Social Media Strategies by the Sobat Icad Community to Support Richard Eliezer as a Justice Collaborator

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Abstract

The Sobat Icad community uses social media to express their aspirations in supporting Richard Eliezer as a justice collaborator in the case of Brigadier J's murder. Through this study, the researchers identified the strategies used by Sobat Icad community in utilizing social media as a platform to provide support through campaigns. The research was conducted based on the Stimulus-Organism- Response theory by Carl Hovland and the Campaign Concept by Anne Gregory. The researchers employed a descriptive qualitative approach with a case study research method. The study results showed the existence of social media usage strategies formulated by Sobat Icad community in conducting their campaigns. This includes the selection of social media platforms that are Instagram and WhatsApp, the choice of content using photos, posters, and videos, as well as the establishment of rules for each member of the Sobat Icad community to always upload content based on facts without exaggeration. In future research, the researchers hope to explore the perspectives of both supportive and opposing communities to examine the social dynamics through the public's response regarding the organization of campaign support for Richard Eliezer as a justice collaborator.

Keywords

social media campaign, Sobat Icad, Richard Eliezer, justice collaborator

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INTRODUCTION

Through years of technological advancements, social media has grown exponentially. It has become more accessible to the point that they have amassed a significant number of users within the past decade. Reports show a total number of 4.76 billion users in January 2023 (We Are Social, 2023). The same happens in Indonesia; social media has successfully integrated to the daily life as a new type of necessity. Indonesian social media users count reaches 213 million people, roughly 77% of the whole population (We Are Social, 2023). It makes Indonesia the fourth country with the most social media users after China, India and The United States.

As a developing country with strong plurality amongst its people, social media is used to fulfill various objectives, such as to connect with their beloveds, share information and experience, catch up with the latest trends, networking, discover products and services, promote businesses, increase sales, participate in social or political campaigns, and to voice out their opinions (Jaelani, 2018). A total of 80% of Indonesian social media users agreed that the technology brings significant financial, political, and social benefits into their lives (We Are Social, 2019), which evidently stems from its ability to enable the users to voice out their minds.

Regardless of race, nationality, age, and gender, everyone is given the same right to voice their opinions through social media (Byrd, 2023). Social media can also break through geographical boundaries; this characteristic encourages its users to be critical of many issues in other parts of the world. For instance, during the Kanjuruhan tragedy that had hundreds of casualties, Instagram and Twitter were brimming with the hashtag #SaveKanjuruhan as an attempt to raise the issue to catch the government's attention as well as to convey condolences to the grieving (Santoso, 2022). This shows the importance of social media in resonating the public awareness towards social issues (Oktafiana & Kristiana, 2021).

This positive development has nurtured the society's spirit in being more open about their opinions, including about the recent murder of a police officer named Joshua Hutabarat. The first-degree murder case involved many accomplices and was executed by the victim's supervisor, an ex-inspector general and head of internal affairs of the Indonesian National Police, Irjen Ferdy Sambo (henceforth mentioned as FS) who has pleaded guilty (Dewi, 2022). One notable accomplice is Bharada Richard Eliezer, who discharged a shot to the victim under FS' orders (Zhan, 2023). When proven guilty, Eliezer was willing to receive punishment and fully cooperate in the hearing by answering and retelling the chronologies as a justice collaborator (Wiryono, 2023). Consequently, the Indonesian society expressed appreciation and support towards Eliezer for his bravery and honesty on social media (Zahn, 2023), proving the growing sympathy towards him.

The people's support towards Eliezer can be proven by the presence of supporting online communities, including the Sobat Icad community with more than 1,500 followers on Instagram

and 900 members on WhatsApp. Some of them are even present in the court hearing, with some of them frequently attending the trial proceedings of Richard Eliezer (Martevalenia, 2022). This community has several active coordinators led by Wilsa April Malawat. They are active on social media and tend to regularly share photos and video content related to Richard Eliezer (Ignatia, 2022). They use the hashtag #TorangDengIcad and the content focuses on Richard Eliezer's courage to be honest, his obedience to his superiors, and their hope that Richard Eliezer can be set free or receive a lenient punishment (Santosa, 2023). After the verdict changed Richard Eliezer's sentence to 1.5 years, they saw it as a collective victory, stating that it's a shared win after accompanying Richa Richard Eliezer during the months-long trial process (Laura, 2023). This case is worthy of attention because, in Indonesia, there has never been an executioner-turned-justice collaborator with thousands of supporters on social media.

