

The Roles Of Facebook In Creating New Anti-Corruption Social Movement Through Online Community In Indonesia

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Abstract- The existence of this new media has transformed the social movements that can be considered as a new form of social movements. New social movements have used internet presence through various forms and types. By using the qualitative method and employ semi-structured in-depth interview this research aimed to analyze the factors that become the background of group members joined the anti-corruption social movement in social media Facebook and to explain the role of social media Facebook in creating an anti-corruption social movement and online community in Indonesia. The research found that the awareness each individual has brought together so that it developed into a large collective consciousness among the group members of anti-corruption social movement in Facebook called "1,000,000 Facebookers Support Chandra Hamzah and Bibit Samad Riyanto". This collective consciousness also founded by a feeling that is almost the same, ie both feel aggrieved, oppressed and betrayed by the parties that held the authorities to eradicate corruption. The factor of convenience, freedom and openness of social media Facebook, have helped the realization of the social movement of anti-corruption through online community in Indonesia

Index Terms- Facebook, social movement, online community

I. INTRODUCTION

The existence of the internet in society has led to changes in social life. As stated by Slevin (2000), the internet has become a medium for cultural change, this is the core of the concept technoculture. The emergence of online communities that are facilitated by the presence of the internet has brought a change in social life. Various sites have been providing various forms of association and the foundation for a process for virtual communication. Internet has made it easier for people to exchange ideas about the things that interest them, from the fields of politics, sports, education and shopping. Some social networking site also referred to as social media, allowing each individual can communicate with people within the same time and simultaneously. Through social media such as MySpace, Friendster, WAYN, Twitter and Facebook for example, anyone can communicate even increase the number of communication partners from time to time and interact with each other with patterns that increasingly diverse, as well as in creating a social network.

The emergence of new media is also an opportunity for the process of new form of political communication (Moog and Sluyter-Beltrao, 2001: 56). Internet access spreads throughout the world and can be accessed by the whole society, has brought new opportunities for direct access to the political information and it can create an interactive discourse of the society itself (Moss, 2000). Social media also provides a forum for members of the community to interact and gather power to create public opinion, which can turn to discourse by the members of the community in order to attract and influence people. For example, the Iranians protest in 2009 shows social networks have created a citizen's movement faster and easier. Iranian society can oppose the election of Mahmoud Ahmadinejad through communication using social media such as Twitter and Facebook.

One case that can be considered great and got the attention of Facebook users is the group called "1,000,000 Facebookers Support Chandra Hamzah and Bibit Samad Riyanto Movement." Chandra and Bibit were the members of the Corruption Eradication Commission (KPK) of Indonesia, who were arrested by the police for presumed excessive force. They often held a press conference when their status as members of the Commission was not activated. The police were concerned if the press conference that they often did can distract public opinion and can interfere with the investigation of corruption cases they were doing.

Some people considered that the detention of two members of the Commission as an unfair treatment of the law. They assumed that their detention solely for 'silencing' so that they did not disclose matters related to the problem of corruption involving specific parties. Despite the pressure to the police not only done through social media groups in Facebook, but it was a fact that that particular group in Facebook has attracted to people in Indonesia. From the beginning of the establishment of the group on the 29th October 2009 to 5 March 2011, members who have joined this group were 1,312,770 people, this caused pressure from the group to the police to release the two detained Commission's members become stronger. In addition, the pressure is also done by various mainstream media, such as newspapers, radio and television in particular is, as well as through demonstrations performed significantly by groups of anti-corruption movement within relatively simultaneous.

Based on the phenomena mentioned above, this study aimed to 1) analyze the factors that become the background of group members joined that particular anti-corruption social movement in social media Facebook and 2) to explain the role of social

media Facebook in creating an anti-corruption social movement and online community in Indonesia.

Social Movement and Social Media

Social movement known as the crowds that usually without political power and influence that decide to promote or oppose social change through unconventional means. The individuals involved in social movements to identify problems, determine those responsible for the particular failure, it also causes them to take action themselves. To be effective, participants organized their activities into a social movement organization. Social movement organizations share their goal and work toward that goal. For example, environmental social movement with a formal structured organizations such as Greenpeace, Sierra Club, or the Earth First!. Social movement organizations with expertise in various aspects such as fundraising, lobbying or advocating grassroots campaign.

In addition, social movement is the collective movement that deliberately sought to promote change in direction and in a particular way, including, among others, violence, illegality, revolution or community production of 'utopia' (Wilkinson, 1971: 27). Social movements can also be interpreted as a type of group action. They are large informal group, comprising individuals and / or organizations that are focused on social issues and a special political and aims to implement social change.

