

# An Analysis Perspective Implemented Text Mining Analytics Information Extraction For Impact of Indonesian Social Media

Agus Suryana.MTI (Suryani64@yahoo.co.id)<sup>#1</sup>, Sri Ipnuwati.M.Kom (nengachie@gmail.com)<sup>\*2</sup>

Departement of Information Science, STMIK Pringsewu Lampung Indonesia

*Abstract—The development and growth of the Indonesian nation-building which consists of various cultures and religions changed the way the public life of the state and the nation of Indonesia. Social media plays an important role in the ideological aspect, the social aspect, cultural aspect, the religious aspects, and aspects of defense and security of the ethnic diversity of the community. Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. While the future of social media is uncertain, current trends suggest that there they will become increasingly widely adopted. Our research focuses on the perspective of the influence of social media and the development of those aspects that affect the people of Indonesia by using text mining and information extraction.*

*Index Terms—Social Media, Text Mining Analytics, Information Extraction, Indonesian Social Media.*

## I. INTRODUCTION

Indonesia is a country that has the largest internet users in Southeast Asia . Internet in Indonesia today has become a primary requirement for its users, the development of social media is also becoming one of the important factors the amount of internet users in this country . Not only do it just based on the Survey Data Global Web Index , Indonesia is a country that has a social media users are most active in Asia. Indonesia has 79.7 % of active users in the social media beat the Philippines 78 % , Malaysia 72 % , China 67 % . Believe it or not , that the statistical development of the Internet in Indonesia reaches 15 % or 38,191,873 of the total population of Internet users we 251,160,124 , Medium internet users using mobile / smartphones reached 14 % of the population . Naturally, our country is tempting targets for smartphone marketing today .

Based on statistical indicators of Internet users in Indonesia who we get , the average time it takes users to access the Internet via a PC or laptop information around 5 hours 30

minutes every day , the percentage of Internet users via mobile or smarphone 14 % of the total population . Being the average time spent by Internet users via mobile or smartphones or mobile technology in Indonesia about 2 hours 30 minutes each day .

Based on statistical indicators of social media users in Indonesia, we get that , for the percentage of social media users in Indonesia, 15 % of the total population , the average time it takes a user to access social media in Indonesia is about 2 hours 54 minutes each day . Being the percentage of users who access social media through mobile or smarphonenya 74 % . A company used to be able to create a brand image in the minds of the public through advertising alone. Today, advertising is only a part of the brand-building process. Consumers are making more deliberate, considered purchases as opposed to impulse purchases, which are all researched online. That research inevitably includes reviews by experts with blogs, customers with opinions and friends with recommendations.

The quantity and polarity of online, written communication about almost any product or service has become statistically significant and sways purchases. Given the trust imbued in friends and experienced customers and the skepticism felt toward promises delivered by vendors, what people say about you online is becoming more influential than advertising.

The leading social media website, Facebook, was reaching 700 million users by mid-2011, while Twitter is coming close at 500 million users by February 2012. One of the explanations behind its popularity is the network effect: social media's utility increases when more people use it. The utility comes from the users finding social media more effective and efficient in reaching a larger number of people and the information they provide (Dijk 2006). Social media, however, is particularly fascinating because it differs from traditional media such as newspapers and television in three important ways: (1) it is able to facilitate two-way interaction with a large number of people at the same time; (2) actors are connected with each other directly, without middlemen that control contents; (3) and popular social media websites are free to join, making the cost of usage very low by modern standard. These advantages lead to an important conclusion: social media makes it easy for people to evaluate their

counterparts' actions and therefore beneficial as a business strategy.

Many-to-many communications have given the public enormous influential power. Public opinion is more trusted and respected than the promotional declarations of a company. Text analytics are our only hope for monitoring, comprehending and participating in public discourse. While the variety of technologies may be perplexing, the uses for them are vital for calibrating the success of social media investments, and maintaining good relations and a competitive edge. From the advertiser's perspective, success is measured in the reach required to generate awareness. Text analytics strive to derive meaning from the written word. This is massively complex because human communication is so context dependent.

## II. LITERATUR REVIEW

### A. Social Media

**Social media** is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks.<sup>[1]</sup> Andreas Kaplan and Michael Haenlein define **social media** as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."<sup>[2]</sup> Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals.<sup>[3]</sup> These changes are the focus of the emerging field of technoself studies.

