

# **The Effect of Transparency, Accountability, and Participation of Wise Netizens in Social Media (Facebook)**

**Rakha Abiyyu**

Management Department, BINUS Business School Undergraduate Program,  
Bina Nusantara University,  
Jakarta, Indonesia 11480

**Jennie Hesti Wijaya**

Management Department, BINUS Business School Undergraduate Program,  
Bina Nusantara University,  
Jakarta, Indonesia 11480

**Surya Nanda Marion**

Management Department, BINUS Business School Undergraduate Program,  
Bina Nusantara University,  
Jakarta, Indonesia 11480

**Synthia Atas Sari**

Management Department, BINUS Business School Undergraduate Program,  
Bina Nusantara University,  
Jakarta, Indonesia 11480  
synthia@binus.ac.id

## **Abstract**

This study aims to determine the effect of transparency, accountability, and participation on wise netizens (Facebook). This research uses a quantitative approach and survey methods. Data was obtained through the distribution of questionnaires to 400 Facebook users in Jakarta and then processed with Regression Analysis. The results showed that transparency significantly affects wise netizens, accountability significantly affects wise netizens, participation has a significant effect on wise netizens, and all independent variables significantly influence wise netizens.

## **Keywords**

Transparency, Accountability, Participation, Wise Netizens, Social Media Governance.

## **1. Introduction**

In Indonesia, rapid globalization is shown, among others, by the rapid advancement of information and communication technology. This progress has made it very easy for Indonesians to obtain information and communicate without being hindered by distance and time. This is motivated by the emergence of the internet. This computer network contains information and as a means of data communication in the form of sound, images, videos, and texts (Nurmanina, 2013). According to data obtained from Internet World Stats, Indonesia is the 5th highest internet user country with 143 million users.

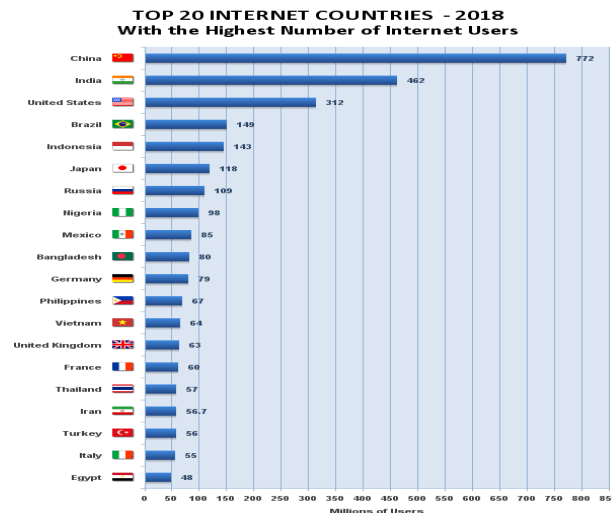


Figure 1. Top 20 Highest Internet Users in the World

Along with the development of the internet, a new network known as social media was born (figure 1). Social media is an online media where users can find information, communicate, and gather with friends by using all the facilities and applications such as blogs, Facebook, and Twitter (Setyani, Hastjarjo & Amal, 2013).

(Watie, 2011), in his journal entitled "Communication and Social Media" argues that social media is present and changes the paradigm of communication in today's society. Communication is not limited to distance, space, and time. It can occur anywhere, anytime, without having to face to face. Even social media can negate social status, often a barrier to communication. It can be concluded that social media such as Twitter, Facebook, Google+, and others facilitates the Indonesian people in communicating without meeting face-to-face.

Facebook is a form of social media. Facebook is a social networking website where users can join communities such as cities, work, schools, and regions to connect and can interact anywhere with other people. Indonesia is ranked the 4th most active Facebook user with 111 million users, while in Jakarta alone, Facebook has reached 22 million users. The number of Facebook users in Jakarta has motivated researchers to make Facebook a scope of research that will be further investigated.



Figure 2. Social Media with the Most Active Users

Rohman (2016: 383) states that the rapid development of social media and its widespread use causes a negative impact. It makes information circulates easier in the public sphere, including slander, threats, defamation, and the formation of negative opinions; the most popular today are hate speech and cyberbullying (figure 2).

