of young people in anti-corruption discourse. The participation of young people as political activists in the realm of social media is considered to change the pattern of education regarding anti-corruption campaigns that have been rigid and conservative to become more flexible and modern. Ida et al. (2020) also supports the statement that the use of social media facilitates youth to participate in political activities and these activities increase their knowledge, provide opportunities to participate, and build capacity for political efficacy. It was concluded that youth were actively involved and accustomed to discussing political issues on social media to make the public aware.

Yusuf, (2019) explained, the implementation of the anti-corruption campaign on social media is expected to increase their caring response to the condition of corruption cases that still occur in Indonesia. This can be seen from the response from followers on the campaigners' social media. The more responses the campaigner receives, the messages conveyed through the content can be well mobilized, so that it can influence new insights for readers. Sahly et al. (2019) also emphasized that framing messages in topics or content is an important part of campaign strategy, especially campaigns carried out on social media. The statement certainly appeals to the content creators of the anti-corruption campaign to be more expressive and creative in conveying anti-corruption messages on social media.

In other countries such as Guatemala, based on research from Flores, (2019) shows how Guatemala with the massification of the anti-corruption movement uses the hashtag #RenunciaYa able to attract attention and quickly garnered up to 10,000 social media users who participated in the campaign. The campaign was also able to attract the participation of 15 additional organizations, making the anti-corruption campaign even stronger and able to result in boycotts and citizen strikes against businesses that refused to join the campaign. Regarding the use of social media, similar, in Hongkong based on (Agur & Frisch, 2019) also use social media as a tool to conceptualize digital activism in terms of mobilizing, organizing and persuading messages to the public regarding the information on their protests. The findings show that the speed and scale of social media have strengthened the ability to mobilize and organize on the Internet. The existence of social media can also increase their motivation.

Different examples like Nigeria. Ahmed et al. (2019) revealed that the presence of an independent media is considered an important element of the anti-corruption campaign. This condition is evidenced by the role of the media in Nigeria being able to carry out their role quite well because it has succeeded in reducing corruption and its impact can also accelerate development. The role of the media in Nigeria is to raise public awareness about corruption, its causes, consequences and possible solutions. As such, Young et al. (2019) also stated that digital technologies such as social media have drastically changed the context and processes associated with collective action. Digital technology, and in particular applications such as social media, have played a key role in collective action, such as campaign actions or protests. Their growing availability has changed the resources, processes and outcomes of collective action and social movements. We have seen a change in the way different actors approach protest and resistance.

3. Research Method

This research employed a qualitative approach to content analysis that focuses on analyzing the content of social media Twitter managed by the Corruption Eradication Commission. Some experts are of the view that the qualitative approach to content analysis has strength in aspects of text exploration, communication meaning, and the flexibility of text meaning that can be developed during the research. The use of the content analysis approach in this research aimed to categorize and interpret texts according to the focus of this research, namely understanding communication in the form of anti-corruption campaigns carried out by the KPK. Through this approach, this research can explore and reveal KPK communications that are directly related to issues of handling and eradicating corruption, anti-corruption education and socialization, KPK communication networks, communication intensity, and text correlations related to anti-corruption campaigns.

The analysis of twitter social media content focused on one of the official KPK accounts aims to understand the text of the anti-corruption campaign carried out by the KPK on an ongoing basis from time to time, every hour, day, week, and year. Thus, this study obtains text data that can answer research questions, namely how does the KPK use Twitter social media as an anti-corruption campaign media? Text data on Twitter social media has strength in the dynamic aspect of data, namely data that is developed regularly and continuously so that this research obtains complete data and information to understand KPK's efforts to carry out anti-corruption campaigns. The steps for collecting twitter content data are done by: ensuring that the selected twitter account is an official twitter account owned and managed by the KPK; check and validate the official twitter account of the KPK; enter the KPK's twitter account on the twitter search engine through the researcher's official account; capture KPK's twitter content through the Ncapture for NVivo tools; and save the capture results in the data folder provided on the computer.