Picture 1. Instagram Page of Sobat Icad Community
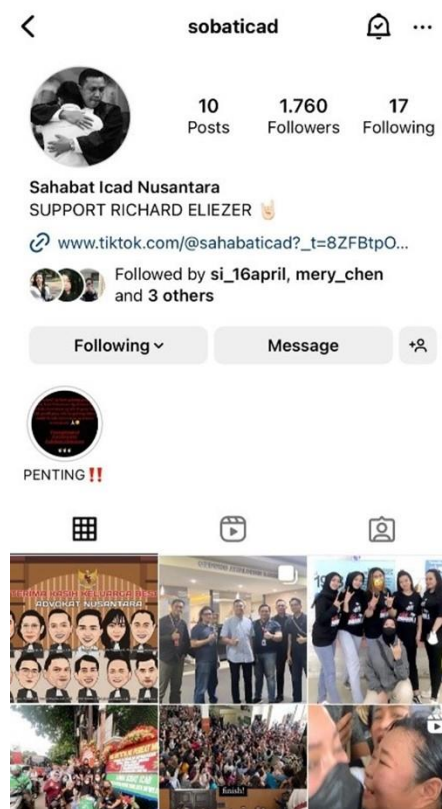
(Source: Researcher's Personal Archiver)

Various research results have been found regarding the significant role of social media in providing a platform for the public to voice their aspirations. However, there hasn't been any research that discusses the strategies or steps necessary to voice their aspirations through social media. Therefore, the researcher sees the need for further research on the strategies employed by the Sobat Icad community in using social media to support justice for Richard Eliezer as a justice collaborator. This is aimed at understanding how the Sobat Icad community uses their

 X. G. Celesta, R. Parani, & C. O. Geraldine

strategies to campaign for justice for Richard Eliezer as a justice collaborator in a murder case that has not only attracted the attention of national media but also international media in various countries (Azanella, 2022). This research employs a qualitative approach with a case study method. With this method, the researcher hopes to accurately and deeply discover the strategies used by the Sobat Icad community on social media.

This study highlights the strategies employed by the Sobat Icad community in devising a social media campaign plan to support Richard Eliezer. Based on the research question, the objective of this study is to describe the strategies employed by the Sobat Icad community in using social media to campaign in support of Richard Eliezer as a justice collaborator. It is hoped that the study will enrich the understanding of social media usage strategies in social issue campaigns and how social media influences activism dynamics in the digital age. It also seeks to assist the Sobat Icad community in gaining a better understanding of the impact of using social media in their digital campaign activities. Furthermore, this research is expected to serve as a reference for the public, communities, organizations, media practitioners, or journalists in maximizing the benefits of social media for campaigning in pursuit of rights and justice on pressing social issues. Ultimately, this study is anticipated to aid organizations or communities intending to leverage social media as a campaign tool in designing their strategies effectively.

CONCEPTS/THEORIES

Social Media

Social media is one of the most rapidly evolving forms of new media, especially considering its popularity among the highest number of users compared to other new media types (Holt et al., 2013). This is undoubtedly supported by its interactive, universal, and easily accessible nature (Valentini, 2018). Social media is also known for facilitating people to express their creativity, ideas, thoughts, and opinions about everything without limitations (Holt et al., 2015). Through this functionality, social media becomes the choice of the public for conveying their aspirations regarding issues and problems that arise.

According to Ginting (2021, p. 27), 'social media is an internet medium that facilitates users to interact, collaborate, share, and communicate virtually.' Meanwhile, according to Solomon & Tuten (2015, h. 38) "Social media is a means of virtual communication that synergizes all of the users which are people, communities, and organizations that are interrelated and united through networks and technology". Based on the definitions from both sources, social media can be understood as an internet-based medium that enables its users to connect virtually and interact in various ways.

People can easily choose and use the right social media platform for their wants and needs. They typically engage with social media when they want to stay connected with friends

and family, pass the time, read the news, discover content that aligns with their interests, and stay informed about trending topics (Oberlo, 2023). Thus, this has prompted several campaign communities to make social media a medium for conducting their campaign activities.

Through social media, various types of campaign activities can be found. This is due to the perceived benefits of social media in creating a virtual public space that can transform the interests and perspectives of the audience, allowing various types of campaigns with social, commercial, and political objectives to be conveyed through social media (Shirky, 2011). The choice to use social media in campaign activities also benefits campaign organizers by minimizing expenses. Campaigning on social media doesn't require the costs typically associated with offline campaign activities, such as consumption and transportation costs (Freeman et al., 2015).

Furthermore, social media can also reach the widest audience without any geographical or time constraints, making it quicker and more convenient compared to conducting campaigns offline (Vergeer, Hermans, Sams, 2011). This makes social media an ideal platform for campaign activities.

