



Social Media in Indonesia: Communication Network Analysis on Twitter Concerning the Issues of the Disbursement of Retirement Insurance

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Abstrak

Pemerintah menciptakan program asuransi hari tua bagi pekerja untuk mempersiapkan kehidupannya ketika memasuki masa pensiun. Namun dalam RUU Nomor 20 Tahun 2022 dalam salah satu pasalnya disebutkan bahwa pembayaran program baru dapat dicairkan setelah seorang pekerja mencapai usia 56 tahun. Hal ini menimbulkan banyak reaksi penolakan dari berbagai pihak, khususnya pekerja. Di dunia nyata, penolakan tersebut juga terjadi di jaringan media sosial Twitter. Oleh karena itu, penelitian ini bertujuan untuk mengetahui struktur jaringan dan peran aktor-aktor yang terlibat dalam jaringan komunikasi dengan redaksi keamanan hari tua di media sosial Twitter pada periode 12 – 18 Februari 2022. Penelitian ini menggunakan metode deskriptif kuantitatif dan dianalisis menggunakan metode Sosial. Analisis Jaringan Media. Teori yang digunakan adalah teori jaringan komunikasi. Data dikumpulkan dan dianalisis menggunakan perangkat lunak NodeXL dan Netlytic. Jaringan komunikasi keamanan masa lalu menjadi trending topik karena banyaknya tweet yang diberikan oleh pengguna untuk berbagai tujuan. Hal ini menunjukkan bahwa hashtag di media sosial digunakan untuk menyampaikan suara masyarakat terhadap kebijakan pemerintah dan juga dapat digunakan sebagai sarana untuk kepentingan lainnya.

Kata kunci: jaringan komunikasi, analisis jaringan media sosial, jaminan hari tua

Abstract

The government creates a retirement insurance program for workers to prepare for their lives when they retire. However, the regulation draft No. 20 of 2022 in one of the articles stipulates that payment of the program can only be disbursed after a worker reaches the age of 56. This has caused many reactions of rejection from various parties, especially workers. In the real world, this rejection also occurs in the social media network Twitter. Therefore, this study aims to determine the network structure and the actors' roles in the communication network with the old age security editor on social media Twitter within February 12 – 18, 2022. This research uses descriptive quantitative methods and is analyzed using Social Media Network Analysis. The theory used was the theory of communication networks. Data was collected and analyzed using NodeXL and Netlytic software. The old-age security communication network has become a trending topic because of the many tweets users provide for different purposes. This shows that a hashtag in social media conveys the community's voice against government policies and can also be used for other interests.





Keywords: *communication network, social media network analysis, old age security*

Introduction

The Indonesian Minister of Manpower Ida Fauziyah, through her speech, conveyed the regulation draft No. 2 of 2022 concerning procedures and requirements for payment of retirement insurance benefits, known as the Old Age Guarantee Program. The minister explained benefits of the program were to guarantee cash that could be used when workers retire at the age of 58 (BPK RI, 2022).

This policy reaped various public protests, especially from workers or laborers, as this policy was considered to be detrimental to workers. Previously, in 2015 a similar regulation was issued by President Jokowi stipulating Government Regulation Number 46 of 2015 concerning the Implementation of the Old Age Guarantee Program, which took effect on July 1, 2015. The regulation also required total disbursement of retirement insurance benefits when the participants were 56 years old (Bramasta, 2022). The regulation, article 22, paragraph 1 stated that the retirement insurance benefits were in the form of cash, which was to be paid when the participant reached 56 years of age, died, or had a permanent total disability (Harahap et al., 2023). The regulation was later postponed after gaining protests from the community.

Jokowi's administration did not seem to learn from the previous mistake and issued similar regulations in early 2022. It then sparked public protests, which were carried out in the real world and cyberspace. They used social media to express their disagreement and attack the government's social media accounts. It is then interesting to look at the social media communication network to analyze this issue. The issue with the hashtag #JaminanHariTua has become a hot topic of conversation on social media, one of which is Twitter or can also be called a trending topic.