Data analysis in this research used NVivo 12 plus qualitative data analysis software. NVivo 12 plus is a software developed to analyze text data in the form of interview data, documents, and texts on online media and social media. One of the strengths of NVivo 12 plus is being able to capture text on online media and social media and being able to categorize text well. The stages of data analysis on twitter content with the nvivo 12 plus are: importing twitter account data on the NVivo 12 plus, opening twitter content, analyzing the intensity of KPK communication with the Chart feature, analyzing actor and hashtag correlation with the Cluster Analysis feature; and analyze the content of KPK communications with the Cloud Analysis feature. The stages of data analysis are directed and focused on collecting data that can answer this research question.

4. Data Analysis

Based on the Graph 1, the intensity of posts made by the official KPK account looks up and down every month. In the last one year, the most posts occurred in November 2020 with 138 tweets. While the fewest posts occurred in January 2021, with only 49 tweets. Comparison between the number of posting intensity percentages with the most and the fewest if based on daily activity, in November 2020 the average tweet activity of the KPK official account posted four content or tweets in one day. Meanwhile, in January 2021, posting activity was only carried out with an average of one post per day.
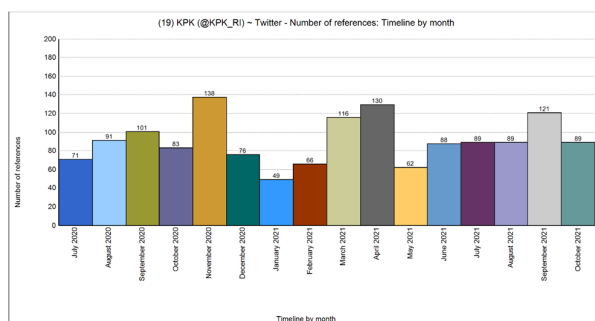
Graph 1 KPK Post Intensity
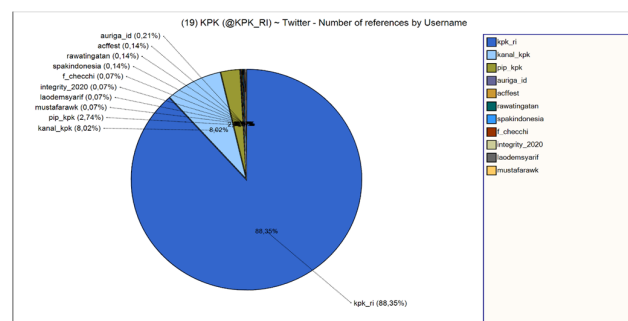
Graph 2 KPK communication with other actors

Then, as viewed from the graph, communication activity on social media shows no signs of increasing. This means that communication made on official KPK social media does not improve communication performance to the public. The graph shown also illustrates fluctuating communication patterns. This means that the communication carried out by the KPK does not describe the stability and consistent performance of its communication activities to the public. The description above also shows that the official KPK account cannot take advantage of the situation properly. The situation in question is a condition where the country of Indonesia is experiencing a pandemic and most people are very active in social media, especially Twitter.