Campaign

Campaign activities are one of the activities that are never devoid of public involvement. Generally, campaigns are carried out by an organization, individuals, or a group to engage with the public for various purposes (Liliweri, 2018). According to Berger, Roloff, and Roskos (2014, p. 432) "campaigns are persuasive efforts made by individuals or groups for other people so that they have ideas or thoughts that would agree with the comprehension." Meanwhile, according to Liliweri (2018, p. 671), 'a campaign is a form of communication that always aims to bring about a change.' Based on both of these definitions, it can be concluded that a campaign is an effort in the form of persuasive communication carried out by individuals or groups to change the ideas or perspectives of the audience.

Today, the term 'campaign' has been used in a wider context, including in the field of politics. In the 17th century, as the modern era approached, other fields also began to apply campaigns in persuasive efforts. Not only in politics and social contexts but also in the commercial sphere, campaigns have been adopted as one of the means to persuade potential customers of their products and services (Newman, 2012). Nowadays, social media has revolutionized the way campaigns are conducted. With the widespread use of social media platforms, campaigns are no longer confined to traditional communication methods such as television and print advertisements in newspapers (Kim, 2020). Through social media, campaign organizers can convey their messages virtually in the form of text, audio, and video. This makes social media campaigns an essential tool for activists, politicians, businesses, community, and organizations to reach their target audience.

*X. G. Celesta, R. Parani, & C. O. Geraldine*

Social media enables campaigns to be conducted on a wide scale quickly and cost-effectively, and it can even reach a global audience (Kim, 2020). Furthermore, campaigns through social media are also effective in creating engagement between communicators and the audience, with their ability to help generate content that is engaging, memorable, and interactive (Vergeer, Hermans, Sams, 2011). This, in turn, encourages audience participation, making it an efficient platform for campaign organizers.

In order to achieve an effective campaign, campaign organizers must be able to motivate, have credibility, possess appeal, present relevant data, and deliver it in an easily understandable and attractive language (Berger, Roloff, Roskos, 2014). Social media, with its function to liberate users to express themselves by exploring ideas creatively and innovatively, makes it an appropriate platform that facilitates the execution of campaigns as a means of persuasive effort by campaign organizers (Kim, 2020).

According to Anne Gregory, a communication professor at the University of Huddersfield specializing in public relations. In 2010, Anne authored a book titled 'Planning and Managing Public Relations Campaigns: A Strategic Approach,' One of the preparations of doing a great campaign always includes a strategy. The strategy for campaign development in its implementation requires several stages, starting from filtering the necessary activities through brainstorming, connecting tactics with the campaign's strategy and objectives to ensure that the campaign stays on course according to the initially defined direction, and testing tactics to find out whether the idea is effective for implementation in the campaign (Gregory, 2006). These stages will be very useful in the implementation of the campaign to ensure that the activities are carried out in a more structured manner.

Furthermore, there is a method used to align campaign tactics using the power-interest matrix. This is done to assess the scope of interest and strength in connecting the strategy and tactics used in the campaign (Gregory, 2006).

Picture 2. The method of connecting strategy and tactics campaign according to Anne Gregory
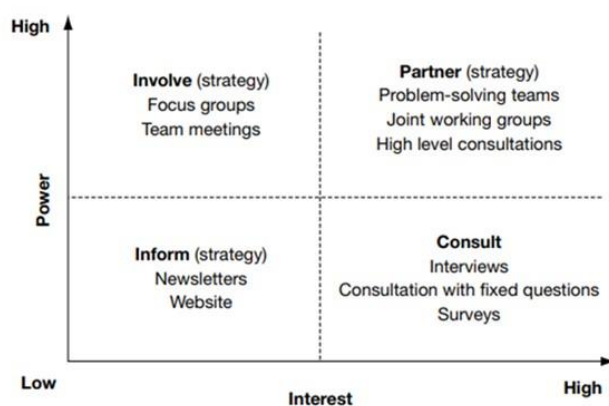
(Source: Planning and Managing Public Relations Campaign, 2006)

However, this model is still considered less relevant, thus requiring two additional tests to stimulate engagement with these groups, including (Gregory, 2006) 1) Suitability: Does the technique truly reach the intended target audience? Are they receiving the desired impact? Is this technique credible and influential in delivering the organization's desired message? Will the message be effectively conveyed using this technique? Are these techniques aligned with the message (content, appearance, creative touch)? Are they compatible with the communication tools used by the organization? 2) Capability: Can these techniques be successfully implemented? Can they be executed within the specified timeframe? Is there access to the right people with the appropriate skills to implement these techniques?

