

Youth Organization' Social Media: from Bullying to Social Movement (Case Study in Perhimpunan Mahasiswa Bandung, Indonesia)

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Abstract

Social media become powerful media that used by youth organization to communicate and to create social movement. This research explores youth organization Perhimpunan Mahasiswa Bandung (PMB) that use social media face book, twitter, blog and YouTube with statistical descriptive in quantitative approach through questionnaire and observation. As a result, it can be concluded that members of the organization recommend face book as the most effective media (71%) while twitter and blog are less effective with 65.5% and 60.5% respectively. Respondents also implied that the organization's social media is important because it disseminates information about social issues and provides them opportunities to take a part in social movement with 94% effectiveness score. However, this research also found that this organization held negative activity which is bullying to their new members.

Keywords: Social media, Social Movement, Bullying.

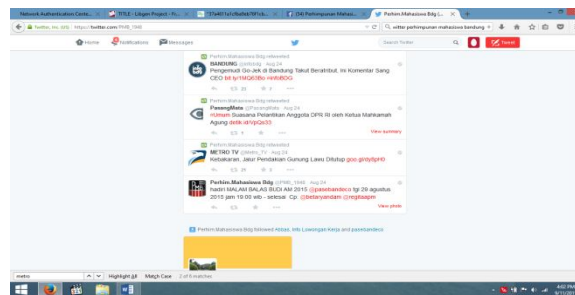
1. Introduction

Today, development communication use not only conventional media but also social media to empower society. It starts using social media such as face book, twitter, blog, and YouTube to disseminate development message. Social media has significant role in development and social change. Exploration of social media in the Arab spring indicates effective use of social media to create reform movement. The role of twitter in Egypt, face book in Tunisia and YouTube in Syria has contributed to democracy spirit in society (Markam, 2014). Social media contributed to Web 2.0 movement which is characterized by user-generated content, online identity creation, and relational networking. This media is potential for e-participation (Magro, 2009). According to Bertot *et al.* (2010) Social media has four major potential strengths: collaboration, participation, empowerment, and time. Social media provides social interaction that people can interact with each other, share information and achieve objective or interest. It also can empower its users by giving them a media to speak, publish their information. Further, social media technologies allow them to publish information in near-real time.

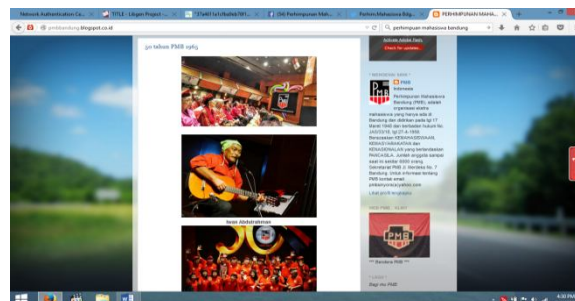
In Indonesia, development has been greatly influenced by social media. In 2015, number of internet user according to APJII (Indonesian Internet Service Provider Association) would be 139 million. APJII also stated that most citizens who live in city use face book as their first priority social media. The object of this research is PMB (<http://pmb1948.com>), youth organization in Bandung city which was established in 1948. This organization produced many figures that were nationally well known as Indonesian successful leaders such as Bacharuddin Jusuf Habibie (Indonesian 3rd President) and Sarwono Kusumaatmadja (marine and fisheries minister) and Siswono Yudo Husodo (State Minister for Public Housing). When observed on March, PMB has more than 6,000 members and remains active in their social media. PMB facebook has 738 likes. An example of topic in PMB face book was a picture when PMB members held campaign to defend Corruption Eradication Commission (KPK) with 4 people likes the page. This is an example of youth movement in anti-corruption movement.

Figure No.1: Facebook of PMB

On twitter @PMB_1948, it has 1072 followers on August 2015. The main activity in PMB twitter was actively mention (retweet) information from online news. An example of the topic is retweet from kompas.com about online motorcycle taxi drivers as new organization that intimidated by the conventional drivers. This national news had been retweet for 23 times and PMB disseminates this controversial issue as an awareness for the members.

