

INTERNET AND SOCIAL MEDIA CHANGE: UTILIZATION OF SOCIAL MEDIA FOR LITERACY AND ADVOCACY IN DRONE EMPRIT /MEDIA KERNELS (Case Study of Fuel Price Increase)

Bernavita Fiana Pangestu^{1*}, Janet Perlita²

^{1,2} Master of Corporate Communication Program, Universitas Paramadina

E-mail: ¹⁾ bernavita.pangestu@students.paramadina.ac.id,

²⁾ janet.perlita@students.paramadina.ac.id

Abstract

Currently, information and communication technology that is networked with the internet continues to grow rapidly, and the existence of the internet has provided openness to public information that seems as if there is no distance between individuals. The existence of technology has affected media consumption both directly and indirectly, so success in building digital literacy is an indication of modernization in the midst of public consumption. Changes in digital media consumers are also influenced by reader behavior; therefore, it is important to improve digital skills and literacy in the midst of technological and informational developments. One of the efforts is to support the use of Emprit drones with expertise in artificial intelligence (AI) and natural learning processes (NLP) through the Media Kernels software developed by Indonesians. Today, Indonesian people are entering the era of the Industrial Revolution 4.0 with the dissemination of information to the public in a modern digital society where online media or mass media play an important role in social media because they are interconnected and interact with each other among media users. The research method used is qualitative, with a descriptive approach, conducted through interviews with two (expert-recommended) sources. The results of the study show that the strategic role of social media in this digitalization era is influenced by the formation of public opinion, and today's technology has also taken root in people's lives. So, with the help of the internet, spatial limitations can still exist, including in the 3T areas (left behind, frontier, outermost).

Keywords: Drone Emprit, Fuel Prices, Literacy, Social Media

1. INTRODUCTION

In the current digital era, information and communication technology network with the internet continues to grow rapidly, with the existence of internet technology has provided information openness as if there is no separation distance for individuals or groups in sending or receiving messages. The existence of digital media technology has affected the process of media production and media consumption, both directly and indirectly. The internet causes technological convergence in communication media such as the change in the use of traditional media to digital. Along with the development of internet technology, human life today is related to social media. Social media has an important role in almost every line of society. Starting from exchanging messages with friends or relatives, and sharing information, to finding information about the hottest news or issues to become trending topics that occur in society. Social media is equipped with features so that social media

becomes digital media that brings new communication patterns into the midst of human life today. Social media presence in society has provided great benefits, especially in the era of the Covid-19 pandemic. This social media is quite helpful for the community in communicating effectively and getting the latest news developments and influencing economic growth. However, something that has a high positive impact, does not rule out the possibility of having a high negative impact as well. Despite all the limitations of digital media, it is hoped that it can continue to inspire and can provide a climate for the user community to create innovation and creativity for a better digital media culture.

The social media used by the public is very diverse, ranging from Facebook, Twitter, Youtube, and Instagram, to other social media. The number of options is a historical necessity that changes the direction of individual correspondence. Communication processes that are usually carried out face-to-face, in groups, or with troops, are now becoming more common. Therefore, technological innovation is increasingly advanced, especially with the internet (Nurudin, 2013).

Widada (2018) explains that social media not only wants to communicate data verbally and visually but also provides offices with a variety of data from various accessible information sources. Not only that, social media is a medium that uses the web to allow users to show themselves that interactions or conversations with customers can be different, they can collaborate, share, and create social bonds online.

Social media is currently influenced by the Indonesian people, who are currently one of the largest social media users in the world. We Are Social with Hootsuite in 2021 presented research data showing that internet users in a country with a population of around 274,9 million, internet users reached 202,6 million (Kemp, 2021). Meanwhile, 61,8 percent of internet users, or around 124 people, are very active on social media, which means that the number of internet users and social media users in this country is high.

Social media in this context can be defined as a set of Internet applications built on the ideological and technological foundations of Web 2.0 to enable the creation and sharing of user-generated content (Kaplan, 2015). Clearly, this is useless because currently, the majority of the Indonesian population uses social media, especially Generation Z. There are several reasons for the increasing penetration of social media, including as a means of information search, interaction channels, participation, and finally decentralization.