These points can help enhance the use of campaign strategies and tactics to make them more functional and relevant to the target audience. In addition to the development of strategies and tactics as a starting point, evaluation is also necessary after the campaign has been conducted. Through evaluation, campaign organizers can assess the most successful actions among all the actions they have taken, demonstrate the effectiveness of their campaigning methods, and calculate the administrative requirements that are needed or unnecessary during the campaign (Gregory, 2006). As an effort to review what needs to be done and what needs to be avoided, evaluation with these various benefits make it an important step in the implementation of a campaign.

Stimulus-Organism-Response (S-O-R) Theory

Persuasive attitudes or actions are quite commonly encountered in everyday activities, especially in communication. It has become a fundamental aspect of communication that is not only informative or done just to make others understand but also has a persuasive nature that positions others to willingly accept a concept or belief, to change their way of thinking, or to perform an action (Widjaja, 2008). According to Stiff & Mongeau (2016, p. 5), persuasive communication is defined as "communication that aims to provide support to the communicant within hopes that it would encourage changes in attitudes, opinions and behavior of the communicant by persuading without violence or coercion."

The implementation of persuasive communication, which is frequently used in everyday life, has become inherent in every human interaction. This is not limited to modern times, as persuasive communication was already in use long before the 20th century. Aristotle (2004, p. 18) defined persuasion as "the art of finding the available means of persuasion in any given situation." According to him, there are three main strategies required for persuasion: Ethos, Logos, and Pathos (Burnyeat, 1994). Ethos refers to the credibility or trustworthiness of the speaker in persuading the audience; speakers must establish their credibility and demonstrate that they have a trustworthy reputation. Logos refers to the use of logic and reason in persuasive

X. G. Celesta, R. Parani, & C. O. Geraldine

communication, requiring speakers to present arguments in a logical and coherent manner, using evidence and reasoning to support their claims. Pathos involves the use of emotions in communication, requiring speakers, both implicitly and explicitly, to evoke emotions in the audience to motivate them to take action and believe in the message conveyed by the speaker (Aristotle, 2004). This reflects Aristotle's perspective on persuasion in communication, emphasizing the importance of understanding the audience and adapting the message to their needs and values.

With the development of the field of communication, research on persuasive communication began. It all started with the curiosity of the United States government regarding propaganda, behavior, and ethics during World War I and II. Their interest was in understanding how Hitler and the Nazis were able to control the population to commit mass genocide, leading to the funding of researchers (Floyd, 2017). Carl Hovland, a psychologist associated with the Research Department of the Intelligence and Education Program of the U.S. War Department, conducted his research with a focus on ethical transformation. His primary goal was to understand the effective ways to make individuals accept and change their ethics (Huali, 2016). After the war ended, Hovland continued his research at Yale University with a more focused approach on learning persuasive communication through the combination of theory and practice (Burns, 2015). Hovland's theory of persuasive communication became a primary reference for researchers and academics in the field of persuasive communication studies.

The examination of persuasive communication theories has given rise to a growing number of derivative theories with different focuses and studies. One of them is the Stimulus-Organism-Response (S-O-R) theory, which has been studied in the field of psychology since 1953 by Skinner and further developed by Hovland (Donohue & Ferguson, 2001). This theory posits that an individual's behavior is a form of response to the stimuli received by the human organism and influences the resulting response, which is determined by the organism's perception (Skinner, 2011).

Meanwhile in the field of communication, this theory views that communication operates by influencing the 'organism,' referring to the thoughts of the communicant, conveyed through the 'stimulus,' which refers to the communicator's message, and results in the 'response,' which refers to the actions or behaviors of the communicant after the communication process takes place (Hovland, Janis, Kelley, 1963). This demonstrates the significant relevance of the S-O-R theory to the message absorption process from the communicant's perspective.

The S-O-R theory views a shift in the communicant's perspective as something that can be generated through a process that occurs within the communicant. This process is triggered by external influences that can originate from individuals as well as media to the audience (Unde & Seniwati, 2019). Similar to the perspective in persuasive communication theory, the S-O-R theory

also explains that the message delivered is a form of persuasion to convey meaning, thoughts, or beliefs about an issue or event to the audience. This underscores the need for alignment between the communicator in delivering their message as a stimulus and the audience as the party that will process the message within the organism and show the results and reactions through a response.

