

## Social Media for Political Participation: Bridging the Anti-Corruption Movement in Indonesia and Government Transparency

Iqbal Aidar Idrus<sup>1\*</sup>, Firman Firman<sup>2</sup>, Restu Rahmawati<sup>3</sup>

<sup>1</sup>Department of Public Administration Science, Universitas Andi Djemma, Indonesia

<sup>2</sup>Department of Government Science, Universitas 17 Agustus 1945 Jakarta, Indonesia

<sup>3</sup>Department of Political Science, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia

\*Corresponding Author: [idrusiqbal@yahoo.com](mailto:idrusiqbal@yahoo.com)

ARTICLE INFO	ABSTRACT
<p>Keyword:</p> <p>Social media; Political participation; Political movement; Anti corruption; Government transparency</p>	<p>This research aims to investigate the role of social media as a space for political participation in supporting the anti-corruption movement. By highlighting the Indonesian context, this research aims to understand how social media influences public opinion, mobilizes support, and mobilizes collective action in fighting corrupt practices. The urgency of this research lies in the need for a deeper understanding of how social media can be an effective tool in the anti-corruption movement in the digital era. Through qualitative research methods focusing on online data analysis, the main findings highlight the dominance of hashtags and memes in stimulating discussion, spreading messages and coordinating anti-corruption actions in social media. These findings provide valuable insight into how society is actively fighting corruption through digital platforms and demonstrate the potential of social media as a strategic tool to expand the space for political participation to create a cleaner and more transparent government. Thus, this research underlines the importance of using social media to gather support and increase public participation in the anti-corruption movement. However, the main challenges that still need to be overcome are the limited data content and further exploration to understand the complex dynamics of eradicating corruption through social media.</p>

### INTRODUCTION

Corruption severely threatens a country's progress, justice and stability. The impact extends from harming state finances and hampering economic development to undermining public trust in government and institutions. Corruption also exacerbates social and economic disparities by enriching a few people while most of society is marginalized from access to the resources and services they should receive (Baharuddin et al., 2021; Dedy Suryana, 2020). Corruption can also trigger political and social instability, hinder foreign investment, and cause dissatisfaction, which can lead to conflict and chaos (Demir et al., 2022; He & Kryzanowski, 2023). Therefore, handling corruption must be a top priority for every country to build a just, transparent and sustainable society (Ahmed & Anifowose, 2023; Badur et al., 2023).

In Indonesia, corruption has become a systemic problem that erodes public trust in the government and state institutions (Baharuddin et al., 2021). Corrupt practices are rampant in various sectors, from the bureaucracy and police to the business and political sectors. The impact is far-reaching and detrimental to the country's economy, hampering development and

exacerbating social and economic inequality (Meiryani et al., 2022; Puspita & Gultom, 2022). Even though the government has launched various anti-corruption programs and institutions, such as the Corruption Eradication Commission (KPK), efforts to combat corruption are still faced with complex structural, cultural and political challenges. The synergy between the government, society and the private sector, as well as strict law enforcement, is the key to fighting corruption effectively and building a cleaner and more transparent order (Khurniawan & Ruldeviyani, 2020; Wahyudi, 2019).

Apart from that, corruption in Indonesia also affects morality and integrity in various levels of society, creating a culture of tolerance towards unethical behaviour. Practices of nepotism, collusion and abuse of power harm not only the interests of the state but also create an environment that is not conducive to economic growth and social development (Khoirin & Junaedi, 2022; Kriyantono et al., 2017; Sunaryo & Nur, 2022). Despite efforts to eradicate corruption, challenges in maintaining the independence of law enforcement agencies, as well as resistance from parties involved in corrupt practices, are still significant obstacles. Therefore, strengthening the legal system, increasing transparency, and providing strict punishments to perpetrators of corruption are crucial steps in eradicating corruption and restoring the integrity of state institutions in Indonesia (Andini et al., 2023; Tegan et al., 2021).

In this case, space for community participation also plays a vital role in efforts to minimize and fight corruption practices that continue to recur in Indonesia (Sulaiman, 2023). Active participation from the community, either through public monitoring, reporting corruption, or holding discussions and advocacy forums, can help uncover and expose cases of corruption that occur. Additionally, increasing legal literacy and understanding of the community's rights and obligations in maintaining government cleanliness is essential to strengthen the space for participation (Abdul-Baki et al., 2023; Lukiko, 2023). In addition, supporting initiatives to strengthen civil society capacity, empower independent media, and advocate for institutional reform are also steps that can open up space for broader and more sustainable participation in fighting corruption in Indonesia (Arifin et al., 2015; Umam, 2021). With a more open space for participation, the public can play an active role in upholding integrity, accountability and transparency in government to put moral pressure on perpetrators of corruption and encourage the creation of a cleaner and fairer system.

Social media also plays a significant role in providing space for the participation of society in fighting corruption in Indonesia (Baharuddin et al., 2021). Through platforms such as Twitter, Facebook and Instagram, people can quickly disseminate information, gather support and mobilize collective action to expose and oppose corrupt practices. Online campaigns, digital petitions, and public discussions held via social media enable more inclusive participation and allow individuals and groups to speak openly about corruption issues (Baharuddin et al., 2021; Prabowo et al., 2018). Social media is also an essential tool for journalists, anti-corruption activists, and non-governmental organizations to disseminate information, report corruption cases, and pressure the government and law enforcement agencies to act transparently and accountable in handling corruption cases. Therefore, social media has great potential to expand the space for participation and increase public pressure towards eradicating corruption in Indonesia (Aslam et al., 2022; Machmud et al., 2024).