The first is as an information channel because people can find up-to-date information on social media more quickly than if they had to look for it in the paper version in the mainstream media. In addition, there are many indications from interactive channels that social media has created a new public interactive space. Many internet users use social media to socialize and make new friends. In addition, depending on the channel of participation, social media is often used to actively engage with issues through political expression or criticism. In addition, social media can be a tool of decentralization, a way of bringing government and society closer together. This is because social media has created a new space without barriers. In this way, the public participates in expressing various wishes on social networks. This can be in the form of self-criticism, protests, or government contributions to public policy.

But to date, social media has undergone drastic changes in its development. Social media was first made famous by the arrival of Friendster, which was later replaced by the arrival of Facebook, Twitter, and Instagram. The rapid development of digitalization has

brought many changes and additions to social media. Currently, there are about 30 social media sites in the world. However, social media is divided into two groups: private and public. Meanwhile, the most popular and most widely used social media according to Hootsuite are WhatsApp, Facebook, Youtube, Instagram, and Twitter (Rohmah, 2020).

Historically, social networking or social media started with Classmate.com in 1994 founded by Randy Conrads, a graduate industrial engineer. Classmate.com's goal was to help members find old friends and classmates. But over time, Mark Goldston's Classmates focused more on nostalgic content such as yearbooks, movie trailers, music, and photos. Then came SixDegrees.com, a social networking site that existed from 1997 to 2011. This social network allowed users to send messages and newsletter items to many people in the first, second, and third degree and view their connections to other website users. SixDegrees was the first social networking site with a generic format that is widely used today.

Social media developed quite rapidly when Ryze.com appeared in 2001, whose mission at the time was to expand business networks. Meanwhile, in 2022, Friendster came as the first social media for young people to find a match. In addition, 2003 witnessed the birth of interactive social media, namely Flickr and Myspace. At its peak in 2004, the Facebook platform emerged, a social network focused on work, school, university, or friendship.

In addition, the development of social media was followed by Reddit, which was founded in 2005 in the United States by Steve Huffman, Aaron Swartz, and Alexis Ohanian. Reddit Social Media is a networking forum, similar to Kaskus or Kompasiana. However, Reddit was later acquired by Conde Nast Publications in October 2006. Then, in September 2011, Reddit was spun off from Conde Nast, becoming a subsidiary of Advance Publications, Conde Nast's parent company. Then there is the social network YouTube, which allows users to upload, watch and share videos. YouTube was founded in February 2005 by three former PayPal employees.

In addition, there is the social network Twitter, a microblogging social network that allows users to send text messages. Initially, Twitter could only send text messages of 140 characters, and as of November 2017, the number increased to 280 characters. Social Media Twitter was founded by Jack Dorsey in March 2006 and the social network started in July. Also in 2007, social media Tumblr emerged, a microblogging platform that allowed users to post content in the form of short blogs. Then there was Whatsapp, a messaging application for smartphones like Blackberry Messenger. Social Media Whatsapp was founded in 2009 by Brian Acton and Jan Koum. Then, in March 2010, Ben Silbermann returned to social media Pinterest, a virtual pinboard application. It allows users to upload photos to a kind of album or folder.

Next is the Japanese Social Media Line that allows users to communicate, create groups, and save photos and videos. Line was founded in June 2011 and was initially only used on iOS and Android systems. Only in 2012, LINE could be used on Mac and Windows devices. Finally, there is Tiktok Social Media in China developed by Bytedance. Tiktok is known as Doujin, which means short videos published by Zhang Yiming in September 2016. Tiktok is a social network where users can share short, editable videos with music in the background.

With the rapid development of the last decade, the role of social media in public thinking has increased. Social media is then used for various channels of participation, including reading the public opinion that is developing in society. In addition, many popular topics in Indonesia these days originate from social media. In the context of Indonesian politics, the role of social media is one of the most important channels for building public image and opinion. However, according to some studies, not all social media roles are influential, such as in the Netherlands, where social media has no significant effect on voting behavior in local elections. In national elections since 2010, politicians who used social networks more than before received relatively more votes than most parties (Effing et al., 2011).