Social media differ from traditional or industrial media in many ways, including quality,<sup>[4]</sup> reach, frequency, usability, immediacy, and permanence.<sup>[5]</sup> There are many effects that stem from internet usage. According to Nielsen, internet users continue to spend more time with social media sites than any other type of site. At the same time, the total time spent on social media in the U.S. across PC and mobile devices increased by 37 percent to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011.<sup>[6]</sup> For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income, as discussed in Tang, Gu, and Whinston (2012).<sup>[7]</sup>

Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content". To be specific, social media has many different types, which includes blogs, social networking sites, communities, video or photo sharing sites, and so on.

Antony Mayfield (2008) identified social media from customers (users) perspective: social media is best understood as a group of new kinds of online media. And he believed that main social media types share most or all of the following characteristics:

1. Participation: Social media encourages contributions and feedback from everyone who is interested. It blurs the line between media and audience.
2. Openness: Social media encourages voting, comments and the sharing of information. They are rarely any barriers to accessing and making use of content.
3. Conversation: Social media is better seen as a two-way conversation or catalyst for it whereas traditional media is about broadcast and a one-way communication from a media broadcasting company to mass audience.
4. Community: Social media allows communities to form quickly and communicate effectively.

Because of those characteristics, social media started to be accepted by more and more users and there are always new social media types emerging into the market. Conversations between the people that communities as well as the networks that connect the social web.

### B. Information Extraction

Information Extraction is the mapping of natural language texts (such as newswire reports, newspaper and journal articles, electronic mail, World Wide Web pages, any textual database, etc.) into predefined, structured representation, or templates, which, when filled, represent an extract of key information from the original text [14]. The information concerns entities of interest in the application domain (e.g. companies or persons), or relations between such entities, usually in the form of events in which the entities take part (e.g. company takeovers, management successions etc.). Once extracted, the information can then be stored in databases to be queried, data mined, summarised in natural language, etc.

### C. Text Mining

Text Mining is the discovery by computer of new, previously unknown information, by automatically extracting information from different written resources. A key element is the linking together of the extracted information together to form new facts or new hypotheses to be explored further by more conventional means of experimentation". Marti A. Hearst.<sup>20</sup> This definition is limitative as it refers to "by computer", "extracting", and "written resources". Moreover, the reference to "more conventional means of experimentation" is vague and does not pertain to a definition (such exploration might not always take place).

Text mining attempts to discover new, previously unknown information by applying techniques from information retrieval, natural language processing and data

mining". This definition is text-specific ("text-mining") and refers to a non-exhaustive list of techniques "from information retrieval, natural language processing and data mining". Data mining is here only a subset of text mining (while we would tend to consider that the opposite is true instead).

A computational process whereby text or datasets are crawled by software that recognizes entities, relationships and actions". This definition confirms our assumption that "data analysis" does not always "go deep into" content as it refers to "crawling" and not necessarily "extracting"<sup>23</sup>.

Text and Data Mining means to perform extensive automated searches of Publisher's Content, the sorting, parsing, addition or removal of linguistic structures, and the selection and inclusion of content into an index or database for purposes of classification or recognition of relations and associations".

#### D. The Development Of Indonesian Social Media

As the rapid development of technology today it is also in line with the development of existing applications. Can even put aside differences of space and time at the same time. In other words, the technology has grown rapidly this allows us to communicate with someone who is way down in the absence of an obstacle. These days the internet is one of the facilities are very effective and efficient when compared with other communication tools.

At this time in 2013 has a lot of the inventor or inventors who create social media applications to achieve the effective and efficient communication among existing Facebook, Twitter, Friendster, Tumblr, MySpace, Plurk, Path and so on. Half of Earth's population uses the application and Indonesia is no exception. With the rise of social media users in the country is not without any problems such as the one infidelity, cybercrime, fraud and so on. The types of people who make use of this app is also different, some are just looking for a friend or a mate, some use it as a place to sell, nothing to make fake accounts, and that is rampant is alay accounts (read: kids kites) were always make eye sore to see if the username or the status and usually they make them "live" on Facebook (username alay example: zhiiecinakanchol yankchlallugalu).

Range of 2008-2010 applications are very well known social media in this country is up, carrying millions of active users are in this country. Beginning of the 2000s we know applications such as Friendster and 2004 began to go into the Facebook (250 million users worldwide online) that shifts the fame of Friendster with more complete features and annually Facebook itself increasingly in demand because in addition to the features that constantly updates there also provided an online game which in turn make the user more comfortable to be on Facebook. Other applications are popular in Indonesia other than Facebook is Twitter. The

existence of other applications lacking a place in the hearts of social networking users in Indonesia.

The use of social media should be accompanied with responsibility and awareness of the user so as not to abuse and needed the attention of parents in supervising their children in the minors make use of these applications are increasing more rapidly each year. Many of the users who complain or vent about the problems in the real world even some who tells his personal life and diumbar into cyberspace. Therefore we are writing this short does not stop here because we will continue to observe the changes and developments of existing social media in the future.