Based on the graph above, the KPK's communication with other actors looks quite far in comparison with other accounts. From the account search results, most of the accounts that communicate or are related to the official KPK account are accounts that are under the auspices of the KPK itself. An example is the @kanal_kpk account which is the official account for Radio & TV streaming belonging to the KPK. The account is part of the anti-corruption information & education media, which contains content containing audio and audiovisual facilities. Likewise with the official account @pip_kpk which is the official account of the KPK's public information service, @acffest is the official account of the KPK's film festival, @rawatingatan is the official account of the journalism academic section against corruption, and @spakindonesia belongs to the anti-corruption women's community belonging to the KPK. The graph also illustrates how the official account of the KPK as the main medium of communication to the public, Twitter is only intensely related to several official accounts belonging to the KPK and only important people within the KPK. Based on the graph, it is not shown how the KPK interacts in a two-way manner with the community. From the results of a manual search on the official KPK account, we also did not find any retaliatory activity against accounts belonging to the public. This condition seems very unfortunate considering that the KPK does not use the features on Twitter social media optimally to communicate with followers and other interacting users.
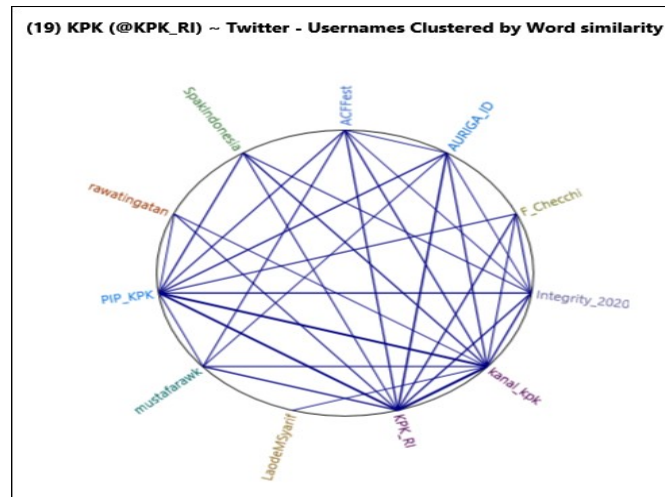

Diagram 1   Communication and Interaction between KPK and Other Actors

For communication relations based on the similarity of words, it appears that the thickest relationship lines are in the @kpk_ri, @pip_kpk, and @kanal_kpk accounts. If there is an account that has the most dominant thickness compared to the relationship line of other accounts, this condition indicates that the official KPK account has the highest communication intensity with the two accounts, considering that the two accounts are official accounts under the auspices of the KPK, not an unfavorable condition. normal. The concentration of communication seems centered on these accounts.
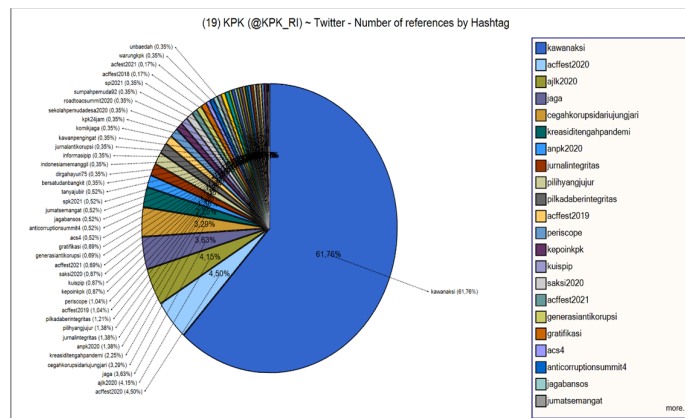
Graph 3   Use of Hashtags as a KPK Communication Tool

The use of hashtags depicted shows that the KPK uses hashtags as a method to improve the performance of the tweets submitted. The use of hashtags is indeed quite important to simplify and expand information and show the main purpose or meaning of the delivery of the tweet. The most used hashtag is #kawanaksi. Based on the search results, the hashtag #kawanaksi is used as a greeting to followers of the official @kpk_ri account, other Twitter users or the target of the tweet. The second most common hashtag is #acffest2020. The hashtag exists to enliven the film festival organized by the KPK in November 2020. The film festival held includes several types of competitions, such as Comedy Fiction Films, Documentary Films, Animated Films, and Anti-Corruption Vlogs. Next up is the hashtag #ajlk2020. The hashtag exists as a form of participation in holding an intensive class that contains material on the issue of eradicating corruption. If you pay attention, most of the hashtags used by the official KPK accounts show kpk messages and activities in the past year. As an example of using the hashtags #kawanaksi, #cegahkorupsidariujungjari, #kreasiditengahpandemi, #pilihyangjujur, #kepoinkpk, #gratifikasi dan #generasiantikorupsi. These hashtags contain messages and information presented by the KPK to their followers, as well as invitations to participate in enlivening various KPK campaigns and activities. Then on hashtags in order to support the implementation of KPK activities and enliven the events organized by the KPK, whether competitions or meetings, there are hashtags #acffest2020, #ajlk2020, #kreasiditengahpandemi, #anpk2020, #acffest2019, #saksi2020, #acffest2021, #acf4, #anticorruptiosummit4.
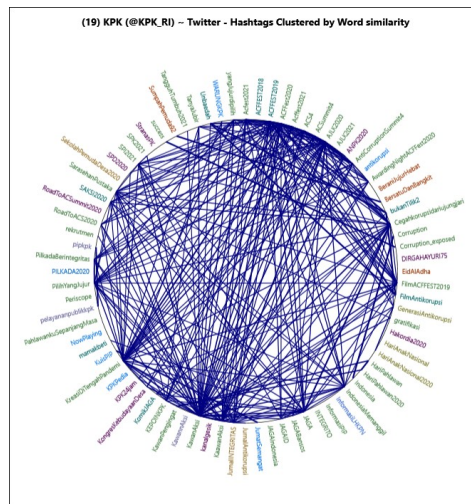

