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Digital Advocacy for Punitive Justice and Vigilantism: A Case Study of Citizens Dissatisfaction on Klitih Prevention in Yogyakarta, Indonesia.

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Abstract

This study aims to investigate how the digital advocacy process in responding to the Klitih occurrence in Yogyakarta, Indonesia, was executed in expressing public dissatisfaction on social media, particularly Twitter, who are the actors, and how it will contribute to future social problem resolution. The study seeks the public response on Twitter regarding the Klitih accident that occurred in early April 2022 in Yogyakarta, Indonesia, by using Twitter API, executed in Python programming language. The analysis tools use qualitative content analysis through statistical analysis, sentiment analysis, emotional classification analysis, and social network analysis. We found that collective public responses on Twitter have successfully formed digital communities. This study observes two advocacy fibers; vigilantism and punitive law enforcement. Massive negative sentiments, colossal anger, and fear over how the Klitih issues are being resolved have a dissatisfaction impact through advocacy. We noticed the policy decision-making body was lethargic in the advocacy process as responsive crisis communication, which is critical in complaint handling. Instead, the public adopted an implicit bias strategy encouraged by ongoing exposure to social stereotypes in a climate where the government frequently fails to emphasize a crisis urgency.

Keywords Digital advocacy, Klitih, public dissatisfaction, street crime, Twitter.