Tarrow (1998) have argued that social movements have emerged to encourage social change, which they refer to as 'protests' when multiple turbulence occurred at a time issue. A wave of protest can be triggered by certain social disorders that provoked by war, economic downturn, political crisis, technological innovation or rapid changes in population.

According to Monnier (2010), social movements are more prevalent in industrialized countries as diverse a population less bound by tradition and the larger community. Movement of the many sub-cultures and conflicts of interest between groups was inevitable because of the conflict arises when there is a desire for change by some groups opposed to other groups that maintain the status quo. Some movements eventually succeed but also sparked a counter-movement called 'conservative revolution' which culminate during the election of Ronald Reagan as US president in 1981. In other words, social movements are organized response to the social, economic and political distress and a feeling of injustice, it is not necessary to own through the use of the channels of power.

Relevant to the context of this social movement, Morrison (1971) formulated a theory about why people join social movements, namely relative deprivation theory. According to him, a person experiencing relative deprivation when she/he felt that she/he did not receive 'justice' that seems to exist. The key to the relative lack of ideas is the notion that expectations of what society thinks about what it is worth to them and what they want. If expectations are met, people do not experience dissatisfaction or relative shortages. On the other hand, if people compare themselves to their reference group whose condition improved, they will experience a relative shortage. If an individual feels that everyone else seems to be rich or generally seem to have a better life, they will experience a relative shortage.

With the advent of social media, people have a more interactive platform for social communication and interaction. It is not only possible between one individual to individual, but also in a group of individuals or commonly known as a community

Sirky (2011) stated that social media has tremendous potential in triggering political movement because it is able to develop a shared awareness among members of a political movement. The situation will be more apt to occur when a particular community was in a state of instability, which is caused by a decline in public confidence in the governance process which takes place in a country.

Internet: From Traditional to Online Community

Wellman (1982) defined the community of the physical aspects such as size, location and boundaries that block them. In the social framework determined by the objectives and principles of the community, everyone is trying to satisfy all his/her needs. Whether they contribute aid of good things for the community or they just simply indulge in the community, on the basis of community and individual personalities accompanying (Preece, 2000: 14).

With the advent of social media, people have a more interactive platform for social communication and interaction. It is not only possible between one individual to individual, but also in a group of individuals or commonly known as a community. Jonassen et.all. (1998), defined online community as the social organization of the community of those who share their knowledge, values and goals. Members of the groups depend on each other to achieve a certain goal. The group becomes a community when it interacts and togetherness among team members survive for a time long enough to form a set of habits and commitments.

Owston (1998) stated that the concept of an online community is a group of people who regularly interact online and share objectives, ideas and common values, and thus extend the concept of an online community. With the advent of new media, traditional community concept has been challenged by the online community. Communities no longer exist in the physical world, but also in the virtual world that operates over the Internet as characteristics that allow individuals to connect with the people who are at a virtual distance. It facilitates the creation of their network that have similarities in terms of characteristics such as race, socioeconomic status, religion and political affiliation in turn form a network of people with different backgrounds (Lee and Lee, 2010). Individuals in online communities not only provide new sources of knowledge and information for the group related to the topics agreed upon, but also interact with other members of the group (Hunter, 2002).

A growing issue related to social relationships that is the purpose of the public in participating in online communities. The main purpose of the group members joined the online community is for mutual benefit from each other. For example, strengthening ties, distributing information, archiving experiences and exchange views. Online relationships also help people to create social norms and people transfer the norms in social relations in the real world to online relationship and create local norms there. These things make people easier to understand online behavior and to get a sense of belonging to each other in the community

(DeSantics and Poole, 1994; Wellman et.al., 1996; Haythornthwaite, 2000). In this context, the use of online community closely associated with accessing a variety of resources that help individuals achieve their social goals (Lee and Lee, 2010). Many examples have explained the strength of the relationships in the online community. Among them, Hiltz and Turrof (1993) reported that some participants felt that their closest friends were members of electronic groups they rarely meet. Meanwhile, Walther, Anderson and Park (1994) stated that the longer people have online, their bond becomes increasingly intense.

I. RESEARCH METHODS

This research used qualitative methods by conducting a semi-structured in-depth interview data collection techniques and the study of related documents. Semi-structured in-depth interviews is began of frequently asked questions in the broad field of study. Interviews are usually followed by a keyword, agenda or list of topics which will be acquired in an interview. Further, Mason (2004) stated that the semi-structured interview is a comprehensive term used to describe many different forms that are often associated with qualitative research. This study interviewed 15 members of the group, including 5 administrators who actively communicate within the community of anti-corruption in the social media Facebook. Kuzel (1992) which described the relationship between the diversity of the sample and the objective of the study suggest six to eight interviews for homogeneous samples and 12 to 20 data sources "while searching for evidence that is not valid or try to achieve the maximum change". Moreover, Bertaux (1981) argue that 15 is the smallest sample size acceptable in qualitative research (Guest et.al, 2006: 61).