The Indonesian National Police stated that 80% of crime cases that occurred on social media were hate speeches. Based on data, the National Police has handled 3,325 hate speech cases. This figure is up 44.99% from the previous year (Medistiara, 2017). The legal regulation regarding hate speeches in Indonesia is not as clear and firm as in other countries such as Australia, Canada, and New Zealand (Harefa, 2017). That causes the

case of hate speech on social media is crucial because it continues to increase every year.

In the context of hate speeches on social media, the Indonesian people were previously shocked by 2 cases that shocked Indonesian social media. The first case is the incident on October 6, 2016, when Buni Yani uploaded a controversial video on his Facebook account. The video is a speech of Basuki Tjahaja Purnama, the Governor of Jakarta from 2012 to 2017, commonly known as Ahok. There, Ahok explains the program of the DKI Jakarta provincial government and the Fisheries High School (STP) in front of the Pulau Seribu residents.

The second case in the context of hate speeches in Indonesia some time ago is the emergence of a group on Facebook called Saracen. Saracen is a group consisting of fake accounts with no real personal information to spread hatred and corner President Jokowi's government. It provokes the Indonesian people to hate President Jokowi's leadership era.

The problem raised in this study is the low transparency in social media (Facebook). In the first case, Buni Yani, in his upload, made the caption "deceived by Surat Al Maidah 51," but in reality, there is the word "use" after the word "deceived", according to Ahok's speech. According to Kris Sanjaya, a Linguist in the Buni Yani session emphasized, "Adding or subtracting a word is different and has a far-reaching meaning. For example, the phrase 'deceived poetry,' the poem is the source of lies, and 'deceived using poetry,' now poetry is not a source but a tool for lying.



Figure 3. Upload of Buni Yani

Whereas in the Saracen case, from the upload of a Facebook account, one of the Saracen group members named Maya Angel proved to be the result of engineering or editing from the Liputan6.com website (figure 3). The website published the news titled "Jokowi broke through the Senen Market fire", but a Facebook account named Maya Angel posted back the edited version of the news with the title "Jokowi broke through the Senen Market fire, traders cry self-imaging", using the same source.



Figure 4. Maya Angel Uploads and News Coverage6

It can be seen from the two cases; that the changes made in the uploaded material are not true to the facts. This is contrary to the principle of transparency on social media (figure 4). Sulianta (2015) defines transparency in the context of social media as information disclosure because social media content is intended for the public or everyone's consumption. One form of information disclosure is to be honest in communication. Therefore, it can be concluded that there is no transparency in both cases.

The second problem is the lack of accountability in social media (Facebook). According to Muannas Alaidid, who reported the Buni Yani case, "Buni Yani's shared video was of the speech of Basuki Tjahaja Purnama or Ahok in Pulau Seribu with a duration of 31 seconds, different from one officially uploaded by the DKI Provincial Government with the duration of 1 hour 48 minutes." The Head of the Subdirector I of the Cyber Criminal Act Criminal Investigation Agency National Police (Bareskrim Polri), Commissioner Irwan Anwar, conveyed that the Saracen group holds many fake documents. "There was a forged passport, KTP, SIM, BPJS, and many diplomas. Around 30 more SIMs and 40 more KTPs are used to create fake accounts. "

The case shows that these persons cannot control their behaviour; they do irresponsible things contrary to the principle of accountability. Accountability is the use of social media that can be accounted for (Kurniasih, 2013: 19). One form of responsibility is to control the actions and behaviour of users on social media. Then it can be concluded that there is no accountability in both cases.

The final problem is the lack of participation in social media (Facebook). In his upload, Buni Yani said that "It seems that something bad will happen with this video". From this sentence, Buni Yani has known the negative impact if the video is widespread, but he still uploads it. Whereas in the Saracen case, according to Iwan (2017), quoted from detik.com, Saracen mainly targeted young people because they have unstable emotions and can easily be influenced by unclear news and information.

It can be seen in the two cases above that the motivation of the account is not to share useful information but to provoke netizens on social media. This is not following the principle of participation by netizens, which supports others and shares creations and some important information from an experienced person with beginners (Safitri & Angeline, 2018). Therefore, participation was absent in both cases.

Based on the two cases above, it can be seen that the case of hate speech that occurred on social media violates the principles of transparency, accountability, and participation. The rise of hate speech cases on social media proves that the principles of transparency, accountability and participation are still low on social media.