This is in stark contrast to the Indonesian political context, where social media plays a major role in any competition (Watie, 2016). Also in everyday life, social networks can make a real contribution to the formation of public opinion in the Indonesian context. The reason is that the presence of social media has opened up opportunities for any party to exist more widely through statuses and comments on current events. In other words, social media manifests itself in public opinion responding to current trends (McGregor, 2019).

Big Data provided by Drone Emprit Academic can reveal social phenomena. The results of this study show that Drone Emprit Academic is a big data system that performs a semi-real-time and detailed analysis of specific social networks in Twitter conversations. The forms displayed are Percentage Trend, Retweet Mention Trend Graph Ratio, most Retweeted status, and Conversation Trend. Thus, the information can be used as a reference in reading various social phenomena that occur today.

Well, the difference from previous research lies in the use of the Drone Emprit Academic application in analyzing public opinion on social media. Therefore, this research limits the role and impact of Drone Emprit Academic in reading public opinion on social media, the internet, and social change.

Then of course we need a tool to analyze the conversations of these online users, we need an application that can detect it in detail. Based on this identification, this study re-examines the role of the Drone Emprit Academic (DEA) application on the emerging Fuel Oil in online services. This study analyzes the use of social media for literacy and influence in core media. In addition, this study emphasizes more on the conversations of internet users on social media Twitter.

The success of building digital literacy is an indication of the modernization of information sharing in society, so digital literacy is expected to change the way people think to be more critical, creative and innovative. Building a digital literacy culture requires the active role of society as a whole, with the hope that foreign cultural interactions do not interfere with social life and local wisdom. Changes in digital media consumers affect people's reading behavior. People who used to read all media texts according to a structured journalistic presentation model experience many significant changes when switching to digital media. Therefore, it is important to improve the skills and digital literacy of the wider community in the development of technology and digital transformation around the world, because the simple dissemination of information can open up a wide space for the spread of information or fake news and deceptive content that can cause conflict in society. There is a need for strict control and collective action on the problem of spreading fake news, as it can quickly become widespread. One of the efforts is to support the use of Drone Emprit with

expertise in Artificial Intelligence (AI) and Natural Learning Process (NLP) through Media Kernels software developed by local children.

2. LITERATURE REVIEW

2.1. Social Change of Twitter Social Media Communication

Social change refers to all changes in the social institutions of society that affect the social system, including values, attitudes, and patterns of behavior between groups. Social change is caused by many factors, such as individual desires and choices, external influences, specific events, and the emergence of common goals. Factors that cause social change include Changes originating from society, 2) Changes from outside the community, 3) Influence of other cultures.

Currently, Indonesian society is entering the era of the industrial revolution 4.0 with the dissemination of information to the public in a modern digital society where online media or mass media plays an important role in social media because it is interconnected and interacts with each other among users. Social media is also one of the interactive community interaction tools because it can take the form of messages/chats, pictures and videos both to the interlocutor and to the netizen. Recent social media trends include Whatsapp, Facebook, Twitter, Instagram, Youtube, Gtalk, and Snapchat (Setiawan, 2009).

The website Twitter is one of the most popular social networks in Indonesia and the world. After the widespread use of the Twitter website, the phenomenon took on a new form of microblogging, where just 280 characters can change the world. With the "@" symbol, citizens can have tweets appear on other people's profiles, thus engaging in a variety of conversations. Then with the hash symbol "#" before the word, users can participate in conversations with a larger scope and recognize users who do not follow each other. Not only that, users can also follow other users and can automatically see the contents of tweets. Twitter can win the hearts of many netizens, especially among students. Some have joined this microblogging site to find it convenient. Using the service to send and receive messages to a network of contact information. Instead of replying to emails or texts, just send one message to a Twitter account and Twitter will share it with all friends on Twitter so that they can organize meetings, have group chats, or just post a status to let people know what's going on (Heryanto, 2019).

2.2. Media Literacy Advocacy Drone Emprit Academic

McCannon in Salman & Syaifuddin (2018) defines media literacy as the ability to effectively and efficiently understand and use mass communication (Starsbuger & Wilson, 2002). Meanwhile, James W Potter (2018) defines media literacy as a set of perspectives in which we actively empower ourselves in interpreting the messages we receive and how to anticipate them.