Diagram 2 The Relationship between Hastag as a Means of Communication for the KPK

The diagram above shows how one hashtag is connected to another. As with the previous chart, the hashtag with the most dominant color indicates that it has the most association with other hashtags. For example in the hashtag #KawanAksi. The hashtag became dominant because it was used in most tweets that also included the use of other hashtags. For example, in the image below.

Fig. 1. Example of KPK'twitter content on anti-corruption education.

From the figure above, it shows that the use of the hashtag #KawanAksi became dominant because of its frequent use in conjunction with other hashtags such as #kepoinkpk dan #acffest2021. The figure above is a visualization of the linkage diagram between hashtags in an account that is being studied. How these accounts link hashtags to each other in order to make it easier to search and show readers what topics are being brought up and discussed.

Fig. 2. KPK Communication Content on Twitter account.

Based on the image, it appears to contain a variety of words that are most often written in tweets on the @kpk_ri account. The word that has the largest size indicates that the word is often written and posted. The word 'KPK' illustrates that the official KPK account makes the word *'KPK'* the most dominant word among the use of other words. Based on the search results on the @KPK_RI twitter account, the use of the word *'KPK'* always appears in every tweet posted. This condition was followed by the words *'Corruption'* and '#kawanaksi'.

The use of the word 'Corruption' as the main topic in every post on the official account of the KPK is not a strange thing, it must always be emphasized considering that social media is currently a new method of connecting with the public. Furthermore, the use of the word '#KawanAksi' is also a word that is quite dominant among other words. The word is used as part of the use of the hashtag feature on Twitter in order to connect one user to another. Remember, the use of the hashtag #kawanaksi is used as a greeting for followers of the @KPK_RI account and the general public who also read a post with a similar hashtag.
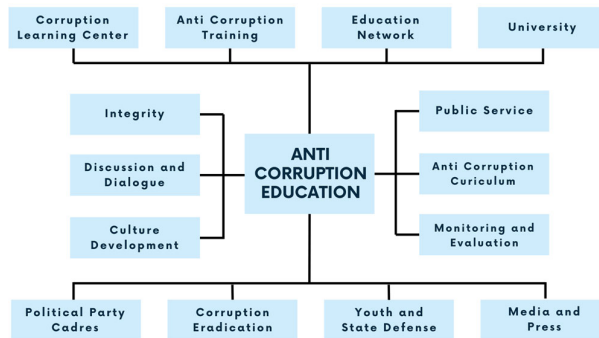

Fig. 3. Anti-Corruption Education Content on KPK Twitter

The picture above shows that the use of the word education as a search topic has a variety of content which indirectly shows Twitter followers and users that the KPK is aggressively educating the public regarding the implementation of anti-corruption education. The contents also contain how the KPK reports news on "Pendidikan" that is educational activities to the public through discussions, public lectures with students, conducting training by holding intensive classes, designing anti-corruption education curricula, conducting monitoring and evaluation related to the implementation of anti-corruption education, as well as processing and optimizing data integration. Not only to the public, most of the educational content also targets government agencies in order to educate state civil servants as an effort to prevent corruption within government agencies. The picture above also shows how education is related to the formation and assessment of ASN performance which is then realized by the Integrity Zone assessment in government agencies. The various activities above are reported by Twitter accounts as news that can be accessed and known by the public at large, free, and unbounded.