Figure No.2: Twitter of PMB

Other online media that used by PMB is a blog (<http://pmbandung.blogspot.com>) that contains article, poster and comment. When it is being observed on August 2015, it contains documentation pictures and one article about their 50 years reunion, both were without comment.

Figure No.3: Blog of PMB

Overall, this research will explore how PMB uses social media to disseminate social awareness and create social movement. Research question are addressed below:

1. How much is the effectiveness of PMB's face book, twitter and blog in disseminating social awareness and social movement?
2. How much is the effectiveness of PMB's member in participating in social movement?
3. How do social media influence social movement?
4. How does bullying activity in PMB?

2. Literature Review

Development communication is a science and practical communication in developing country with focus on planned social change. This communication is aimed to build civilization which is related to diminish number of the poor, unemployment and injustice condition. Development communication intends to make a sustainable development, to change illiterate from low income people. The first step in development is giving information access for having ideas and skills. Then, it continues with giving motivation to have better living (Harun and Ardianto, 2012). Many researches implies about social media as a new trend in communication.

New media is a media contained of group of data, text, sound and pictures in digital format and disseminate through optical broadband wire and micro wave satellite system (Flew, 2008). Social media is introduced in new media. It has important role to disseminate message through a new channel.

From McQuail (2011), social media has positive function such as give information about reality that happened in society, related to power, innovation, adaptation and progress; imply correlation information which is explaining an occasion, giving awareness and consensus, establish sustained information in increasing and preserving value and culture, produce entertainment for relaxation, attempt mobilization campaign for society in politic, development, workplace and religion. Further, Mayfield in Loisa (2011) defines Face book, Twitter and Blog as social media. Face book is a social networking service, becomes the market leader in the world. Then, twitter is popular because it has conciseness in the message, open information for everyone who is interesting to the topic and gives people opportunity to join conversation. While weblog is a site that user can give opinion, comment, and write about something. Study from Fieseler and Fleck (2013) noted that online audiences' discussion is smaller than in mass media audiences. Comparing to predominately passive audience of the mass media, social media only attracts those who actively look for conversation and engage in online discussions.

3. Methods

This study using quantitative approach using questionnaire and observation. This research use survey with using four scales likert (1=strongly not agree, 2=not agree, 3=agree, 4=strongly agree). Respondents are all 107 new members of PMBin 2014 with total sampling technique. While the validity is tested by Product Moment Pearson Correlation and reliability is measured by Alpha Cronbach coefficient.

4. Result

There are 107 respondents in this research, 64 % are male and 36 % are female around 20 years old. From all respondents, they use social media in differ frequency. Most of them (68%) use once a week, 23% use 2-5 times and 9% use more than 5 times. Related to experience in social movements, 81% respondents has participated in social movement for social and community, 13% in politics, 4% at school movement and 2% in education system movement. Members of PMB are young people around 20 years old. Responding to face book, respondents are strongly agree that it is the best media to share idea and opinion about social issue and it also provide access to have social interaction. While in lower level (moderate), they effectively communicate through face book by giving respond to others, participating in discussion, and exchanging information. However, face book have low respond in giving enough space to members to engage with executive board of organization and it also did not fulfill issue that needed by members.

Table No.1: Members' Respond to PMB Face book Effectiveness

Statement	Respond	Stdev	Mean
I can give idea and opinion about social issue through PMB face book	92 % agree	0.69	3.25
People can have social interaction through PMB Face book	83% agree	0.69	3.02
Other members give responds to my opinion on PMB face book	81% agree	0.85	3.04
Discussion in PMB face book is effective	80% agree	0.7	2.90
I respond other members' idea on PMB face book	75% agree	0.8	2.93
I can solve problem through PMB Face book	70% agree	0.73	2.83
People can exchange information through PMB Face book	65% agree	0.86	2.83
I found many sources about issues through PMB Face book	59% agree	0.73	2.4
I can interact with top of PMB board through face book	57% agree	0.72	2.7

Then, responding to twitter, overall respondents give lower score than in face book to each statement. Alike in face book, twitter interaction with executive board, sources about issue remains are scored in low effectiveness.