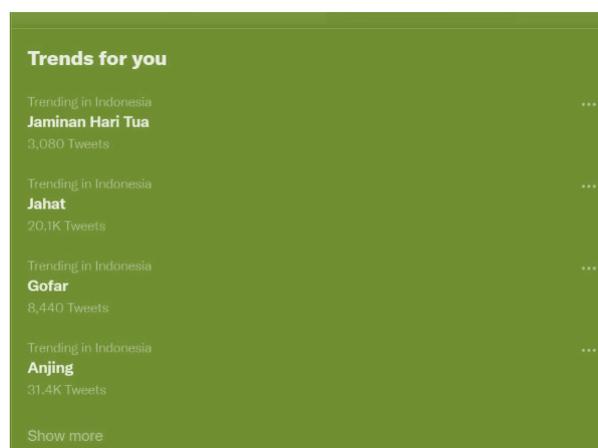


Figure 1. Tweet on the issue of old day security insurance





(Souce: idntimes.com, 2022)

According to several assessments, Indonesia has the highest social media adoption rate. Table 1 summarizes social media adoption in Indonesia in 2021 using Hootsuite & We Are Social data (Hootsuite, 2022).

Table 1. Social Media Adoption Rate

Platform	Potential audience marketers can reach using advertising
Facebook	140,000,000
Youtube	107,000,000
Instagram	85,000,000
Twitter	14,050,000

Source: Hootsuite & We are Social, 2021

Table 1 demonstrates that Twitter is among numerous social media platforms where Indonesians can share their opinions. Twitter, the most popular microblogging site in the world, has influenced and transformed how individuals obtain information from individuals or organizations in which they are interested. In addition, Twitter lets users update their followers on their thoughts, activities, and surroundings (Namugera et al., 2019).

After the discussion about the Regulation of the Minister of Manpower regarding Old age security insurance appeared on Twitter, many Twitter user accounts discussed and debated this policy. With so many accounts involved in the discussion, this discussion forms a communication network that can be analyzed.

The tweets on Indonesia's old age security regulation trended on the Twitter social media network. It has generated a lot of responses and responses from various parties who feel that the regulation has a significant impact on them, both negative and positive.

Twitter is a popular social media platform in Indonesia, with many users and active engagement. The platform has been used for a variety of purposes in Indonesia, including as a platform for political discourse, news and information sharing, and personal communication. For example, one study published in 2016 found that Indonesian students used Twitter to connect with friends, share news and information, and engage in political discussion (Utami et al., 2021). Meanwhile, Rahma et al. (Rahma et al., 2020) looked at sentiment analysis on mental health during the Covid-19 pandemic, and Santoso et al. (Santoso et al., 2020) adopted a Stakeholder Engagement Index (SEI) to study public behavior on social media.

This study examined the structure of the communication network, the actors involved, and the positive or negative sentiments formed in the conversation. In addition, the study examined tweets about the old age security regulation introduced by the Ministry of Manpower over one week, from February 12 to 18, 2022. The research question to be answered included how the pattern of the





communication network on social media Twitter using the social network analysis approach on the issue of the old age security program and what steps the government took.

Literature Review

Communication Network

Communication networks are complex social structures formed through interactions among individuals and groups (Monge & Contractor, 2003). Rogers and Kincaid (1981) define communication networks as interconnected individuals bound by patterned communication flows. Contacts and links manifest as individuals communicate, constituting organizational communication paths (Jaubah, 2013). Individual roles in network creation develop through daily activities, fostering relationships via continuous communication.

Network theory's foundational concept is connectedness, signifying a robust communication pattern between individuals. Communication leads to group formation, culminating in a comprehensive network. Everyone shares distinctive organizational relationships, contributing to the broader communication network. This network serves as a channel for transmitting messages between individuals, viewed from two perspectives: 1) small groups combining resources to develop communication patterns and 2) a formalized organizational structure facilitating communication (JK, 2017).

Network analysis elucidates various functions facilitated by links, such as meetings, information sharing, or influence—a concept known as multiplexity. In line with network theory, an organization acts as a link between two individuals who can define specific roles within the network, such as acting as a bridge or liaison or remaining isolated (Littlejohn & Foss, 2010).