II. RESEARCH FINDINGS AND DISCUSSION

The Factors as the Background to Join Anti-Corruption Social Movement on Facebook

Most members of the group admitted that among their reasons for engaging in anti-corruption social movement group was pure because to enforce the law in Indonesia, especially in the case of law enforcement action against corruption. They believe that if the anti-corruption social movement is done together and also with the same intention, then this social movement can create a pressure on the government. Moreover, the situation at the time it deems appropriate and suitable, in which people were considered together wanted a change towards the better in fighting corruption. This matter was supported by the founder on the movement:

"I feel this is a good time to present the issues to reform our legal system. Because there is such a transaction, placing people in institutions of law can be had certain interests, then I'd say this is our opportunity to discuss our political and legal system, the chance that probably will not happen twice, the time is right."

Some members of the group also admitted that they join this group because of the phenomenon of the increasing number of members so quickly and rapidly, so that they also moved to become part of that massive anti-corruption social movement. Social movements through social media Facebook was also considered more efficient because it can involve a lot of people

without have to take a long time. It can gather public opinion on a large scale and in connection with the anti-corruption issue that raised. Members of the group admitted that they only wanted to help Chandra and Bibit, without any interest. The main objective of this movement was to eradicate corruption and it was the only effort that can be done to encourage major power to conduct the fight against corruption. The protest movement took place at the streets were tried but did not succeed, it was more effective through online social movement. This is in line with the statement of one of the group members:

"Through online media the persuasion can be easier because if demonstration on the street costly, we also need time, mass movement, also met with various interests in the field, when meeting people, people already think so, various and diverse parties kinds of movement. In essence, they agree and understand that we want to eradicate corruption and corruption-free country. With online media, so we have the facilities, the results proved that Bibit and Chandra were released."

The sensitivity to social issues were also considered as among the reasons for the involvement of group members in this online social movement. This online movement have provided a platform for social anti-corruption activists to express their feelings and desires in fighting corruption, according to one of the group members:

"This group has become a kind platform for the online activists, or people who have social sensitivity. Although previously existing groups with social movements, but this group became a kind of trigger for other social movements in social media. But, if social movements had not contributed significantly, in my opinion it does not mean anything, it's not the movement."

Further, through the establishment of anti-corruption group, any individual who wanted to play a role in the fight against corruption can involve themselves as well as subjects, not merely as objects. They have hope can express their feelings. In addition, to create awareness among the public to participate in anti-corruption social movement, the public should be aware that they are victims of corruption, thus they will engage in anti-corruption social movement.

The Role of Social Media Facebook in Creating an Anti-corruption Social Movement and Online Community in Indonesia.

Members of the group who participated in this reserach believed that Facebook is considered quite effective in expressing anti-corruption social movement. Most of them have assumed that what they have expressed in the group was the most representative of the aspirations of the people of Indonesia. They knew and believed, most people want a clean Indonesia from acts of corruption. Some indicators that can be used to reinforce the assumption of which is the increasing number of members who joined the group and took place in a fairly quick time. Although in terms of percentages, the number of participants in group social movement of anti-corruption is still small compared with the number of Facebook users in Indonesia, but no one has ever joined the local online with the number of the group with the communication activities that can be categorized as very active at that moment.

Another clue was the issue of corruption is considered has become a national issue of concern to many people, starting from high class, the middle class so the lower class of the society. The case is in line with the statement of one of the group members, when answering the question, has the expression on Facebook represented the aspirations of the people of Indonesia in general:

“It is, as we are always discussing it, so the status is kept up to date, because I was also there on the field, I heard, I also see directly the problem of corruption was not only at the federal level, also among the trishaw rider they discuss it.”

Similarly stated by another member, among the respondents who admitted quite active communicate in that anti-corruption social movement group:

“Usually yes, yes, because usually there are a few comments I liked. From that, I can draw the conclusion that what I said is also represents of the feelings of others and to raise awareness of people to have the same mind through social media.”