### III. RESEARCH METHODOLOGY

Information is hidden in the large volume of web pages and thus it is necessary to extract useful information from the web content, called Information Extraction.

#### A. Information Extraction Framework

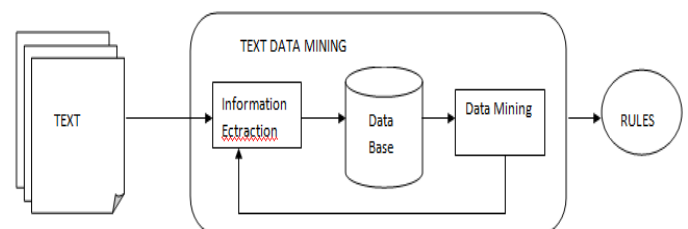


Fig. 1: Text Mining Framework

Information Extraction (IE) is the process of automatic extraction of structured information such as entities, relationship between entities and attributes describing entities from unstructured texts. Mostly useful information such as names of people, places or organization mentioned in the text is extracted without a proper understanding of the text. Traditional data mining systems assumes that the information to be mined is already in the form of relational database.

#### B. Social Media Research Methods

##### 1) Interviews

###### 1. Surveys

Creating a group variable questionnaire on social media data sources.

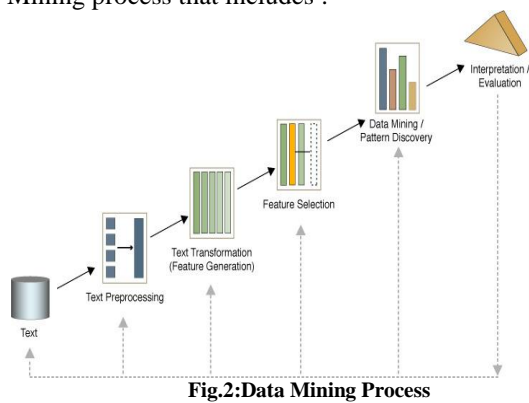
###### 2. Content analysis

Data collection phase of social media by digging Indonesia contents of the material:

- Facebook Walls
- Tweets
- Delicious Bookmark

- Youtube Comments
- Flickr Comments, Tag
- Yahoo! Answer question, answers, comments, ratings
- Blog Articles
- Wiki Articles

- 2) Data mining  
Gain knowledge of social media by following the Data Mining process that includes :



- 3) Data from human subjects  
Conducting interviews and surveys to professionals such as :
- Teenagers
  - College Students
  - Nurses
  - Patients
  - Librarians

#### IV. PERSPECTIVE SOCIAL MEDIA INDONESIA



**Fig.3. Perspective Social Media Indonesia.**

##### A. Perspective The Ideological Indonesian Nation

An ideology is a set of aims and ideas that directs one's goals, expectations, and actions. An ideology can be thought of as a comprehensive vision, as a way of looking at things, as in common sense and several philosophical tendencies, or a set of ideas proposed by the dominant class of a society to all members of this society or a 'received consciousness'

or product of socialization. The main purpose behind an ideology is to offer change in society, and adherence to a set of ideals where conformity already exists, through a normative thought process. Ideologies are systems of abstract thought as opposed to mere ideation applied to public matters and thus make this concept central to politics. Implicitly every political tendency entails an ideology whether or not it is propounded as an explicit system of thought.

Pancasila in Indonesia is very important, because Ideology Indonesia or Pancasila can awaken our spirit to build Indonesia to be better country than another country, provide guidance about the world and its content and build spirit to struggle to move against the occupation.

Pancasila is the most important in Indonesia because Pancasila is Ideology for Indonesia, where that ideology has function for filter influence from Indonesia. Many people who study or work in neighbor country. When they back to Indonesia, they take along until they back to Indonesia. Because they has a long time to stayed in neighbors country, because that they familiar with western style.

That influence had some impacts for Indonesia. The impact for Indonesia such us, Indonesian used a sexy clothes, used harsh words, more popular modern dance than traditional dance, and so on. Many culture in Indonesia where must we protect and we continue because a lot culture in Indonesia taken by another country. So, we must protect our culture.

Impact for our relationship with the other country is the other country see our country is not good country because much Indonesian used a bad attitude. Maybe relationship between Indonesia with the other country is not good and so on. So, we must used a good attitude and filter influence from the other country, because influence from the other country is not good for Indonesian where Indonesia have religion and have principles for build good country.