Degrees of connection within a network provide insights into individuals' interactions. In-degree denotes the number of contacts a person establishes, while out-degree represents the number of links used. Centrality measures an individual's level of connection with others. This analysis also considers link quality, distinguishing between direct links connecting individuals straightforwardly and indirect links involving a third person (Monge & Contractor, 2003).

Method

This research used in the Analysis of the Old Age Security Communication Network uses a quantitative method with a descriptive approach. Specifically, this study used the Communication Network Analysis method. Communication Network Analysis is a research method that describes and explains social networks and network structures (Eriyanto, 2014). The network can be defined as a set of actors who have relationships with other actors. Communication Network Analysis does not focus on attributive data such as attitudes, knowledge, and behavior. Instead, Communication





Network Analysis focuses on the actors' relationship with other actors in the network (Knoke & Yang, 2019).

Research on the old-age security communication network turns the data obtained through a crawling process using NodeXL and Netlytic software into primary data. Meanwhile, the secondary data used was the visual and national news media analysis, which highlighted the issue of ministerial regulation. The population of this study included all conversations on Twitter social media with the keyword "old age security" from February 12 to 18, 2022, the population size of which was unknown. The sample used in this study was 2,000 tweets obtained using the NodeXL Basic software with the keyword "old age security".

Data analysis techniques in communication networks can be divided into two categories based on study design and level of analysis (Monge et al., 2003). Based on the study design, this study analyzed complete networks. Meanwhile, at the level of analysis, networks were to be categorized into actors, group, and system levels. This study adopted NodeXL to analyze and capture Twitter conversation data (Smith et al., 2009). Further, it then used Netlytic.org to find out the post overtime of the program communication network, which can be automatically formed when the data crawling process is complete. Finally, this study employed NodeXL and Netlytic measurement tools to examine the validity and reliability. The research used a directed graph with 2264 edges as a reference. It originated from all network participants.

Result and Discussion

Old age insurance is a form of social security provided by the government to guarantee the welfare of its people, especially workers. This program is in the form of mandatory long-term savings where the contributions are borne by workers/laborers and employers. However, these savings can be withdrawn until the owner of the savings has retired or is no longer productive (entering old age) (Setjen DPR RI, 2022).

When entering retirement, social inequality is prone to occur, which causes the population's welfare not to be fulfilled. The results of population projections also exacerbate this potential welfare problem, which is that 30% of Indonesian people will enter retirement age, 55 years old, in 2050. As a result, many of the elderly population will be vulnerable to falling into poverty in old age (Retaduari, 2022). This issue became the background of issuing the regulation draft on the Minister of Manpower Number 2 of 2022.

The problem with this regulation was that workers could not withdraw their funds until they reached 56, while at the same time, many workers were laid off due to the Covid-19 pandemic. This point sparked a response from the public on social media, making Old age security insurance a trending topic on Twitter. The various responses from the community regarding the Old age





guarantee insurance have drawn protests because they are considered very detrimental to workers, but some are neutral and have a favorable view of this regulation.

Twitter social media users disseminate information and opinions by interacting with tweets, retweets, likes, and replies on the trending topic. For example, the number of tweets about old age security insurance from the public is enough to prove that the Regulation Draft of Minister of Manpower No. 2 of 2022 received the majority of rejection from the public. According to Eriyanto (Eriyanto, 2021), the connection of users originating from interactions between individuals or groups on Twitter social media with a particular topic of discussion can form a network that can then analyze how the interrelationships exist in the communication network.

Communication Network Structure

The regulation draft of the Minister of Manpower No. 2 of 2022, announced in the second week of February by Minister Ida Fauziah received many responses from the public because it was considered detrimental to workers, as can be seen in the sociogram below.