Table No.2: Members' respond to PMB Twitter Effectiveness

Statement	Respond	Stdev	Mean
I can give idea and opinion about social issue through PMB twitter	69% agree	0.78	2.9
Other members give responds to my opinion on PMB twitter	69% agree	0.7	2.9
People can have social interaction through PMB Twitter	64% agree	0.75	2.75
I give responds to other members' idea on PMB twitter	63% agree	0.83	2.72
People can exchange information through PMB Twitter	63% agree	0.78	2.74
I can solve problem through PMB Twitter	60% agree	0.77	2.78
Discussion in PMB twitter is effective	52% agree	0.74	2.66
I can interact with top of PMB board through PMB twitter	57% agree	0.75	2.66
I found many sources about issues through PMB Twitter	53% agree	0.72	2.38

Other respond from respondent is effectiveness of blog. From the responds, most of scored that given by respondents to the blog are smaller than in face book and twitter. According to blog's characteristic, giving opinion through blog that can through article or comment.

Table No.3: Members' Respond to PMB Blog Effectiveness

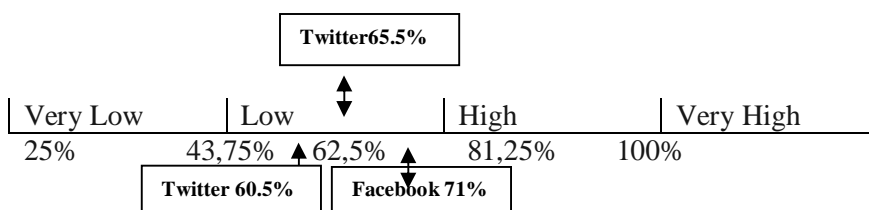
Statement	Respond	Stdev	Mean
I can give idea and opinion about social issue through PMB Blog	67% agree	0.61	2.60
I can solve problem through PMB Blog	64% agree	0.72	2.51
Other members give responds to my opinion on PMB Blog	64% agree	0.73	2.45
Discussion in PMB Blog is effective	65% agree	0.75	2.41
People can have social interaction through PMB Blog	63% agree	0.84	2.37
I give responds to other members' idea on PMB Blog	62% agree	0.73	2.33
I found many sources about issues through PMB Blog	60% agree	0.88	2.20
People can exchange information through PMB Blog	59% agree	0.78	2.13
I communicate with PMB committee through Blog	55% agree	0.78	2.06

Discussing about social movement, effectiveness of members participation in social movement that is measured by continuum line is 94%. Respondents say that 100% of them have motivation to do this. Then, 80% of respondents stated that they do social movement because of friends. Regarding their knowledge about social issue in society, only 67% are realized. Moreover, only 52% of respondents feel that they become a part of solution in society problem.

Table No.4: Members' Respond about Participation For Social Movement

Statement	Respond	Mean	Stdev
I have motivation to do social movement because of information on PMB social media	100% agree	3.6	0.5
Social movement information in PMB social media is reliable	94% agree	3.5	0.7
PMB social media gives me opportunity to join many activities	92% agree	3.5	0.6
I do social movement because of my friends in PMB social media	80% agree	3.2	0.7
I know social issues about society from PMB social media	67% agree	3.2	0.8
I can give ideas to solve social issues through PMB social media	63% agree	3.1	0.7

Overall, with continuum line analysis, face book is the first priority for the members to get in the discussion about social issue and social movement while twitter is in the second and blog in the third position.