Proclamation of August 17, 1945 has given birth to the State of RI State Equipment complete PPKI tools a hearing on August 18, 1945 and successfully passed the Constitution in section four which consists of opening the 4th paragraph of Pancasila formulation contained therein. Formulation of Pancasila is a legitimate and constitutional right as the basis of the state of RI PPKI passed by the representative of the entire people of Indonesia.

Five Principles according to the Jakarta Charter adopted on June 22, 1945 the following formula :

1. Belief in the Islamic obligation to run a follower-followers.
2. Humanity is just and civilized;
3. Unity of Indonesia;
4. Democracy guided by the wisdom and deliberation amongst representatives;
5. Social justice for all people of Indonesia.

Conclusion of the various terms of Pancasila is a legitimate and constitutional right of Pancasila which is listed in the Preamble UUD 45, it is strengthened by the MPRS decree and Presidential Instruction No. NO.XXI/MPRS/1966. 12 dated 13 April 1968 which confirms that the pronunciation, writing and formulation of the State of RI Pancasila legitimate and correct which is as stated in the Preamble UUD 1945.

After that, we can know point of view about ideology of Indonesia or Pancasila from philosophy of Pancasila, the original philosophy, base on Soekarno speech, base on Soeharto speech, After we knew philosophy of Indonesia is Pancasila. In fact the definition of philosophy in the philosophy of Pancasila has been modified and interpreted differently by some philosophers Indonesia. Pancasila discourse made since 1945. Pancasila philosophy is always updated in accordance with the "demand" of the ruling regime, so that Pancasila is different from time to time. Originality of Pancasila philosophy.

Philosophy of Pancasila and developed by Sukarno from 1955 until the end of his rule in 1965. At the time of Sukarno always stated that the original philosophy of Pancasila Indonesia is taken from the culture and traditions of cultural acculturation Indonesia and India (Hindu-Buddhist), Western (Christian), and Arabic (Islamic). According to Sukarno's "Belief" is a native of Indonesia, "Justice Social" inspired by the concept of Messiah. Sukarno was never mentioned or propagandizes "Unity". That's statement It is from Soeharto version Pancasila Philosophy.

Based on the above explanation is understanding the general philosophy of Pancasila is the result of thinking / thinking deeply of the Indonesian people who are considered, trusted and believed to be something the truest, most just, most wise, best and most suitable for the Indonesian nation.

#### B. *Perspective Of Political Indonesian in Social Media*

According to a report published by International Foundation for Electoral Systems, 51% of Indonesians vote for the same party most of the times, compared to 41% who always vote for different parties. This shows that Indonesian voters' core and swing divisions are quite even. Indonesians also state that they prefer to vote for a candidate directly (77%) rather than to vote for only a party (17%). In making their selections, however, candidate's personality is still the most important factor (40%), compared to other qualities such as candidate's platform (11%), and party affiliation (5%) (IFES 2010). The variety of voters and their preferences lead candidates to use a variety of strategies, such as policy-based strategies to target swing districts, and valence-based strategies to target core districts. In terms of their campaigns, there is also a certain balance between party-mobilization strategies and personal-mobilization strategies.

What I am interested in this thesis is that as an electoral strategy, whether social media aids party or personal vote mobilization, and whether social media complements valence or policy-based strategies. The main findings of this thesis are social media is a personal-vote mobilization tool, and it complements policy-based strategies.

Online social networking media as one of the products enough communication technology used in the election campaign McLuhan concept which states that technology is a basic concept that the media form the basis for the analysis of this case. From McLuhan's concept down into several theories Seyang linked and can also be a knife in the analysis of numerous cases in politics. The results of the discussion and the conclusion is that the ever-evolving communication technologies lead to influence on politics through campaign activities today is developed through new media and technological deternism visible presence in the community because many people are so dependence on technology functions so life is dominated by technology. As social beings, humans will never be able to live alone and it is also confirmed one aksimoma of communication that "we can not not Communicate" (Ruben, 2006). Is true that people can not not communicate. This communication is communication both verbal and non-verbal. Communication itself is a process of communication of beam from the sender to the receiver through the media. Departing from the axioms of this one, the technology is growing so fast without us knowing it fully. Over time, the rapidly evolving technology and the emergence of so many rmenimbulkan new media that have an impact on the social life of the community, "... New media technologies impact our life culture by offering new lifestyles, creating new jobs and eliminating others, demanding regulations and presenting unique new social issues ... "(Straubhaar, 2012) It is improper for the menjadai forgotten is that the base is": the language, Acronyms, and discussions in communications technology (CT) are based on the fundamental ideas that can be Considered systems. Understanding the fundamental Reviews These systems allows knowledge of various information technologies to be added, brick by brick, to build on understanding of current and developing technologies. One of the primary systems in CT is signaling. "(Jones, 2009) From the notion of fundamental importance and that social media was born. Like Facebook, MySpace, Linked In or Twitter with nearly millions of people of the world have joined together in a variety of the many types of social media set. Any kind of social media such as Facebook, MySpace and others have each different from one another. (Grant, 2010) With so many types and users on every social media now makes many of them developing and the impact it senggaja utilizing social media to achieve the goals to be achieved in almost all aspects of life. (Mirabito, 2004) One of the areas are pretty much very dependent on communication technology is the field of politics. Because in this political field of political communication is very important in politics. One form of political activity that is known to the wider community is a