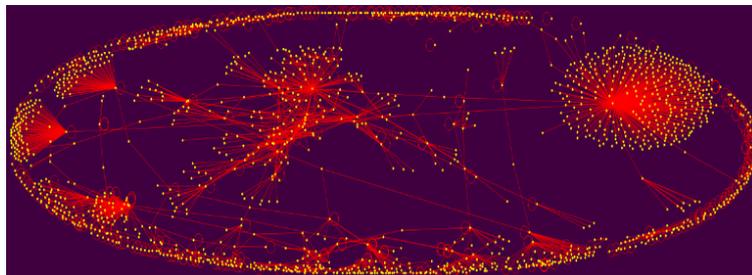


Figure 2. Sociogram of communication network (Harel-Coren Fast Multiscale Layout)

Through the crawling process obtained using the NodeXL software, 2000 tweet data were translated into 1606 actors with 2264 total edges consisting of 1834 unique edges and 430 edges with duplicates.

The structure analyzed in this study is a fundamental description of a network structure, namely the complete network. The visualization in the form of a sociogram is used to describe the network structure in this study using the Harel-Coren Multiscale layout. The analysis of the Old age security communication network forms clusters with different colors, and each cluster has the most frequently contacted actor. Therefore, the four largest clusters with the largest number of actors in the network have different interests.



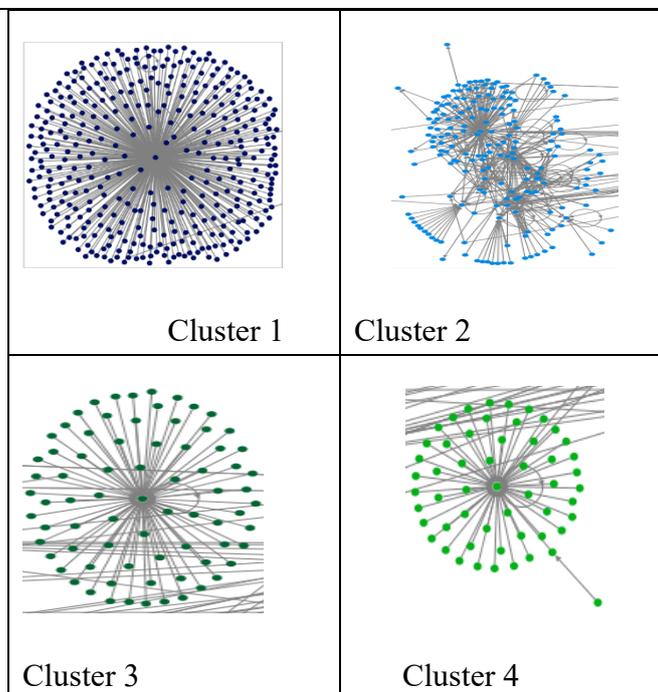


Figure 3. Four most significant clusters of communication network

The first cluster is marked in blue and is dominated by the @hrdbacot account. Dora The Loker Explorer (@hrdbacod) is a Twitter account active since 2012, long before the regulation draft of Minister of Manpower No. 20 of 2022 was announced. This account has 789.2 thousand followers. The @hrdbacot account contains content about jobs, both government policy job vacancies in the world of work and others. This account shared the tweet on the regulation draft of Minister of Manpower No. 20 of 2022 concerning old age security as it was considered detrimental to workers and prospective workers. By tweeting this issue, the account attempted to criticize the government's decision for being insensitive to workers who might have suffered from the Covid-19 pandemic. Further, the issuance of the draft was nearly the same time as the third wave of the Covid-19 attack.

The second cluster is a light blue group with several main actors, such as @Jokowi, @selmirror, and @alit1_kawulo, who also commented on the issue. What is interesting about this second cluster is that almost all actors in this cluster have tagged President Joko Widodo's account @Jokowi regarding the regulation draft submitted by his minister Ida Fuziah. These tags had made President Joko Widodo's account @Jokowi seem the leading actor.

Meanwhile, Cluster 3 is marked with a dark green node. Although the @shidqi_musthofa account only highlights the benefits of the Old Age Security program, many users are retweeting comments from this @shidqi_musthofa account. Finally, cluster 4 in light green contains tweets



from the account @kr1t1kp3d45_ok, which contain objections and harsh words to the draft Regulation of Minister of Manpower.