The absence of governance or governance that regulates social media users is the cause of the spread of hate speech and other cases on social media. This was revealed by Mr Ranga Adi Negara, ST., MTI., the Head of the Information Empowerment Policy Section at the Ministry of Communication and Information (Kemkominfo). He stated that "The governance (of social media) itself does not yet exist and binding regulations is only the ITE Law (the Law on Information and Electronic Transactions) to regulate the violations. Clearly, we are not allowed to spread pornographic content, hoaxes, and SARA."

Research conducted by (Kemala & Taufik, 2013) found that a person who understands good governance will be better at carrying out his/her duty. If the principles of good governance are applied to social media, then netizens

will use social media better. According to (Iswahyudi, Triyuwono, & Achsin, 2017), factors that can affect good governance and are a general pillar of good governance are accountability, transparency, and participation. Thus, this research will observe the low transparency, accountability, and participation in social media (Facebook) in Indonesia and analyze three good governance principles: transparency, accountability, and participation and their influence on wise netizens.

Wise netizens are netizens with wisdom in communication, not throwing hoaxes and words that do not have any meaning or are useless in the future (Gamayanto & Esti Nilawati, 2017). Wise netizens understand that social media aim to provide positive comments, provide positive solutions, and not spread hoaxes or other negative things that can damage the lives of others.

The widespread distribution of cases of hate speech and other cases on social media proves that Indonesian netizens are still far from wise. Mr Rangga Adi Negara, ST., MTL., Head of the Information Empowerment Policy Section at the Ministry of Communication and Information (Kemkominfo), also stated that "Internet users in Indonesia cannot be said as wise yet, because many data shows that netizens in Indonesia are not wise in using social media. An example of one celebrity account, Ayu Ting Ting, has quite some haters on her social media accounts. "Concerning the political year, each account has its motives. The intention of the upload could be just the want to share, confiding one's feelings or emotions and identity, or it could also be the want to attack groups, ethnicities, races, religions, and others. So, I say it's not wise at all".

Based on the above problems and the need for clear social media governance in Indonesia, there is a need for in-depth research on how the three principles of good governance, namely transparency, accountability, and participation, influence wise netizens in social media. Thus, the title to be raised in this study is "The Effect of Transparency, Accountability, and Participation on Wise Netizens on Social Media (Facebook)".

## 2. Research Methods

Based on the purpose of the study, the type of research the researcher conducted was associative. This is because this study wants to examine the influence of the variables of transparency, accountability, and participation on wise netizens. According to Sugiyono (2016: 150), associative research aims to determine the effect or relationship between two or more variables.

In terms of the unit of analysis to be examined, the unit of analysis used in this study is Facebook user-individual. The unit of analysis is a particular unit taken into account as a research subject. Based on time horizons in data collection, this study uses a cross-sectional type of study. According to Sugiyono (2010: 185), understanding cross-sectional is data collected for a moment or data obtained at this time.

This research uses quantitative methods because researchers want to obtain accurate data based on empirical and measurable phenomena. According to Sugiyono (2016: 08), quantitative methods are research based on the philosophy of positivism, used to examine populations or specific samples. Sampling techniques are generally carried out randomly, data collection using research instruments, quantitative or statistical data analysis to test a predetermined hypothesis.

This research method takes a sample from one population and uses a questionnaire as a primary data collection tool. In this study, the population of all Facebook users in Jakarta will be 22,000,000. The sampling technique used is probability sampling, which provides equal opportunities for each element or population member to be selected as a sample (Riduwan and Kuncoro, 2013). The sampling method used is the simple random sampling method. Simple random sampling is a way of taking samples from members of the population using random without regard to strata (levels) in the members of the population. This study uses the Slovin method to calculate the sample size used. So the number of samples needed in this study was 399.99, rounded up to 400 respondents.

This study obtained primary data from interviews and questionnaires distributed to respondents or Facebook users in Jakarta. While secondary data were obtained from literature studies or textbooks, the journals used as the basis for this research were relevant to the research topic. The distribution of questionnaires is done manually and in Google Form. A Likert scale that has five levels of answer preferences each has a score of 1-5 with the following details in table 1:

Table 1. Information on Positive Questionnaire Values

Choice of Answers	Abbreviation	Score
Highly Agree	HA	5
Agree	A	4
Neutral	N	3
Disagree	D	2
Highly Disagree	HD	1

Data processing was carried out using SPSS 20. The study tested validity, reliability, normality, multicollinearity, and heteroscedasticity. The processed data are then analyzed using simple linear regression to determine the effect of one independent variable on one dependent variable and multiple linear regression to find out three independent variables on one dependent variable to answer the objectives of this study. This research model can be seen in the following figure 5:

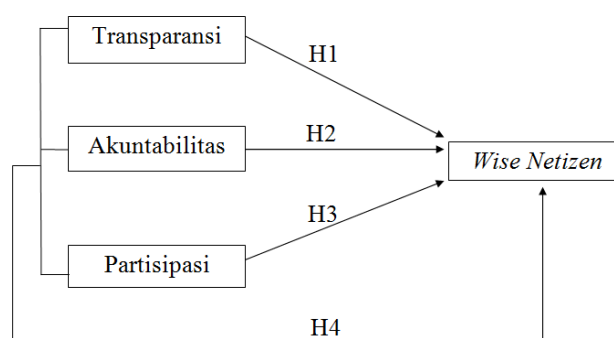


Figure 5. Research Framework

Information:

H1: Transparency has a significant influence on wise netizens on social media (Facebook)

H2: Accountability has a significant influence on wise netizens on social media (Facebook)

H3: Participation has a significant influence on wise netizens on social media (Facebook)

H4: Transparency, accountability, and participation simultaneously have a significant influence on wise netizens on social media (Facebook)

### 3. Results And Discussion

#### 3.1 Profile of Respondents

The following data were obtained from the survey of 400 respondents. For gender, 193 respondents were men (48.25%), and 207 respondents were women (51.75%). For ages under 23 years with 212 respondents (53%), aged 23 - 42 years with a total of 160 respondents (40%), and aged over 42 years with a total of 28 respondents (7%). Based on the level of education, high school/equivalent group amounting to 182 respondents (45.5%), bachelor's degree group totalling 175 respondents (43.75%), diploma totalling 23 respondents (5.75%), master's degree respondents totalling 19 people (4.75%), and one doctoral degree respondent (0.25%). For income levels, less than Rp 3,000,000 are 174 respondents (43.5%), Rp 3,000,000 - Rp 5,000,000 are 148 respondents (37%), above Rp 5,000,000 are 78 respondents (19.5%); For domiciles, West Jakarta as many as 128 respondents (32%), Central Jakarta as many as 76 respondents (19%), North Jakarta as many as 70 respondents (17.5%), South Jakarta as many as 67 respondents (16.75%), and the last one is East Jakarta with 59 respondents (14.75%).

After passing the data test consisting of the validity test, reliability test, and the classic assumption test, which includes the normality test, multicollinearity test, and heteroscedasticity test, the research data can be continued into regression analysis. Following is a summary of the results of the regression analysis can be seen in the following table 2:

Table 2. Research Summary

Variable	R Square	Regression Equation	Influence
X <sub>1</sub> towards Y	0.132	$Y = 2.003 + 0.455X_1$	Yes
X <sub>2</sub> towards Y	0.154	$Y = 2.113 + 0.407X_2$	Yes
X <sub>3</sub> towards Y	0.099	$Y = 2.723 + 0.284X_3$	Yes
X <sub>1</sub> , X <sub>2</sub> , X <sub>3</sub> simultaneously towards Y	0.217	$Y = 1.340 + 0.225X_1 + 0.273X_2 + 0.138X_3$	Yes

Based on the findings of the research that has been done, the coefficient of determination is obtained as a result of data processing so that it can be stated that:

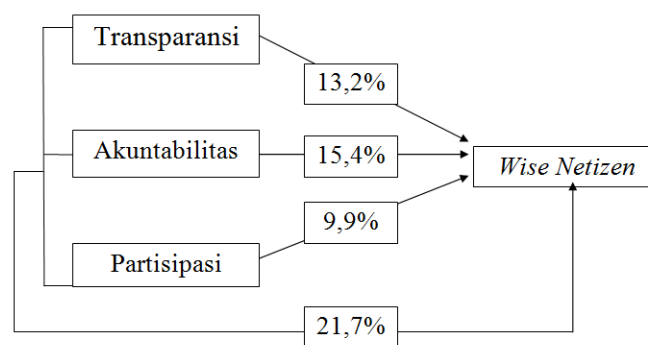


Figure 6. Figure of Research Summary

Information:

- Based on the t-test, there is a significant effect between transparency and wise netizens, where the probability value (sig) <0.05. The effect of Transparency (X<sub>1</sub>) on Wise Netizens (Y) is 13.2%. (Figure 6)
- Based on the t-test, there is a significant influence between accountability on wise netizens, where the probability value (sig) <0.05. The effect of Accountability (X<sub>2</sub>) on Wise Netizens (Y) is 15.4%.
- Based on the t-test, there is a significant effect between participation on wise netizens, where the probability value (sig) <0.05. The effect of Participation (X<sub>3</sub>) on Wise Netizens (Y) is 9.9%.
- Based on the f-test, there is a significant influence between transparency, accountability, and simultaneous participation of wise netizens, F arithmetic (36,677) > F table (2,627441). The simultaneous significant effect between Transparency (X<sub>1</sub>), Accountability (X<sub>2</sub>), and Participation (X<sub>3</sub>) on Wise Netizens (Y) of 21.7%.

## 4. Conclusion And Suggestions

### 4.1 Conclusion

This study discusses the effect of transparency, accountability, and participation on wise netizens in social media. The conclusions obtained from the results of this study are as follows:

1. Transparency has a significant positive effect on wise netizens on social media (Facebook). It can be concluded that if the transparency of netizens on social media tends to be good, it will lead to netizens who are wiser in using social media. The effect of transparency on wise netizens is evident in the increasing number of users who provide information correctly to create inter-users trust and the decrease in the spread of hoaxes and hate speech.
2. With increasing netizen accountability in using social media, netizens' policies will also increase. This is consistent with the research results in which accountability has a significant positive effect on wise netizens on social media (Facebook). The impact of influencing accountability on wise netizens is mutual respect and respect for opinions among social media users, not excessive in expressing comments (balanced), understanding the meaning of a comment, and reducing the spread of gossip and other irresponsible information.



3. Participation has a significant positive effect on wise netizens on social media (Facebook), where the increasing participation of netizens in social media will make netizens wiser. Participation aims to create netizens who think critically (having sharp research skills and extensive knowledge) in using social media and care for one another. It also increases aspirations, create netizen solidarity and creativity, make for more responsive netizens to problems that occur on social media.
4. Transparency, accountability, and simultaneous participation significantly affect wise netizens on social media (Facebook). If netizens have transparent and accountable behaviour and participate positively in social media, we can be certain that netizens have been wise in using social media.

#### 4.2 Suggestion

Based on the results of the analysis and conclusions above, the advice given to related parties is as follows:

1. Netizen  
Netizens need to apply these three principles in using social media. In the principle of transparency, netizens can start by including evidence when uploading status and other activities on Facebook. Furthermore, netizens can contribute to the principle of accountability by not issuing scolding and swearing or saying harshly in status or comments on Facebook. While on the principle of participation, netizens can also contribute by sharing useful content owned by other users, such as interview tips, job vacancies, and others. By applying these principles, netizens will not be easily provoked by irresponsible elements to spread hoax news, hate speech, or other things that can harm themselves and others. Therefore, netizens must use social media wisely, which impacts creating a healthy social media environment.
2. Ministry of Communication and Information (Ministry of Communication and Information)  
As the number of cases relating to social media in Indonesia increases, it is necessary to apply social media governance in the form of guidelines and quickly draft regulations that bind them. If not implemented immediately, these cases may have a widespread impact on the country's economy, security, and stability. Transparency, accountability, and participation can be used to make policies regarding social media governance to create wiser netizens. The creation of wise netizens will improve the good image of the Indonesian people in the eyes of the world.
3. Researchers  
No less important advice is for readers interested in doing similar research. The next researcher is expected to be able to add the rule of law variable because the law is fundamental in governance, especially on social media. Readers and researchers further need to examine more deeply not only learning outcomes but it is recommended to examine other related variables.
4. Facebook  
Suggestions for Facebook are developing new user-education policies in using their services and adding new features such as news fact-checking feature, breaking news feature, and others to minimize the spread of hoaxes, hate speech, etc.
5. The people of Jakarta  
The public can support government policies by reminding each other about the good use of social media so that they are not easily provoked by unproven news on Facebook that may trigger undesirable events.

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### **Biography**

**Rakhya Abiyyu, Jennies Hesti Wijaya, and Surya Nanda Marion** studied Management at BINUS Business School Undergraduate Program, Bina Nusantara University. Synthia Atas Sari is a lecturer of Management at BINUS Business School Undergraduate Program, Bina Nusantara University.