lot of political campaigns. In this case, the campaign itself is divided into several categories such as legislative campaigns, presidential campaigns and election campaigns in the head area etc. What is also very interesting to observe is a shift form dilakukanoleh political campaigns of candidates in the campaign. We knew before berkembangnya communication technology is still very much in the encounter how the campaign by putting up large banners, banners - banners seseluruh road, billboard posters also meet throughout the city that actually quite so much to have both positive and negative impact on it. Now, as time goes by, and the development of communication technologies is also rapid, as described earlier about the emergence of new media to make a shift in the campaign. Many who use the new media in a campaign to attract as many times and to vote in elections. In the near future, Indonesia will celebrate one of the biggest democratic party for the new 2014 election for the next term. From some of the participants of the election has started doing way to entice the masses and memlihi election. A variety of ways ranging from the old ways like the use of billboards, posters also deploy various banners. It comes in various television shows with a variety of existing imaging was also performed by all couples cagub cawagub. Some participants of the election campaign team was also utilizing social media as a means to attract the attention of the masses. Almost all social media there are also utilized one of which is a forum for social networking and online media. Social media has greatly affected the lives of men. (Liu, 2007) including in the political field is also affected by the existence of social media. In the political field itself in which there are also political communication that the public can be affected to choose a candidate to get a power.

### C. Perspective Social Culture

Indonesia's telecommunication industry has grown very remarkable since 2000 the number of cellular subscribers in Indonesia has reached 236 million subscribers by the end of 2010. That is to say the market penetration has reached 99% of the total population in 2010 of 237 million Indonesian population despite the high number of accumulated cellular subscribers this is due to there are some customers who subscribe to more than one operator. The operators were competing to offer various services to access the Internet either via mobile phone or using a modem. With the price of internet access via mobile technologies are getting cheaper resulting in nearly 40% of mobile subscribers have access to the internet via their mobile phone which on average they access social media networks like facebook and twitter. Based on data from insidefacebook.com in September 2010 that Indonesia has become the 3rd largest user in the world under the USA and the UK with 27.8 million users.

| Country        | 8/1/2010    | 9/1/2010    | Change    | % Change | % Pen  |
|----------------|-------------|-------------|-----------|----------|--------|
| United States  | 128,936,800 | 133,925,380 | 4,988,580 | 3.90%    | 43.80% |
| Mexico         | 13,788,560  | 15,483,640  | 1,695,080 | 12.30%   | 14.50% |
| India          | 11,534,480  | 13,188,580  | 1,654,100 | 14.30%   | 1.20%  |
| Indonesia      | 26,277,000  | 27,800,160  | 1,523,160 | 5.80%    | 12.10% |
| Philippines    | 15,284,460  | 16,235,000  | 950,540   | 6.20%    | 17.90% |
| Turkey         | 22,924,780  | 23,833,140  | 908,360   | 4%       | 33.80% |
| Germany        | 10,276,120  | 11,072,300  | 796,180   | 7.70%    | 13.50% |
| United Kingdom | 27,020,020  | 27,806,860  | 786,840   | 2.90%    | 45.40% |
| Brazil         | 5,333,880   | 6,050,840   | 716,960   | 13.40%   | 3.20%  |
| Canada         | 15,756,400  | 16,465,260  | 708,860   | 4.50%    | 49.20% |

Source: Inside Facebook Gold  
Data from Facebook September 2010

Fig.4. Facebook Top 10 Growth Markets.

The government has an active role to improve the use of the Internet to remote rural areas through the project Universal Service Obligation (USO). The purpose of the project Universal Service Obligation (USO) is not solely to provide telecommunications facilities to a person or group of people, but is to :

- Increase productivity and economic growth.
- Promoting social cohesion and political processes through assimilation with the isolated community of common community / forward .
- Improving the way and quality of public services delivery government.
- Stimulating the equilibrium distribution of population.
- Eliminating the social and economic gap between the information rich and the information poor.