Stimulus is one of the initial components that can influence the behavior of the communicator. According to Sartika (2022), a stimulus is an active stimulant that motivates human thoughts or feelings to be processed and produce a specific reaction. Stimulus refers to events, objects, and anything that triggers sensory responses or behaviors that will be processed within the organism (Skinner, 2011). In the context of communication, the form of a stimulus is a message that can manifest in speech, advertisements, news, or other forms that can influence an individual's thoughts, attitudes, beliefs, perceptions, and even behaviors (Donohue & Ferguson, 2001). This makes the stimulus one of the key factors determining human behavior.

The organism is the second component in this theory. The organism represents the thoughts of the communicator processing the message delivered by the communicator, influenced by their values, principles, experiences, perceptions, and beliefs (Skinner, 2011). The organism can also be influenced by other factors such as gender, age, hobbies, talents, and even a person's physical size or physique (Sartika, 2022). This is what causes human behavior, as a result of response, to differ from one another.

The differences in the organism's process will determine the behavior of the communicator in receiving the message. The communicator's mind will process the communicator's actions and yield a communicant's reaction determined by the mind stimulating the message delivered by the communicator, so the results of this behavior will certainly have their differences depending on how the communicant processes it (Kholid, 2014). Therefore, Skinner (2011) divided the two types of behavior produced by the communicant into closed behavior and open behavior.

Closed behavior is a form of response or reaction from the communicator to a stimulus, the results of which are manifested but still limited. The form of this response is usually only realized by the communicator, and if others become aware of it, it's generally through the sensitivity of those closest to them. Responses included in closed behavior typically involve attention, perception, knowledge, and attitudes that cannot be clearly observed. In contrast to closed behavior, open behavior is a form of response or reaction the results of which are tangible and can be clearly noticed by others. These responses are diverse and can include physical movements, verbal and non-verbal actions, and various activities.

The perspective of the S-O-R theory is quite relevant to everyday communication processes, making it a foundation for various earlier communication studies, especially those

related to social media. This is because the S-O-R theory views the communication process as occurring from the source or communicator through the media as a container for the message conveyed to the public or audience (Unde & Seniwati, 2019). Such as in the study titled "How social media influencers' narrative strategies benefit cultivating influencer marketing: Tackling issues of cultural barriers, commercialised content, and sponsorship disclosure" (Zhou et al., 2021) that use the S-O-R theory because researchers can delve deeper into the audience's responses to the factors that drive the audience's interest and further knowledge about the content presented on social media to them. Then, in another research titled "Exploring the antecedents of social network service fatigue: a socio-technical perspective" (Xiao et al., 2019) The S-O-R theory is used because researchers can examine the intentions and factors related to the use of various social media platforms from the perspective of users. Both studies are part of the application of the S-O-R theory in research related to social media and the behaviors of communicators and recipients within it.

The relevance of the S-O-R theory to activities and interactions on social media that can be studied through the behavior of communicators and recipients makes the S-O-R theory a suitable theoretical foundation for this research. Researchers see the function of the S-O-R theory as not only focusing on the outcomes of the audience's responses but also focusing on the process of how the message is conveyed from the communicator to the recipient. This is in line with DeFleur's thinking (2016, p. 76), which considers the interpretation of the S-O-R theory as a process that connects what exists in the external world, is internally absorbed, and results in behavior as a form of response. This makes the S-O-R theory as the appropriate theoretical foundation, by examining the strategies of using social media by Sobat Icad in distributing content as their stimulus, observing how the audience processes the messages shared on Sobat Icad's social media as the organism, and the audience's reactions or actions as responses in this research.

METHOD

Based on the research topic, the researcher employed a qualitative approach with a descriptive research type. The researcher chose to use this research approach because it allows for an in-depth exploration and understanding of the complex research topic. Similarly, the descriptive research type can provide a detailed and accurate depiction of the research topic (Creswell & Poth, 2017). Therefore, the use of a qualitative approach with a descriptive research type can assist the researcher in comprehending and interpreting the complex research topic by presenting detailed explanations of the research findings.

In line with the research topic, the researcher employed a case study research method to gain an in-depth understanding of the specific issues at hand. Case study research is also a flexible

research method as it can be adapted to fit the research questions and context (Mills & Birks, 2014). This, of course, can facilitate the research process as the researcher can utilize various data collection techniques that align with the specific research topic of each researcher.

The researcher must choose the appropriate data collection techniques to obtain concrete research results. In this study, the researcher gathered and sought data related to the use of social media strategies by Sobat Icad community. This data was obtained through direct interviews and observations with informants that have the audacity in composing and supporting the campaign for Richard Eliezer as a Justice Collaborator through WhatsApp and Instagram social media. Through interviews, the researcher can obtain in-depth data, elicit the articulation of thoughts and feelings from informants directly, and understand the meaning conveyed by informants from their perspectives (Marshall & Rossman, 2014). This is what makes the data collection technique of interviews suitable for use in this research.