Digital literacy is also defined as the ability to understand and use information in various forms from a wide variety of sources accessed through computer devices (Reyes, 1997). Literacy is mostly associated with the technical skills of accessing, assembling, understanding and disseminating information. Digital literacy will also be useful for checking the accountability and veracity of information. But more than that, digital literacy

is an essential competency that must be owned and mastered by internet accessors. The following are the main components of literacy.

Advocacy is a strategy that aims to create public policies that benefit the community or prevent the creation of policies that harm the community. Advocacy is also an effort to encourage the resolution of cases that bring justice to victims. To promote the cause, i.e. to influence the policies of authorities in matters that affect people. Lobbying can be both litigation (in this case through legal mechanisms; filing of civil suits, etc) and non-litigation (in this case lobbying; political pressure on the state).

Advocacy is a planned collective action to change the political climate, involving all stakeholders, aiming to solve specific issues and problems through public action. Given that advocacy in its development is used for various interests, the thought in this discussion is nothing but influence, aiming to fight for social justice. In other words, organized lobbying is a systematic struggle that aims to encourage the realization of social justice through changes or the formation of public policies. Using the language of Mansour Faqih (2000) (in (Zulyadi, 2014)), the advocacy in question is social justice advocacy. And this is a step where ideas are recommended to others or an important issue is raised to the attention of society and the attention of decision-makers is focused on finding solutions and seeking support for the problems raised, as well as suggestions for solving the problem.

Drone Emprit Academic is a system that uses Artificial Intelligence (AI) and Natural Learning Processes (NLP), capable of monitoring and analyzing social media and various online platforms based on big data technology, and is able to present Social Media Network Analysis (SNA) maps of how social events emerge, spread, who initiates them and which groups discuss them. In addition, Drone Emprit Academic uses the Twitter API (Application Programming Interface) service to record streaming conversations in real-time (Adji et al., 2019). In addition, the information presented in social network analytics maps can explain how social phenomena emerge and spread, so we can know who the buzzers, influencers, and other clusters are.

3. METHOD

This research uses a qualitative method with a case study approach that aims to explore and find out and examine what are the intentions and objectives of the utilization of Drone Emprit Academic's literacy and advocacy on social media with a case study of the fuel price increase news during the period 28 August to 4 September 2022. The researcher chose 2 sources to be interviewed, where according to the researcher the two sources are the key figures of this research, namely:

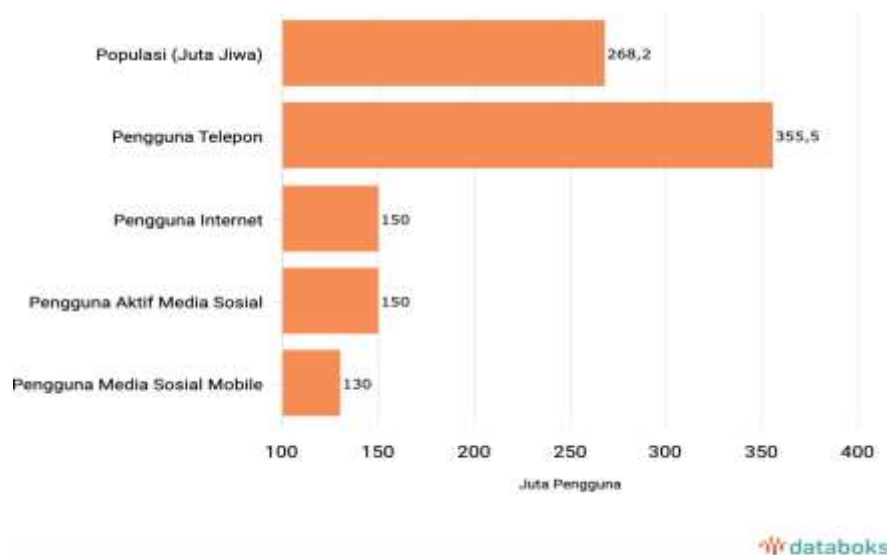
- 1) Ismail Fahmi Ph.D as the Founder of Drone Empri and Media Kernels
- 2) Heru Sutadi as Executive Director of ICT Institute

In addition to these 2 sources, researchers also collected some other data that supported this research such as screenshots from Drone Emprit Academic related to the news of the fuel price increase. The analysis technique used in this research is the data from social media conversations with the help of the Drone Emprit Academic (DEA) application.