From the above discussion we can see that so many positive effects on the progress of the technological advances of ICT on economic issues, increased knowledge and improved government service or other business institutions to the community. But technological progress is like a double-edged sword, of which there are negative aspects arising when people are not able to filter and judicious in the use of the technology itself.

Is social media? According to Wikipedia, social media is an online media where users can easily participate, share and create contents include blogs, social networks or social networks, wikis, forums and virtual worlds. Blogs, social networking and wikis may be a form of social media that is most commonly used by people around the world.

In Indonesia, the development of social media is rapidly increasing. This development is supported with easy access to the internet via mobile phones. Now to access facebook or twitter for example, can be done anywhere and at any time simply by using a mobile phone So quickly people can access social media resulted in a major phenomenon of the flow of information not only in developed countries but also in Indonesia. Because the speed of social media is also starting to look obviate the conventional mass media in spreading news.

In fact, many social and political changes caused by the influence of social media networks. Internet marketing methods used by Barack Obama to win the election in the United States is an example of the influence of social media networks that can affect the preferences of a voter to vote in the presidential candidate superpower. The most obvious example of the effectiveness of the Internet in Indonesia in community issues is a 'liberation movement' seed-Chandra on facebook which is a key strategic victory of the people face the cruel politics of law enforcement officers. After the liberation of the internet back helps Pritchard of pressure arrogant institution assisted law enforcement officers.

But besides that, the other negative side is rioting in London England recently where the riots were driven through social media networks. So it is no exaggeration to say the internet is a bastion of democracy. As a weapon of public, social media is a two-bladed sword. In the hands of a good person, he brings improved. In the hands of a bad person, he supported the crime. Fortunately for us that people are far more good than bad people.

Another negative impact of the social aspect is the increasing individuality of the people of Indonesia who frequently interact through social media networks. Individuality here is they do not really care about the people who are around, but more busy with the handsets they hold from chat, status updates on facebook or twitter ngetweet. So some say that social media networks are connecting people but disconnected family. And as we all know that the people of Indonesia have a tremendous respect for the culture of the meaning of family.

With the high usage of social network media in the age range 13-25 years based on data from inside facebook where users in the age range up to 70% of total users in Indonesia. So it becomes fear the future, the younger generation be the generation that is individualistic and forget the values of their ancestors that upholds the nature of family and togetherness in social life.

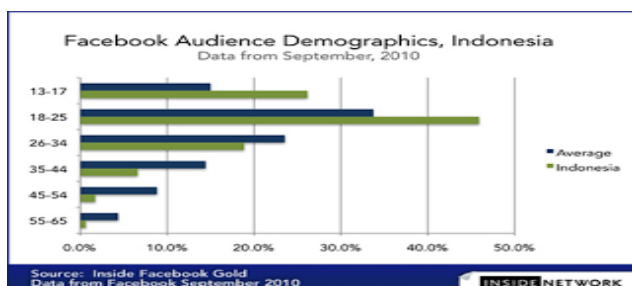


Fig.5. Facebook Audience Demographics Indonesia

To reduce the negative influence of social media networks necessary to take a comprehensive of all stakeholders ranging from family, educational institutions, government and providers and network operators the Internet itself.

From the family of each parent should always have sufficient knowledge about the internet and they can teach their children about the negative impacts of the internet. Besides, they also have to exercise control of their children, especially in terms of access to any web site on the internet and also with whom they befriend virtual world. Parents must actively teach the values of togetherness and kinship.

In terms of educational institutions should be taught how to use the internet to their students healthy. So the students before using the internet and access social media network has been equipped with adequate knowledge to counteract the negative effects that may arise. And also conduct activities that increase the togetherness like the scouts.

From the government side should be a regulator for content and information circulating in the social media network. The positive things that have been tried by the government is blocking access to porn sites that could damage the morale of the nation Indonesia.

In terms of telecommunications service providers must actively assist the government to block access to content that could damage the morale of the people, especially the younger generation.

#### D. Perspective Economic

There was a time when the construction in Indonesia looks so left in the middle of a rapidly growing trend in other Asian countries. But it did not take long for Indonesia to shine again and go beyond the countries in Asia are growing most rapidly, particularly India and China. Today, practitioners of marketing, communications, business and politics in the world are increasingly eyeing Indonesia as the latest Asian tiger. Economic growth plays an important role in encouraging the development of this country. Since the economic crisis in 1997, Indonesia's economy continues to grow rapidly with the growth of gross domestic product (gross domestic product - GDP) figures were consistently reaching 6-7% annually over the last 3 years. From the eyes of economists, this growth means huge potential that has attracted foreign investors to take advantage of the Indonesian consumer market is also growing rapidly. Not only being the 3rd most populous country in Asia after China and India, Indonesia also has the highest birth rate of all three, which makes the consumer market in Indonesia will continue to grow in the coming years.