There are several processes that the researcher undertakes to collect data through interviews. The researcher begins by selecting individuals to be interviewed, identifying key informants to gain access for contacting informants, collecting data, recording the information obtained from informants, and finally storing and processing the data as research findings (Creswell & Poth, 2017). Therefore, the researcher conducted interviews with the chairman of the Sobat Icad community and members of the Sobat Icad community as part of their campaign to support Richard Eliezer. Additionally, the researcher conducted interviews with Dr. Nadia Yovani, S.Sos., M.Si., a social observer who has been following the developments of Richard Eliezer's trial and Sociology lecturer for bachelor's and master's degree programs at the University of Indonesia.

The validity of data in this research is strengthened through the use of data triangulation. Triangulation serves as a crucial strategy in qualitative research involving data collection from various different sources (Creswell & Creswell, 2014). In this study, triangulation was performed by gathering data through in-depth interviews with the primary informants as well as the social observer. Data triangulation helps reduce bias and strengthens the validity of research findings. By combining various data sources, researchers can verify and compare the information obtained from different perspectives. This allows for a more comprehensive and in-depth understanding of the research issue.

The use of data triangulation, achieved by combining various data sources in qualitative research, can enhance the validity of research findings (Creswell & Creswell, 2014). Moreover, triangulation is an effective approach to examine data consistency and alignment (Miles and Huberman, 1994). In this study, data triangulation was conducted by gathering data from three different sources. In-depth interviews were used to gain a profound understanding of the perspectives, experiences, and attitudes of the informants. Participatory observation was carried

out to observe and record interactions and dynamics within the Sobat Icad community. Therefore, by employing data triangulation, this research was able to test the consistency and alignment of findings from various data sources. This increases the validity of the findings and provides confidence that the research results reflect the reality that corresponds to the facts observed in the field.

RESULT AND DISCUSSION

Content Publishing Process by the Sobat Icad Community according to the Campaign concept by Anne Gregory

Based on the research findings, the selection of the social media platform of the Sobat Icad community was part of their strategy in using social media to voice out their aspirations in supporting Richard Eliezer through campaigns. According to their statements, both said platforms are the most widely used and most accessible platforms in Indonesia.

This finding aligns with the data from oleh We Are Social (2023) about the most used social media in Indonesia, which are WhatsApp and Instagram, that came out on top two. Meanwhile, social media campaigns are also effective in encouraging engagement between the communicator and the audience through content creation skills that help with creating attractive, memorable, and interactive content (Vergeer, Hermans, Sams, 2011). Moreover, they can be done without paying attention to distance and temporal limitations, which will speed up the process and give the campaign creator great ease in various aspects (Vergeer, Hermans, Sams, 2011). The campaigns are bound to nudge the audience into participating, further reinforcing the usefulness of social media for the campaign creators.

Thus, a well-devised strategy is needed before the social media campaign can be executed. Several steps are needed, starting from brainstorming to select activities to be highlighted, assigning tactics to convey the essential messages so the campaigns stay on track with the objectives, and finding out whether the ideas proposed will be effective for implementation in the campaigns (Gregory, 2006). According to the research findings, several of the said steps are used by the Sobat Icad community through their selected social media platforms.

The Sobat Icad community performs their campaign through Instagram and WhatsApp by publishing various types of content. These contents are set to show the good sides and positive values of Richard Eliezer. Before uploading, the community filters out the content by editing it before publishing it on Instagram. They also set up rules applicable to all the community members, which are to publish only factually aligned content that do not evoke sensational reactions. The content must also align with their main objective, which is to support Richard Eliezer, and none outside the main theme. However, the community did not evaluate whether the

campaign ideas are effective or not. After both steps are conducted, they begin the uploading process on Instagram.

The content consists of posters, photographs, and videos with the hashtag #TorangDengIcad added on the caption, which means "we are all with Icad". The hashtag, originating from Manadonese, is formulated based on Eliezer's city of origin.

Picture 3. Campaign Poster of Richard Eliezer

Source: (Researcher's Personal Archive)

Meanwhile, on WhatsApp, the community actively interacts and shares new information about Eliezer that will be collected and reshared on Instagram, particularly about Eliezer's court hearings. The leader and some active members are also using the WhatsApp group to share the content materials so the members can reshare on their private Instagram accounts.