Also, KPK Twitter account shows various activities carried out by the KPK Institution as a form of education "Anti Korupsi" to the public through technical guidance, discussions, conferences, and intensive classes. The various activities above were then reported back by the KPK through Twitter social media as a form of communication to its followers and other users who can access related posts. This condition shows how the KPK seeks to inform Twitter followers and users that the KPK has educational activities in the context of preventing corruption in the community.

5. Discussion

This research further confirms the importance of social media in the anti-corruption movement in the world. Also continue to emphasize the usefulness of social media in an effort to mobilize, organize and mobilize the spirit and anti-corruption movement. This assumption is at least shown from the findings of Kurniawan et al. (2021) in Indonesia, Nechai & Goncharov, (2021) in Russia, Chang & Park, (2021) in South Korea, Al-Hussein, (2020) in Jordania, Flores, (2019) in Guatemala, Agur & Frisch, (2019) in Hongkong, and Ahmed et al. (2019) in Nigeria. Social media, in this case Twitter, has become an important instrument in this movement (Berryhill, 2020; Bertot et al., 2010; Li et al., 2020; Tang et al., 2019) so that it is used by the KPK to disseminate anti-corruption values through educative information. In addition, social media (Twitter), which has now become one of the main information sources for the Indonesian people, is expected to be able to stimulate and strengthen the spirit and movement against corruption.

Corruption in Indonesia has become an extraordinary crime (Umam et al., 2020) because of its extremely destructive effect (Isra et al., 2017). Not only is it detrimental to state finances but more than that it also has an impact on all development programs, the quality of education is low, the quality of buildings is low, the quality of education is falling, and poverty is not being handled. Corruption is a serious and well-planned crime that robs people of their rights, human rights and is against humanity. Therefore, progressive handling is needed which will not be possible without intensive cooperation between the KPK and the community to fight corruption.

The KPK uses social media for two purposes. First, disseminate information about the activities that have been used. The aim is not only to show transparency and accountability in the management of the organization, but also to maintain the reputation and trust of the public. With the activities published, the KPK wants to show that this anti-corruption organization which has been working since 2003 is really concerned with efforts to prevent and eradicate corruption. The public can also monitor and evaluate all KPK activities. With that, public legitimacy will be formed and will increase so that it will make it easier for the KPK's work in the future where public support is one of the important keys. Reflecting on the findings by Suwana (2020) the emergence of the hashtags #SaveKPK and #AkuKPK is proof of the public's high trust and support for the KPK.

Second, it is hoped that there will be mutual awareness, especially from the public, to reject corruption and be directly involved in the anti-corruption movement. Studies show that countries with better e-participation (social media) in governance have lower levels of corruption. (Stier et al., 2018). This means that there is a positive correlation between high public participation through social media and the low practice of corruption in a country. With information content whose main orientation is to show the dangers of corruption and how to fight it, KPK actually wants to target people's cognition to have the same attitude against corruption. This attitude then needs to be translated into everyday attitudes and behavior, including how to carry out a collective and systemic resistance movement against corruption. This is important because without public awareness and participation, it is difficult to stop corruption in Indonesia. For example, community participation is expected to take the form of information and data on corruption crimes and convey suggestions and opinions on the direction of eradicating corruption as well as being directly involved in actions to prevent and eradicate corruption.

Twitter was chosen because it is practical, efficient and has a wide reach in disseminating anti-corruption influence (Yulianita et al., 2020). That is one of the reasons the KPK uses Twitter, although the level of effectiveness is also largely determined by how the media with a maximum of 280 characters is managed. In the case of the KPK there are several weaknesses that occur. First, the intensity of communication is not too significant. From the results of the analysis of graph 1, it can be seen that the communication activities carried out by the KPK are stagnant. This means that the KPK is not optimal through the @kpkri account to maximize the function of social media (Twitter) as an arena for campaigning for anti-corruption values to the public. Even though Twitter is one of the social media that is widely accessed to obtain information for the public, especially during the pandemic situation which is supported by increasing public awareness about corruption issues and the potential for corruption that remains high during Covid-19. This fact is an opportunity that the KPK should be able to capture by increasing the intensity of communication and information so that public knowledge will also continue to increase. Without this, it is quite difficult to mainstream the anti-corruption spirit in the community because the fluctuations in the intensity of information carried out by the KPK are not high.