In this regard, can be considered more and more people who like or comment which agreed, the written status and comments will be considered to represent the aspirations of the people in general. Whereas in the context of the group's contribution in the fight against corruption, most of the group members agreed that indirectly this group can contribute valuable or significant enough. Some things can reinforce the notion that this group has a contribution in the effort to eradicate corruption, including:

1. Discussions within the group members have supported the establishment of an encounter group members and social activists in the physical world to formulate corruption eradication in a more constructive and concrete on 28th November 2009.
2. Although the anti-corruption group in Facebook is not the only factor that gave the pressure, but this group has been considered as a group that gave enough pressure to push the police to immediately release the two detained members of the Commission.
3. This group was believed can help the social movements that have the same purpose and spirit of justice and conducting the law properly. Members of the group have suspected there were enough parties concerned with the existence of this particular online anti-corruption social movement. As the evidence, once there were parties that tried to take over the group. According to an administrator of the group, the group had 'disappeared' from the Facebook page for approximately 48 hours. However, once it reported to the Facebook management, the group has returned to normal. Based on these case, he assumed that there were certain parties that fear of the power of this group can create a huge social movement.
4. As communication through social media is cheap and easy to access, so it was easy to gather people involved in the anti-corruption social movement. If the involvement of the community in the mainstream media is very limited, so in social

media such as Facebook it is much more open, anyone can aspire their opinion, so that it can be so powerful. Although at the end the issue on the mainstream media is more and more taken seriously, however, many cases have become a major issue in advance in social media before it was revealed by the mainstream media.

5. This related to the people's power, history has proved that the 1998 reform in Indonesia has occurred because of strong pressure from the people. As stated by one of the group members:

“I see even the most efficient that can fix this country is the people's voice. Though the mainstream media still has more power, but social media is free from any interest and it can be free from all forms of censorship, what are expressed through social media, tend to be pure (no intervention from any party).”

6. In addition, writing a message on the Facebook is not restricted, can be updated and read faster, also can get a quick response, so it was very beneficial.
7. Anti-corruption social movements through social media is also considered to have been able to raise public awareness for collaboratively fight corruption. As long as its members continue to be consistent and continue to realize, it is believed the fight against corruption will be realized.

II. DISCUSSION

The research found that the members of a social group of anti-corruption movement was generally disappointed with the authorities that seemingly quiet with the prevailing circumstances. They felt that corruption was damaging the structure of society and corruption also has closed the society opportunity to be advance because of the money that should be used to build the country has entered into a personal bank account of the corrupt. This situation has already triggered a collective consciousness and has created a social movement on a large scale. Members of the group admitted that their goal to join the anti-corruption social movement is to regain the rights of those who have been 'stolen' by the corrupt. Therefore, the members of the group continue to be motivated to fight for their fate and also public falling out with them. Anti-corruption group is also considered to contribute to the eradication of corruption and the enforcement of law fairly.

In the context of creating a social movement of anti-corruption through online communities, found that social media also has the power in this regard. Social media is part of the political and economic power in the digital era as it is now. Even social media has been recognized as the fifth pillar of the state that occurred in Indonesia after the government (executive), parliament (legislative), the judiciary (judicative) and mainstream mass media. As a form of political and economic power, social media has the ability to change the structure and form of community interaction. Sirky (2011) stated that social media has a capacity large enough to trigger a political movement because it is able to create and develop a 'shared awareness' among members of a political movement. Similarly

occurring in the group of anti-corruption social movement, through the exchange of ideas, ideas as well as other information, the group members have successfully develop personal awareness which in turn become the collective consciousness and collective consciousness. This awareness and trigger a major social movement for action against corruption which is always associated with the political process. Social media Facebook has brought together activists from social movements and also the general public more sensitive to the problems and concerns of corruption in Indonesia. Through social media, the opportunity to express their views, create awareness and motivate themselves and others to fight against corruption which may only hard to do through the mass media. Social media is considered a media that is free from any interference whatsoever, and therefore the group members feel more comfortable and secure when expressing their views through the media. They see that in the development of information technology and the free flow of information that is quite independent of state control (Heng, 2000: xvii).

III. CONCLUSION

Members of the group realized that their fight against corruption will be strengthened and have great power when they do it together or even on a large scale. Through the social movements of anti-corruption in the social media Facebook, awareness each individual has brought together so that it develops into a large collective consciousness. This collective consciousness also founded by a feeling that is almost the same, ie both feel aggrieved, oppressed and betrayed by the parties that have the authorities to eradicate corruption. When people were not given the opportunity to feel life as it should be, then it has encouraged and motivated them to make a social movement. These factors as well as the background they joined the anti-corruption social movement through the online community.

The main characteristics of social media are easy, free and open to anyone, has opened up so much to the general public to express their aspirations, including also raised their voice to eradicate corruption in Indonesia. This research found that social media Facebook has a significant role in assisting the establishment of anti-corruption social movement in Indonesia. Based on these data, it can be concluded that the factor of

convenience, freedom and openness of social media Facebook, have help the realization of the social movement of anti-corruption through online community in Indonesia.

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