4. RESULT AND DISCUSSION

4.1. Social Change in the Industrial Age 4.0

Information and Communication Technology is progressing where the digital era in the industrial revolution 4.0 towards technological innovation, one of which is (the IoT) Internet of Things has shifted people's activities to digital technology supported by Artificial Intelligence (AI) or artificial intelligence and Big Data Analytics. This can be seen from Internet users in Indonesia increasing over time. Based on Internet World Stats data, internet users reached 212.35 million as of March 2021. This lift makes Indonesia in the third position for the highest internet usage in Asia. Meanwhile, based on the results of Hootsuite's We Are Social research released in January 2019, states that social media users in Indonesia reached 150 million or 56% of the total population. this data is certainly growing.



Source: databoks

Figure 1. Indonesian Phone, Internet, Social Media User Data According to Wearesocial (2019)

On the other hand, if you look at the statistical data of cell phone users above 350 million, while the population is 270 million the use of cell phones exceeds the population. The number of internet users 240 million is about 70% of Indonesia's population. The internet is a necessity, for doing business, studying, and ordering food or vehicles online. The development of a person's time accessing the internet / social media at 170 million and a fairly positive development. This information technology is useful and can drive the national economy. the use of the internet has become a necessity and is already around 70% of the population in Indonesia. The development of the internet and social media is currently quite positive and is able to drive the national economy. Social media is slowly developing and its users not only use it to exchange information but as a forum for businesses or businesses that can reach more consumers. The benefits of Social Media itself as a means of learning, documentation, and others.

The country has about 8000 villages that have not yet received broadband services, then the literacy aspect is not the same between infrastructure and 3T. Technology is like a

double-edged sword, depending on the user if it is used for positive things, the results will be positive. It must be distinguished between infrastructure and literacy socialization of the technology. Infrastructure is a problem because our country is vast, the number of regions is separated by islands, some are in the interior of the mountain, transportation is difficult and electricity is not available. So there are efforts from the government in the 4G BTS project to build or perhaps equalize broadband internet speeds in villages. There are obstacles in areas that are difficult to reach because of window time. There have been efforts to increase internet speed and equalize the Internet in Indonesia. Along with the presence of information and communication technology, it has changed human civilization so that this is proportional to digital literacy in achieving modernization in the exchange of information in society. From the explanation of Mr. Heru Sutadi, that the digital divide is an unsolved problem, due to various factors including socio-economic factors (different levels of income, education) and geographical factors (3T areas) besides that the gap occurs due to infrastructure access. Therefore, the government is making efforts to overcome this digital divide by equalizing internet access.

4.2. Information and Communication Technology in Literacy and Advocacy

In the 4.0 revolution there is a new technology in it, namely big data analytics, in this ICT development big data can analyze data and trends from the hottest conversations on social media. Currently the Internet of Things, Artificial Intelligence (AI), and Big Data Analytics will be interrelated. The role of information and communication technology can change human civilization in the digital age and the indicator of success to achieve modernization through the use of ICT is digital literacy for advocacy in society.

The emergence of the internet in society is a breath of fresh air, as the various domains of life and community activities become easier to do. Without proper control, the internet can become a *simalakama*. The negative impacts of the internet include hate speech by social media users criticizing anyone, illegal content is dangerous thing because video content containing inappropriate things has been produced (immoral acts, crime, and pornography that is not child-friendly), Cyber Crime, the easier it is for citizens to share anything, the easier it is for other people to comment and express opinions and it is very possible for every internet user, especially social media to get negative criticism for what they upload. Cybercrime also extends to the many cases of fraud committed online and hacking, cracking, or spamming is also one of the threats to social media users, and the last impact is Hoaxes, the many sources of information on the internet to make it easier for people to get information but the information available on the internet is not always correct, and there are irresponsible parties who spread false information or fake news. The spread of false information is often found on short message applications and social media such as Instagram, Facebook, and Twitter.