Second, the communication network for official KPK accounts is very limited. Graph 2 shows the connectedness of the KPK Twitter accounts that were formed to each other. The intensity that is built is deeper or focused between fellow KPK accounts so that it misses building a network with the community. Of course, this results in a bad impression of exclusiveness in efforts to knit collaboration with the community in dealing with corruption. More than that, it also shows the passiveness of the KPK Twitter account managers to respond to public input and aspirations through Twitter which is very likely to contain important and valuable information for handling corruption cases. This kind of behavior also goes against one of the characteristics of the social media community that wants equality, flexibility and collaboration (Panagiotopoulos et al., 2014) where one of the indicators is through the intensity of the relationship with external parties carried out.

But despite all that, one way to improve the performance of eradicating corruption in Indonesia is by maximizing the function of the KPK. This has become a serious problem recently, especially when the revision of the KPK Law was passed. Anti-corruption activist groups and civil society organizations call the KPK paralyzed because some of its strategic powers have been removed. Not to mention the leadership of the KPK which is currently full of controversy, especially the Chairman of the KPK, Filri Bahuri, who has committed several ethical violations so that his leadership capabilities are doubted (Pratama, 2021; Budiman, 2021). This is also important in relation to the effectiveness of the anti-corruption spirit campaign carried out by the KPK through its official Twitter account. Public distrust will arise because of the weak consistency shown by the KPK, on the one hand asking the public to think about anti-corruption but on the other hand their current performance is experiencing a drastic decline and the integrity of KPK employees, especially commissioners, is low because they are proven to be involved in cases of ethical violations.

6. Conclusion

What the KPK has done by using social media, especially Twitter to campaign for anti-corruption values and increasing public trust in institutions, shows the vital role and influence of social media in the fight against corruption. The advantages of Twitter as a medium for fighting corruption crimes cannot be separated from its wider reach and more efficiency, making it easier for the KPK to internalize the anti-corruption spirit and protest movements in the community. The KPK needs to understand that social media can raise the spirit of anti-corruption through attitudes and actions in society. This enthusiasm is important to fight against the systematic and massive character of Indonesia's corruption. Therefore, intensity is important so that the public continuously gets information about corruption in Indonesia so that critical awareness can be formed. This has been over-looked by the KPK as seen from the intensity of the use of social media which is insignificant and interactive, which only moves within or does not build a network with outside the KPK. Currently, Indonesian people are increasingly absorbed in social media activities, especially Twitter. One of the main sources of public information is Twitter and several studies have shown the success of social movements due to Twitter intervention. Therefore, the KPK really needs to maximize the use of Twitter in organizational activities. First, updating the organization's activities as a form of accountability for the performance of the institution and also consolidating public support. Corruption is a complex discourse so there will be a lot of information content that can be conveyed. Second, the KPK account widens the communication network with forces outside the institution. The benefit is that apart from eliminating the passive and exclusive impression that is not good in eradicating corruption, it also enlarges the KPK to obtain valuable information that is very likely to be useful in eradicating corruption.

More than that, the KPK needs to show a strong and courageous performance in dealing with corruption in Indonesia. Recently, the KPK's image has been eroded due to the revision of the KPK Law and the problematic integrity of employees and leaders. Without professional and reliable performance, it is difficult for the KPK to expect public education through Twitter to be effective because of the declining public trust in the KPK. This research is limited by the data source which only comes from Twitter. Even though the KPK also has other social media such as YouTube and Twitter as a means of conducting anti-corruption campaigns, the usage patterns may be different. Therefore, further research is necessary to conduct a comprehensive analysis of all these social media accounts owned by the KPK.

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