Table 2. Structure of communication network system level

Size	Value
Vertices (node)	1606
Edges (link/ties)	2264
Diameter	14
Average path length	4,513937
Density	0,000642
Reciprocity	0,016990

Table 2 shows the values of measurements from NodeXL at the system level. The network formed from the "old age security" keyword has a diameter with a value of 14, which means that the distance between actors to contact other actors is quite large, and the network is spread out and tenuous. The value of density in the old age security network is 0.000642. This indicates that the interactions in the network are not dense, which means that the relationships in the network are not close. Finally, the Reciprocity value in the Old Age Security communication network is 0.016990, indicating that the communication tends to be unidirectional and there is no reciprocity. This happened because the actors in the network only retweeted, liked, or replied but received little or no reply.

Table 3. Network Structure Group Level

Network Structure Group Level	Value
Modularity	0,706538

At the group level, modularity maps clusters or can describe whether a network consists of groups involved in the same conversation or of various conversations and clusters. For example, this network shows a modularity value of 0.706538, meaning it has several clusters. This modularity value shows that conversations in the network tend to be homogeneous and unified.





This can later be proven by top words or words often appearing in conversations on the Old Age Security communication network.

Actors in the network and their roles

The relationship between actors in a conversation requires analysis using social media network analysis, which can be seen from centrality measurements to determine how significant the actor or node is in the network. There are four factors: degree centrality, closeness, betweenness centrality, and eigenvector.

Table 4. Centrality of levels between actors

Vertex	Label		Graph Metrics		
	Position	Tooltip	Degree	In-Degr	Out-Degree
hrdbacot	312877283	hrdbacot[V	369	368	1
jokowi	500830970	jokowi	102	102	0
shidqi_musthofa	143494888	shidqi_mu	77	76	1
kr1t1kp3d45_ok	226523280	kr1t1kp3d	57	56	1

The old-age security communication network has famous actors, which can be identified by calculating the centrality occupied by @hrdbacot with a degree of 369, followed by the account @jokowi with 102. These two accounts have the highest degree because these accounts receive many replies from other actors in the network. Then, accounts @shidqimusthofa have 77 degrees, and @kr1t1kp3d45_ok has 57 degrees.

Then, cosmopolitan actors or users who act as actors closest to other network actors can be calculated through closeness centrality. The number of degrees an actor has does not determine whether the actor has a good affinity with other actors. Instead, the maximum value of the actor with the highest closeness is 1, and the lowest is 0.

Table 5. Centrality of communication network proximity

Vertex	Graph Metrics				
	Degree	In-Degr	Out-Degree	Betweenness Centrality	Closeness Centrality
akuratco	2	1	1	0,000	0,000
kuretaid	2	1	1	0,000	0,000
km03_s	2	1	1	0,000	0,000
poskotaofficial	2	1	1	0,000	0,000

Vertex	Graph Metrics				
	Degree	In-Degr	Out-Degree	Betweenness Centrality	Closeness Centrality
21beritaterkini	3	1	2	0,000	1,000
sirambutmerah_	3	2	1	0,000	1,000
c3p0thandsome	3	2	1	0,000	1,000
bisniscom	3	2	1	0,000	1,000





Data processing results show that the account with the lowest closeness value is 0, meaning that the account does not have closeness to the network, even though it is a famous actor, but accounts such as @akuratco, @kuretaid, etc., do not interact with other actors. Meanwhile, the accounts with the highest closeness scores included @21binaterkini, @sirambutmerah_, @c3p0thandsome, and @bisniscom. These accounts have the highest closeness value, 1. This indicates that when someone wants to connect closely with other actors, he must include relevant keywords. Another way is by making mentions or promoting goods.

Next are the cutpoints, which can be identified by calculating betweenness centrality. These cutpoints are essential because without cutpoint actors, a network will be divided, and there will be no one to connect information or messages in the network.