The digital divide can also occur in a digitally literate society, where the spread of hoax information or fake news by irresponsible parties still occurs, the creation of digital media content that is not in accordance with the norms and still low literacy are facts that cannot be avoided and the need for education in digital understanding.

Seeing the negative impact and the current digital divide on literacy, an important role in advocating the wise use of the internet and social media such as delivering criticism properly and Thinking before you create so that the content or information disseminated can

be useful and in accordance with the data. The issue of fuel price increases has become a hot topic since August 28, reported on the kominfo.go.id website on September 1, hoax news circulated in the form of leaflets bearing the Pertamina logo and containing information on the increase in subsidized fuel oil (BBM) prices with an increase in fuel prices. On September 3, through a press conference between President Joko Widodo and the Minister, the government officially announced the price adjustment of three types of fuel with details of the price of Pertalite rising from Rp7.650 to Rp10.000 per liter, Solar rising from Rp5.150 to Rp6.800 per liter, and Pertamax rising from Rp12.500 to Rp14.500 per liter.

News about the fuel price increase in online media and social media in particular became a hot topic since August 28 and experienced a spike on September 1 and again increased on September 3 with (10.890 mentions), along with the official announcement of the fuel price increase delivered by President Joko Widodo and his ministers. The news became hot news and drew various responses from all levels of society. The news and information in online media and social media were monitored and analyzed through the Drone Emprit/Media Kernels system.

4.3. Analysis of Netizens' Perception of the Fuel Price Increase

The issue of fuel price increases has become a hot topic since August 28, reported on the kominfo.go.id website on September 1, hoax news circulated in the form of leaflets bearing the Pertamina logo and containing information on the increase in the price of subsidized fuel oil (BBM) with an increase in fuel prices. On September 3, through a press conference between President Joko Widodo and the Minister, the government officially announced the price adjustment of three types of fuel with details of the price of Pertalite rising from Rp7.650 to Rp10.000 per liter, Solar rising from Rp5.150 to Rp6.800 per liter, and Pertamax rising from Rp12.500 to Rp14.500 per liter.

4.4. Drone Emprit Conversation Trend Mapping

The public conversation picked up again on September 3, driven by the government's announcement of the fuel price hike. Of course, the announcement was met with public disappointment. The development of hoaxes by machines or Artificial Intelligence, the greatest potential for spreading disinformation or hoaxes is found to be humans. Without Artificial Intelligence, humans tend to spread disinformation because there is a tendency in human nature psychologically, they like things that are considered true.



Source: <https://twitter.com/ismailfahmi/status/1566678023390531584>

Figure 2. News and Conversation on Online Media and Social Media August 28 - September 4, 2022

Based on figure 2, it shows that the news around fuel prices experienced an exposure increase on September 3 with 10.890 mentions. This was driven by the media spotlight on the announcement of the fuel price increase made by President Jokowi and his ministers, this news became a lot of news headlines and reaped many responses from various walks of life. Discussions about fuel prices have surfaced since August 28 and experienced a spike on September 1 (26.509 mentions), driven by the circulating news of an increase in fuel prices on that date. Public conversation picked up again on September 3 driven by the announcement of the BBM price increase made by the government. The announcement was immediately met with disappointment by the public. The conversation has not shown any signs of decline. Signify the public's enthusiasm for this discourse.

The public had anticipated an increase in fuel prices on September 1 due to the circulation of images showing the increase in fuel prices taking effect on September 1. As reported on the [kominfo.go.id](https://www.kominfo.go.id) website, hoax news in the form of leaflets bearing the Pertamina logo and containing information on subsidized fuel oil (BBM) price increases with fuel price increases, including Pertalite from Rp7.650 per liter to Rp10.000 per liter, Pertamax from Rp12.500 per liter to Rp16.000 per liter, and Solar from Rp5.150 per liter will increase to Rp7.200 per liter.