Figure No.4: Effectiveness of Social Media

Nevertheless, from youtube (<https://youtube/N32vNgXMY24>) there is a bullying video from PMB with six minutes duration. In this video, new members use inappropriate costume, using sign with text such as I am a cockroach and wearing clothes like beggar. However, these young people gave testimony due to their respect of this event. They said that the event was interesting and it can make new member's attitude stronger.

They felt that it was normal for seniors to do bullying; even they felt tired because asked to crawl by hands in a street. They also said that the activities were full with torture slaps.

Figure No.5: Video of Bullying to PMB New Member Orientation



From data above, this research performed further analysis in multiple regressions with face book, twitter and blog as independent variables and social movement as dependent variable.

Table No.4: Analysis of coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	13,995	1,263		11,079	,000
1X1	,114	,066	,238	1,723	,088
X2	,044	,078	,095	,561	,576
X3	,071	,046	,188	1,540	,127

Table 4 indicates that variables have significant p-values given that all of them are less

$$Y = 13.995 + 0.114X1 + 0.044X2 + 0.071X3$$

V. Discussion

Social media has a significant role in social movement. From PMB members who are young people around 20-years old, they choose face book as the most effective media. Sari (2009) reveals that majority of face book users are young people around 16-24 years old. Through face book they can get information, personal need, social interaction and entertainment. In addition, they actively use face book features such as photo, video, quiz, status display and comment, chatting, wall statement, notification enable user to satisfy their communication need. This result supported by study from Hynan et al (2014) that described young people are using online social media to enrich their social relationships. Other studies from Zarella (2011) implied at this time Face book has become the dominant social networking site that can change the condition of people from "powerless people" to "powerful people". Loisa (2011) determines that social media enable social movements in society. PMB twitter also becomes effective media to raise awareness and social movement even with lower effectiveness comparing to face book. Putri (2012) explores twitter account @ Indonesia Unite that has an experience of social movement. It starts with conversation in Twitter about trending topic re-built image of Indonesia after a bomb attacked at the JW Marriot and Ritz Carlton Jakarta. Then, it continued by direct contact through meetings and finally made a social movement.

Other study by Apriyani (2009) explains that twitter has a positive correlation with community behavior. She reveals that members who use longer time interaction in the organization's twitter, have bigger belonging sense of the organization. In the use of Blogs, PMB also use this for communication within members. One example of the use of blogs as a medium of social movements in society in Indonesia is Babakan Siliwangi Concerned Citizens Forum (<http://savebabakansiliwangi.wordpress.com>) with context of democracy, which is one form of media freedom of Bandung city residents to preserve nature. In the blog there are also signing an online petition rejecting the commercialization of Babakan Siliwangi who received 8000 signatures online from Bandung society. However, it is noted that blog is less effective because information in blog usually in form of long articles and most of young people in Indonesia did not familiar with reading long article. They prefer to have short text and ask question directly to admin in face book and twitter. Based on the results of the descriptive statistics, PMB members' participation in social movements indicate in very high percentage (94%). According to Klandermans (2005) social movement requires broad participation from supporters. This means members PMB already support social movement in the organization. From the video, it can be seen that the welcome event for new members full of bullying activities starting from inappropriate costumes, physical and verbal violence.

However, after become permanent members they started get along with PMB social media and participate in social movements. Study from Egypt argued that social media has role in the success of anti-government protest that led to to resignation of the leader. (Eltantawy and Wiest, 2011). This also supported by Reveley (2013) that social media's organization enhancing potential can help labor shift the balance of class forces back in its favor, thereby limiting rises in the rate of exploitation. From overview from studies, it seems that social media is an important resource for bringing social movement in an organization.

Vi. Conclusion

From the result it can be concluded that PMB social media can be used for rising social awareness and social movement in youth organization. Face book is the best media with 71% effectiveness and twitter and blog with 65% and 60% respectively. All social media above is proved to give motivation and make youth take a part in social movement with 94% effectiveness. On the other hand, the social movement awareness in PMB is contradictive with the welcoming ceremony of new members with full of bullying especially verbal and physical violence.

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