Table 6. Centrality of communication network intermediaries

Vertex	Graph Metrics			
	Degree	In-Degr	Out-Degree	Betweenness Centrality
hrdbacot	369	368	1	425391,000
lady_zeebo	20	19	1	239332,614
leokembara	2	0	2	234070,000
jokowi	102	102	0	123669,487
shidqi_musthofa	77	76	1	99234,000

Table 6 above shows that the most frequently contacted or famous actors have high scores in intermediary centrality. For example, the @hrdbacot account is ranked the highest in brokerage centrality with a value of 425391,000. Next in second place is an account from @lady_zeebo with a value of 239332.613, followed by @leokembara, @jokowi, and @shidqi_musthofa. Based on this centrality of intermediary data, the role of intermediaries is significant. For example, Old age insurance requires an intermediary so that information regarding the Old age insurance on social media Twitter can be spread from one actor to another according to the aims of the Mobile People's Alliance. Information cannot be spread without an intermediary, or the existing communication network must be broken.

Actors with meaningful network relationships can be identified by measuring eigenvector centrality. The value of the centrality of the eigenvector is between 0 and 1.

Table 7. Eigenvector centrality of communication network

Vertex	Graph Metrics						
	Degree	In-Degr	Out-Degree	Betweenness Centrality	Closeness Centrality	Eigenvector Centrality	
hrdbacot	369	368	1	425391,000	0,001	0,050	
dondonn48	5	4	1	6,000	0,000	0,003	
denyariiefendi	4	0	4	1415,000	0,000	0,003	
ribkadel	3	2	1	2,000	0,000	0,003	



Actors with essential relationships can be searched using the centrality of the eigenvectors. The maximum value for eigenvector centrality is $0 - 1$. Based on the data the researchers found in the table above, no actor has a value close to 1. So, looking at the data it shows that no actor has a meaningful relationship. However, judging from the order, the @hrdbacot account was ranked first, followed by the @dondonn48, @denyariefendi, and @ridkadel accounts. While both accounts do not contact anyone on the network, they are both frequently contacted or popular accounts.

Then some actors do not have links with other actors in the network. Data processing results show that there are 526 self-loop actors in the network.

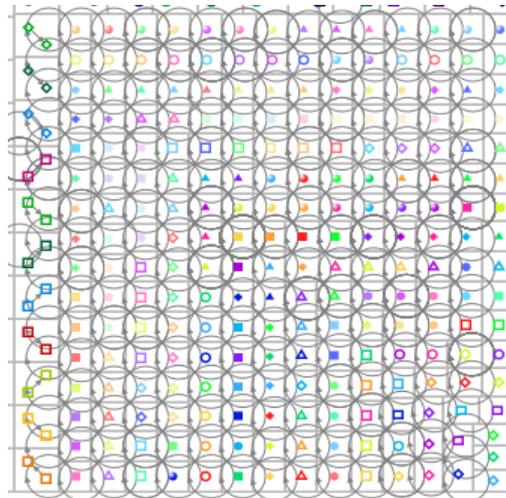


Figure 4. Self-loop on communication networks

Uploads of tweets from the self-loop account include disclosing opinions and questions from the public regarding the issue of old age security, news, or information related to including official links to tweets that have no relation to the topic of old age security by simply making tweets, including the word old age security.

Further, the sentiment analysis results related to the issue of old age security were obtained from 2000 tweets of 31.488 words. The highest number of words are those with neutral sentiments, namely 24.536. Many tweets have neither positive nor negative sentiments about old age security. Despite its dominance, tweets with neutral sentiment did not focus on supporting the government issuance of the regulation. Instead, they emphasized the government needed to pay attention to the human aspect as people had already experienced difficulties due to the Covid-19 pandemic.

Table 7. The sentiment of communication network



Top Words in Tweet in Entire Graph	Entire Graph Count
Words in Sentiment List#1: Positive	18
Words in Sentiment List#2: Negative	6937
Words in Sentiment List#3: (Add your own word	0
Non-categorized Words	24536
Total Words	31488

The total number of words containing positive sentiments is 18, while the number of words with negative sentiments is 6937. The results of processing the sentiment data show that almost 100% of the public who voice their opinions are negative concerning the regulation draft of Minister of Manpower No. 2 of 2022 regarding this Old Age Guarantee.

These tweets with negative sentiments contain words such as "Old Age Security, reject, difficult, regime, complicated, harmful, miserable, objection". In addition, they tended to criticize the government for not being sensitive and openly tagged relevant government Twitter accounts. Conversely, tweets with positive sentiment include "good, agree, good move, satisfied, support", and so on.