HARGA BBM 01 September 2022		
Harga Lama		Harga Baru
Rp. 7.650 / liter	PERTALITE	Rp. 10.000 / liter
Rp. 12.500 / liter	PERTAMAX	Rp. 16.000 / liter
Rp. 5.150 / liter	SOLAR	Rp. 7.200 / liter

Source: https://www.kominfo.go.id/content/detail/44075/hoaks-selebaran-kenaikan-harga-bbm-1-september-2022/0/laporan_isu_hoaks

Figure 3. Hoax News related to Fuel Prices

The fact reported by [jpnn.com](https://www.jpnn.com), Section Head of Communication and Relations of PT Pertamina Patra Niaga Regional Sumbagut Agustiawan said that the leaflet on the increase in fuel prices as of September 1, 2022, which has the logo of Pertamina is a hoax, and it is certain that the price of subsidized fuel has not increased because until now there has been no official decision from the government on the increase in subsidized fuel. So his party urges the public to wait for an official decision from the government regarding the increase in fuel prices and not be influenced by information that is not necessarily accurate. And the issue of the fuel price increase on September 1 was responded to with negative narratives, especially in the form of criticism of the government. Social Network Analysis (SNA) is a system for processing data whose purpose is to bring up a network of accounts with large interactions and interconnected retweets so that groups with similar thoughts and narratives can be seen.

After there was no announcement of the fuel hike on September 1, the public felt a sense of disappointment with the government. However, it was again heralded by the government on September 3, clearly, this left the public shocked and astonished. The narrative of disappointment was dominant. Here is the Social Network Analysis (SNA) map. When Drone Emprit released the news, that this was done by the government. Then it can be seen what the public response is like and it can be useful for all, namely the government and the community. So that when people complain about the analysis report, it can reach the government, then this will be taken into consideration by the government. The government knows what is conveyed and responded to by the public, what kind of public complaints, or only buzzers or people who are affected and affected. The community will benefit because this is related to policy and the voice of the community is heard by the government.



Source: <https://www.cnnindonesia.com/ekonomi/20220830113158-92-840771/puluhan-ribu-buruh-demo-tolak-harga-bbm-naik-6-september-2022>

Figure 4. One of the labor demo report related to the rejection of fuel

5. CONCLUSION

The strategic role of social media in the digitalization era has increasingly influenced the formation of public opinion. Social media can be a channel for the world community to participate. In addition, social media is an interesting source of information about Indonesia's current mainstream media. Most of the latest information about the spread of the virus that has been discussed in the community comes from social media. Therefore, social media is increasingly becoming a source of inspiration for shaping and molding opinions. It is no wonder that many parties are trying to create public opinion that is preceded by social media and then shaped by a global opinion. However, there are also public opinions that are deliberately created or called inorganic. And there are also public opinions that grow from the real problems of society and are then called organic. In addition, the role of internet operators is crucial in this case, so that public opinion seems to grow organically. Social

media conversations are definitely a necessity that should be utilized to read current trends. That's why you need an app to read the trends that online traders are talking about.

In this research, the Drone Emprit Academic application can be an alternative to reading and analyzing current public opinion. Through this application, digitally engaged actors can provide feedback and input on various real-life problems of society. This application can also analyze initial accounts, which are then classified as buzzers, influencers, and followers according to the generation and age group studied in each region. The Drone Emprit Academic app shows that the discussions generated on social media can be an alternative to reading public opinion. This means that these debates can already be referred to as contemporary public opinion. In this study, the analysis by Drone Emprit Academic found that the majority of internet users contributed negatively to the fuel price case study. In addition, a sentiment analysis was also found that illustrated internet users' desire for the government not to raise subsidized fuel prices. The analysis showed that social media encouraged netizens to actively participate in discussions about fuel in September 2022. Thus, netizens act as actors shaping public opinion in the style of digital democracy in Indonesia.

Nowadays, technology is deeply rooted in people's lives, various platforms have been developed for smartphones or better known as technological convergence, making it easier for people to communicate. Some platforms have also been created to make it easier for book lovers to read anywhere without having to carry printed books. Reading materials that can be accessed through platforms are called digital reading.

With the help of the internet, spatial or distance limitations of communication can be overcome, including the 3T (underdeveloped, border, and outermost) areas. In the past, people could bridge distances with existing services such as telephones, which allowed people to communicate with a variety of options, but the fact that long-distance and international pushes are quite expensive makes this service a last resort that is not ideal for use. With the advent of the Internet, people are faced with the possibility that communication can be done anywhere at an affordable price. In the internet world there are Twitter pages, these pages are useful tools for communication and literacy.

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