From the eyes of the public, the story of Indonesia may sound pretty familiar: a state with a dense population will be middle class segments more shine and made it through the global financial crisis. A country that is now offering millions the opportunity to enter a market of consumers who continue to hunt for brands that they see in the movies, hear music and discuss online. But the online discussion is what distinguishes the Indonesian market with China and India (and even other countries throughout the world). When

talking about engaging online, Indonesia has created a new platform.

Indonesia has its own uniqueness in the online world. Currently 80% of Internet users, or commonly called by netizens, active in a wide variety of social media, the internet connection in Indonesia is still in the lowest order in the region with a percentage of 22.4% according to Marketplus. But on the other hand, Indonesia is now the third largest market for Facebook after the United States and India, and the fifth largest for Twitter. This may be driven by the fact that almost half of Indonesia's population under the age of 30. Interestingly, according, jakartaupdates.com site, nearly one-third of the global trending topic on Twitter came from Indonesia in 2011.

Given the size and growth of Indonesia's young demographic, the brand owner must work extra to attract the attention of consumers in Indonesia. They must be quick and precise in taking steps to benefit from the intensity and the willingness of this consumer group. They now have to promote two-way communication to get the attention of consumers in this unique market.

Some companies have begun to take strategic steps to capture the opportunities in social media. One example is a fast food restaurant from the United States. After using a strategy that focuses on the use of social media to increase brand awareness and disseminate updates its promotional activities, the company managed to grab the attention of consumers in Indonesia, which later led to loyalty and publicity outside of the online realm. By using Twitter to directly reach its target audience is young consumers, the brand managed to get continuous coverage in social media and traditional media in a large national scale. The success of this brand surpassed its competitors as the top choice of consumers and be an accurate example of how effective use of social media for business practices in Indonesia.

It can also be a trigger to change the low level of internet penetration of an obstacle into an opportunity to tap into a huge market that contains more than 250 million people and relatively not been touched. Internet penetration rate is low does not mean the decline. The penetration rate continues to rise consistently from 17.5% in 2010 to 22% last year, this matter is supported by the increase in mobile web usage is also becoming consistent. Now, the majority of mobile phones are sold in Indonesia can access the sites on the internet, and with telecommunications services very affordable (less than \$ 12 a month for unlimited data package), it is not likely that Indonesia will possess a number of netizens largest in Southeast Asia. Plus an increase by 61% annually in smartphone shipments, growth rate internet access in Indonesia will show double-digit growth this year. And not something that is too early to forecast that mobile marketing will be a vital medium for reaching consumers in

Indonesia. Although today it is still in its early stages, but is expected to be a sharp increase in mobile advertising and marketing as well as e-commerce as a result of this online trend. Therefore, it is clear that there is a vast opportunity for growth in this field.

Audience in Indonesia is very unique and they are hoping to get the treatment and services are unique as well. Many companies are already aware of this fact and try to achieve success by creating local sites as well as on various social media profiles specifically designed specifically for the Indonesian market. What do these companies have to prove is that the direct digital communication between the consumer at any time with them has been the key to establish a strong online community and gain the loyalty of consumers in Indonesia. In other words, this is a shift of only spreading a message to consumers becoming interactive communication with the fans. Localization online will continue to be a trend that is in control. Companies that benefit most from these trends is that they managed to establish consistent communication with their audience.

Indonesia has slowly established itself as a global hub of social media. As the market is just starting to reach maturity, it gives the challenges and opportunities for companies and business practitioners to take part in it. Businesses, whether it be in the beginner level as well as leading brands, which successfully reap the benefits of social media obsession Indonesia to be a great success. While they were not informed only be left with many questions.

#### E. *Perspective National Defense and Security*

After the end of the cold war (cold war) in 1989 marked the collapse of the Berlin Wall, making the United States became the sole superpower the world coupled with the development of science and technology and invested in the form of computer-based technologies have spurred the United States to transform the information technology-based change and then known as IRMA iT (Information Technology Revolution in Military) .1 this change also resulted in threats faced by a nation transformed from a threat that is for traditional (conventional) unconventional threat or Asymmetric Warfare. The threat of war began to change both the shape and the ways used. Entering 1990, the war did not use the traditional way, but using a new method that is better organized, carried out by non-state actors and not tied to place and time used. War is called "Global War on Terror". The pattern of fighting and strategy used has changed and shifted toward ways asymmetric warfare (Asymmetric Warfare). "Asymmetric Warfare is violent action undertaken by the have-nots "against the" haves "have-nots whereby the, be the state or sub-state actors, seek to generate profound effects-at all levels or warfare (however defined), from the tactical to the strategic-by Employing Reviews their own specific advantages relative against the vulnerabilities of much stronger opponents"