This fact shows how social media has become a new way for the public to convey its ideas, whether pro or con, toward government decisions. Within the context of Indonesia, social media users have grown significantly. As a result, social media has become a platform for public discussion.

However, many government agencies in Indonesia have been slow to adopt and effectively utilize these platforms. By not prioritizing their social media accounts, the Indonesian government is missing a crucial opportunity to connect with the populace, provide timely information, and address their concerns.

During times of crisis, for instance, social media can be a valuable tool for disseminating information and calming public fears. However, if the government's social media presence is not active or well-managed, it risks disseminating false information and contributing to confusion (Patel, 2022).

3.3 Social media engagement

Social media engagement, or SME, can be interpreted as the ability to maintain social relations (social networks) and participate in activities on social media (Syrdal & Briggs, 2018). For example, in the communication network with the old age security keyword from February 12 to 18, 2022, there were 1602 actors. The actors involved in conversations or participating in the Old Age Security communication network have different levels of engagement according to the number of followers, retweets, likes, and replies, depending on each tweet.





The emergence of the Old-age security communication network voiced by users certainly raised image problems for the government. This is because many tweets mention government Twitter accounts, especially those with Twitter accounts such as @jokowi, which belong to the President of the Republic of Indonesia. However, these government Twitter accounts did not respond at all. Therefore, it raises the perception that the government did not care for its citizen and only sought their money. The same perception appeared in similar research on how the government managed the Covid-19 crisis in Indonesia (Prayudi et al., 2021; Prayudi & Sagita, 2021).

In the phase of exploding negative responses from the public through Twitter social media, government accounts must be active in communicating to respond to the latest information regarding the steps taken to maintain or even increase a positive image of an aware government (Gascó et al., 2017). As in the Old age security communication network, government accounts such as @jokowi, @menakerri, and @bpjsketenagakerjaan should have taken part in the communication network to calm the sentiment of the Twitter community.

Conclusion

As one of the world's largest democracies, Indonesia has a responsibility to its citizens to communicate in a transparent and accessible manner. Social media platforms give government entities a unique opportunity to engage directly with their constituents and inform them of significant developments. However, unfortunately, this was not the case in this study.

This research demonstrated that the communication network developed on Twitter contained numerous nodes and edges throughout the study period. In total, there were 1602 data actors (nodes) and 2264 total edges (1834 unique edges and 430 duplicate edges).

The network structure analysis at the system level (density, diameter, and distance) showed that the network interaction was not congested or tenuous. However, two-way communication did not go well because several actors did not reply to each other when contacted. Even though there were not many clusters, the communication networks formed were also tenuous and not central to just one actor but tended to coalesce. This estrangement occurred because two-way communication was not going well. There were actors in the network who did not reply or respond to tweets directed at them. This communication network played a role in canceling the regulation draft of the Minister of Manpower No. 2 of 2022.

Regarding analysis of the level of actors and their roles, the actor that most often appeared in the retirement insurance communication network was @hrdbacod, which had managed to attract more sentiments from Twitter users than the President account @jokowi. This is because this account was considered to accommodate the people's aspirations. However, there is also an account





indicated as a buzzer, which attracted much sentiment because the tweet was related to the retirement insurance communication network, namely @kr1t1kp3d45_ok.

The regulation draft of retirement insurance was widely discussed on Twitter after it was announced by the Minister of Manpower, Ida Fuaziah, and it even became a trending topic. Many Twitter social media users responded, most commenting on canceling the regulation draft. However, there has been no response from accounts owned by the government, such as @jokowi, @menakerri, and @bpjsketenagakerjaan. As a result, the government had to learn how to manage and optimize its use of social media as part of its public communication strategy.

The government appears disconnected and uninterested in the opinions and experiences of its citizens as it does not interact with its followers on social media. This lack of participation can erode public trust and make it harder for the government to garner support for its policies and initiatives.

In conclusion, the Indonesian government should take their social media accounts more seriously and utilize them as an effective means of communication with their citizens. By doing so, they can enhance their transparency, responsiveness, and relationships with the people of Indonesia.

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