Picture 4. Whatsapp Group Chat of Sobat Icad Community

Source: (Researcher's Personal Archive)

Picture 5. Flowchart of Sobat Icad Community Content Upload Strategy

Source: (Researcher's Personal Archive)

The strategies used by the community are simplified and summarized in the flowchart as attached above.

Content Publishing Agenda by the Sobat Icad community based on the Campaign concept by Anne Gregory

Based on the findings, the concept of social media in a sociologist's and the community's perspective is a place where individuals interact, share thoughts, and convey aspirations freely with open access to whoever, whenever, and wherever.

The statement aligns with the versatility aspect of social media. Social media can be used in various conditions to accommodate various needs, such as to connect with friends and family, do pastime activities, read news, consume self-development content, and discover recent trends (Oberlo, 2023). To ensure the campaign is conducted properly, the content publishing activity on Instagram has a dedicated schedule. The main publishing time is done on the days when the court hearings are held. This has been done since January 2023, when Eliezer was assigned as a justice collaborator and received protection from Lembaga Perlindungan Saksi dan Korban (Institution of Witness and Victim Protection / LPSK). The support is routinely conducted up to February 15th, 2023, or the day when the verdict hearing was held. Outside of the said schedule, the community does not follow a specific publishing schedule.

The ability of social media to reach a wide audience is a strategic solution for campaigners to reach their audience. Social media provides ease to conduct campaigns quickly and at no cost even towards a global audience (Kim, 2020). The content scheduling fulfills a point in the campaign concept, which is the "Can they be executed within the specified timeframe?" capability

test (Gregory, 2006). Findings state that the community has a target to convey their support towards Eliezer until the verdict hearing is conducted. This was because the main objective of the campaign is to fight for Eliezer's rights as a justice collaborator to receive the lightest punishment possible. Eliezer received a year and six months in prison, which, according to the community leader, fits well with their hopes and objectives. When related to the previous point of the campaign concept, the content publishing agenda of the community had been executed smoothly and achieved the desired objectives.

The Forms of Responses of the Campaign Support Content of the Sobat Icad Community based on the Stimulus, Organism, and Response Theory

Despite having close relations with politics, campaigns are also for non-political objectives. This aligns with Gregory's statement that a campaign can be applied in various occupations, starting from the public relations needs of a company, media relations needs, and various other occupations (2006, h. 151). This is also done by the Sobat Icad community, which carries out non-political campaigns to support Richard Eliezer as a justice collaborator in the case of the murder of Brigadier J. Based on research findings, campaign support is defined as activities or actions undertaken by the community to advocate for a specific purpose, such as change, rights for justice, or the pursuit of truth.

In accordance with the definition of a campaign according to Liliweri (2018, p. 671), "a campaign is a communicative action that always aims to bring us to a change." Based on research findings, the change in campaign support carried out by the Sobat Icad community is directed toward their hope that Eliezer can receive the justice he deserves for having revealed the truth in the case of the murder of Brigadier J as a justice collaborator.

Through the campaign conducted by the Sobat Icad community to the public, it's evident that different individuals have varying perspectives and diverse responses. According to the S-O-R theory, communicants' perspectives are triggered by external influences that can originate from individuals and the media toward the audience (Unde & Seniwati, 2019). Based on the researcher's observations, the persuasive messages conveyed by the Sobat Icad community during their support campaign for Richard Eliezer have always played the role of a stimulus. A stimulus acts as an active stimulant that motivates human thoughts or feelings to be later processed and produce a specific reaction (Sartika, 2022). The stimulus refers to events, objects, and everything that triggers sensory or behavioral responses that will be processed within the organism (Skinner, 2011). In a communication context, the form of the stimulus is the message that can manifest in speech, advertisements, news, or other forms that can influence an individual's thoughts, attitudes, beliefs, perceptions, and behaviors (Donohue & Ferguson, 2001).

Through their content, persuasive messages as stimuli are conveyed in various forms such as photos, posters, and videos.

Based on the findings, The Sobat Icad community continues to see an increase in members on WhatsApp and followers on Instagram during the trial period and the campaign for support is ongoing. This indicates a shift in the audience's thinking, as they decide to join the Sobat Icad community, either by following its Instagram account or by joining other members through WhatsApp groups. Changes in thinking triggered by stimuli are processes within the organism (Skinner, 2011). The audience's minds will process the communicator's actions and yield responses determined by how their minds stimulate the messages conveyed by the communicator. Therefore, the outcomes of these behaviors will certainly differ depending on how the audience processes them (Kholid, 2014). These responses can be open or closed; closed responses are typically only realized by the audience and can include attention, perception, knowledge, and attitudes that are not observable. In contrast, open behavior represents a tangible response that is readily recognized by others, including physical movements, verbal and non-verbal actions, and can also take the form of an activity (Skinner, 2011)

The Sobat Icad community members clearly showed their open response. Through social media, the community members found this community and decided to participate, to the point that they started uploading content to support the campaign along with the other members on Instagram and WhatsApp alike. Their support also turns into a direct campaign to South Jakarta District Court on every schedule of Richard Eliezer's trial. Most of them attended the trial wearing the same shirts with Richard Eliezer's picture on them.