The threat in the era of globalization and information technology not only to the military, but non-state actors are the main actors in performing any action threat. The threat of non-state actors is often done today is the threat of terror (terrorism), an armed separatist movement (insurgency), and threats in cyberspace (cyber crime). The threat of non-conventional or asymmetric warfare such as environmental degradation, human rights abuses, smuggling, sea property theft, illegal immigration, ethnic conflict and communal conflicts, poverty, hunger, and others that can destabilize national security and sovereignty. In that sense, the state is obliged to nullify all the sources of threats that conventional or nonconventional for every citizen. Thus, Indonesia needs to make a national defense system that integrates with all components from Sabang to Merauke.

The development of social media or social media marked a very high amount of use of blogs, social networks (Facebook, Twitter, WorldApp, Line, WeChat), and a forum for communication in cyberspace makes humans can communicate to exchange information regardless of time and space. The presence of social networking among people has become an extraordinary phenomenon and become part of the lifestyle even become a necessity in society, whether old or young. These practices will bring positive and negative effects of public life in a country, the positive impact of technological advances on the internet can be is that the information can be obtained quickly and easily delivered, resulting in faster communications implemented and accepted by all personnel, while negative impacts that can be caused by these developments is the risk of spreading information that is not on target, may result in leakage of confidential information that may harm themselves, other people, or other groups. On the other hand, the negative things caused by the development of Internet technology is many criminal acts in cyberspace or better known as cyber crime. Crime cyber crime generally refers to criminal activity with a computer or computer network as its main element, the term is also used for traditional criminal activity where a computer or computer network used to facilitate or enable the crimes occurred. Internet crime (cybercrime) are often performed include: carding, cracking, joy computing, hacking, The Trojan horse, leakage of data, the data diddling, software piracy, cyber espionage, forgery of data, unauthorized access to computer and service, and others . Crimes committed in the era of globalization and information technology done by actors covert (non-state actors) with different aims and objectives that conflict with national objectives as stated in the fourth paragraph of the Preamble of the 1945 Constitution, namely: "Later than that to form a government Indonesian state to protect the people of Indonesia and the country of Indonesia, to promote the general welfare;,, the intellectual life of the nation, and participate in the establishment of world order based on freedom and social justice. "the threat posed by non-state actors can threaten the stability of and national security that

needs special attention in the deal according to the level and pattern of threats made. Facing the threat of new patterns and shapes as in the era of globalization and information technology today, can not be done simply by relying on the force of arms (hardpower), but the use of diplomacy or means other approaches (softpower) or the incorporation of both (SmartPower) more effective in handling. As the Chinese philosopher Sun Tsu in his book *On War* says: "Getting a hundred victories of a hundred battles is not unusual, but can defeat the enemy without fighting is incredible"

National defense system now needs to be developed by utilizing the entire defense components are integrated in a network of the national defense system of the 21st century. This system is called Network Centric Warfare Indonesia (NCWI) of the 21st century. NCWI an amalgamation of all components of the national defense system and then integrated in a system of information technology, where the military as the holder of command and control in performing every operation homeland security and sovereignty. NCWI to be formed later on the development of C4ISR (Command, Control, Communication, Computer, Intelligence, Surveillance, and Reconnaissance) that already exist. An integrated defense system of the universe by using information technology and sensing equipment and satellite radar crate. Sensing Technology (RADAR / Radio Detection And Ranging) is useful for detecting, measuring distances, and create folder objects such as aircraft, motor vehicles and information other. In military use, the satellite is used to help convey important information with defense and security systems both nationally and internationally.

## V. FUTURE RESEARCH

The development of social media is growing, it is interesting to study further research focus on how to create a social media strategy implementation and education affect the political climate of Indonesia's democracy and political leadership of the nation of Indonesia. Future research will be developed in the behavior of politicians in the competitive Indonesian nation's leader in implementing strategic planning in the Indonesian nation-building process.

## VI. CONCLUSION

The development of social media and social network development greatly affects the joints Indonesian public life. Perspective social media affecting the Indonesian nation include aspects of ideology, political aspects, social aspects of social, religious harmony aspect of life, aspects of the nation's cultural, economic and development aspects of the Indonesian nation. It should be further developed and researched the positive and negative effects of social media influence both macro and micro.

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