Picture 6. Sobat Icad Community Attending the Trial of Richard Eliezer

Source: (Berita Satu)

This direct support continued since Richard Eliezer was designated as a Justice Collaborator until his final verdict trial on February 15, 2023. During the final verdict trial,

researchers also attended the trial in person and found that the number of supporters present at the verdict trial reached hundreds of people.

Picture 7. Hundreds of People at Richard Eliezer's Trial

Source: (Instagram @sobaticad)

In the observation, the researchers also found that their attendance was based on their own will after seeing the content shared on the Instagram of Sobat Icad community. However, it was found that there were various responses from the public to the content uploaded by the Sobat Icad community, both in the form of positive and negative feedback.

Picture 8. Negative Comments on Instagram @sobaticad

Source: (Researcher's Personal Archive)

Based on the statement from the leader of the Sobat Icad community, they have a strategy to stay focused on the positive responses to the content they upload, so there are no responses or

replies from the Sobat Icad community to address negative comments. However, based on the researcher's observations, there are preventive measures taken by the Sobat Icad community to reduce the number of negative comments. This is done by changing the account's access from public to private or restricted to followers only during certain moments. For example, a few days after the final verdict trial, some parties disagreed with the judge's decision to sentence Eliezer to 1 year and 6 months. Consequently, some negative comments started to appear on the @sobaticad Instagram account. In response to this, the Sobat Icad community made the account private and reopened access a few days later. In addition, they also began archiving some of their Instagram posts, reducing dozens of posts to 10 posts, none of which contained any negative comments.

In the interview, the Sobat Icad community stated the success of the campaign to morally support Eliezer and to fight for a fair judgement and sentence. Other than that, the campaign successfully showed the positive attitude of Eliezer who represented "the grassroots people" in revealing the truth with bravery and honesty throughout the court hearing.

CONCLUSION

The Sobat Icad community supports Richard Eliezer as a justice collaborator by conveying their aspirations through campaigns on Instagram and WhatsApp. The efforts of Sobat Icad community in providing support for the campaign can be disseminated and conveyed widely through the strategies that the Sobat Icad community has planned. Starting with the selection of social media platforms, the Sobat Icad community uses Instagram and WhatsApp as both platforms are the easiest to access for Indonesians. Instagram serves as a platform for spreading campaign content to the audience, while WhatsApp is used as a means of interaction among members as well as for sharing content materials to be subsequently uploaded together on Instagram. The content shared by Sobat Icad community includes photos, posters, and videos that show the positive aspects of Richard Eliezer as he testified to the truth with his honesty in court.

This is done with the aim of informing the public that Richard Eliezer is a positive figure deserving of a lenient sentence for his honesty. Additionally, since Richard Eliezer hails from Manado, the Sobat Icad community also uses the hashtag #TorangDengIcad in their content, which means 'We're all with Icad.' It represents a more personal form of support for Richard Eliezer. They also established two rules to ensure that the campaign remains focused on their goal of supporting Richard Eliezer. On the Instagram platform, all members of the Sobat Icad community must upload content that aligns with the existing facts to avoid sensationalism.

Meanwhile, WhatsApp is used among members to share content materials that will later be uploaded to Instagram. Each member can only send messages in the group on the days of the trial to maintain a comfortable atmosphere among members, ensuring that the discussions

remain focused on their goal of supporting Richard Eliezer. On February 15, 2023, Richard Eliezer was sentenced to 1 year and 6 months in prison, which, according to the statement of the Sobat Icad community, has been fairly adjusted considering his cooperation. The determination of the sentence is entirely at the discretion of the relevant judge. However, this reflects the efforts of the Sobat Icad community in achieving their goal of supporting Richard Eliezer to receive a fair sentence as a justice collaborator.

Based on the research findings, the Indonesian society has developed the skills to address issues in their social environment and can decide to offer support in various ways, including through diverse strategies on social media. Therefore, in further research, researchers are expected to explore from various angles. Not only regarding the strategies for using social media and the campaign process, but researchers can also discuss the aspect of society that is capable of critically responding to issues within the social sphere while utilizing the broad and universal functions of social media.

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