Overall, community participation and social media's role significantly impact efforts to fight corruption. Active participation through public monitoring, corruption reporting, and discussion forums provides space for the public to expose corrupt practices and encourage transparency in government. Meanwhile, social media provides a broad platform for the public to communicate, disseminate information and gather support for the anti-corruption movement. With the potential to mobilize collective action and pressure governments to act accountably, social media has become an essential tool in expanding the space for participation and increasing public pressure to eradicate corruption.

This research aims to explore and understand the role and contribution of social media in mobilizing community participation in the anti-corruption movement in Indonesia. This research explores how social media can be an effective tool for individuals and groups in disseminating information, gathering support, and mobilizing collective action to expose and oppose corrupt

practices. Through an in-depth analysis of participation patterns, communication strategies, and social impacts of anti-corruption activities on social media, this research aims to provide deeper insight into how information technology can be used to expand the space for political participation and increase public pressure towards eradicating corruption in Indonesia.

This research has significant benefits in the context of eradicating corruption in Indonesia. By understanding the role and contribution of social media in mobilizing public participation in the anti-corruption movement, this research can provide a deeper view of how information technology can expand the space for political participation and increase public pressure towards eradicating corruption. The implication is that there is the potential to strengthen the anti-corruption movement through social media platforms, garner more comprehensive support from the public, and pressure the government and law enforcement agencies to act more transparently and accountable in handling corruption cases. Thus, this research can become a basis for developing more effective strategies and policies in fighting corruption and building a cleaner and more ethical governance structure in Indonesia.

## **RESEARCH METHODS**

This qualitative research method uses online documentation data, a relevant approach to understanding social media's role in Indonesia's anti-corruption movement. In this context, research will rely on online data, such as articles, reports, blogs, social media posts, and related documents that can be found through search engines. This research will carefully search for information relating to the relationship between social media and the anti-corruption movement and how community participation is realized through these platforms. Data access through search engines will allow researchers to find relevant and up-to-date sources of information regarding social media and anti-corruption. Using the right keywords, this research can find various documents, articles, discussions, and other publications that can provide an in-depth understanding of the dynamics of the online development of the anti-corruption movement. Through careful and in-depth data analysis of the information found, this research will be able to identify participation patterns, communication strategies, and the social impact of anti-corruption activities that occur on social media. Thus, this research method will provide an essential contribution to expanding the understanding of how social media is an effective tool in mobilizing political participation and strengthening the anti-corruption movement in Indonesia..

## **RESULTS AND DISCUSSION**

Research on the role of social media in the anti-corruption movement in Indonesia is an integral part of understanding the impact and implications of the findings obtained. Through this study, the main findings resulting from the analysis of online documentation data will be presented, as well as an in-depth discussion regarding the significance and implications of these findings for understanding the dynamics of the anti-corruption movement, community participation, and the use of social media in the Indonesian social and political context. By explaining these findings, it is hoped that a more profound understanding can be created of the potential and limitations of social media as a tool in strengthening the anti-corruption movement and expanding the space for political participation in Indonesia.

### ***Patterns of public participation in social media***

Patterns of public participation on social media are essential in understanding the dynamics of the anti-corruption movement in Indonesia. Through social media, the public has a platform to participate in various anti-corruption activities, from disseminating information and organizing actions to voicing aspirations regarding demands for government transparency and accountability (Bertot et al., 2010; Chang & Park, 2021; Mattoni & Odilla, 2021). This section discusses the various participation patterns observed on social media and their relevance in strengthening the anti-corruption movement and expanding the space for political participation in Indonesia's digital society. This study found that hashtags and memes have a dominant role in

the context of public participation in social media related to the anti-corruption movement in Indonesia. Hashtags organize and coordinate actions and unite anti-corruption narratives on platforms like Twitter, Instagram and Facebook. Examples of memes that can be seen are as follows:



**Figure 1.** Examples of memes on social media

*Source: Facebook Search, 2024*

Figure 1 shows an example of a meme found in a Facebook search in 2024. The meme displays an image with text that presents an anti-corruption message in a humorous or satirical manner. These memes are often an effective way to attract attention and spark discussion on social media platforms. By utilizing visual elements and simple but powerful messages, these memes can communicate the complexity of corruption issues in a way that is easy to understand and attractive to social media users. Through humour and satire, these memes can also help strengthen public awareness about the importance of fighting corruption and stimulate public participation in the anti-corruption movement.

Memes on social media are images, text, or a combination of both that spread widely on platforms such as Facebook, Twitter, Instagram, and others (Halversen & Weeks, 2023; Tsandzana, 2023). They often contain humorous or satirical messages about various political, cultural, and social topics. Memes can be images altered with text, photographs altered with distinctive effects or signatures, or even short animations (Du et al., 2020; Wang et al., 2019). They are often used to express opinions, convey ideas, or comment on current events (Baharuddin et al., 2021). Memes have become famous for social media users to interact, convey messages, and stimulate discussion among online communities. With the rapid spread and popularity of memes, they can significantly influence public opinion and create cultural trends in the digital environment. On the other hand, participation patterns are also shown through hashtags, one of which is on Instagram.



**Figure 2.** Examples of hashtags on social media  
*Source: Instagram Search, 2024*

Figure 2 shows an example of hashtags in Instagram searches in 2024, totalling 120,221 posts. These hashtags represent the community's active participation on social media in raising issues related to the anti-corruption movement in Indonesia. These hashtags organize and unite narratives about eradicating corruption, allowing social media users to share information, express support, and coordinate anti-corruption actions collectively. With a significant number of posts, these hashtags reflect the high level of public awareness and involvement in efforts to combat corruption and indicate that social media is an essential platform for mobilizing the anti-corruption movement in Indonesia.

Hashtags on social media are a series of alphanumeric characters starting with the hashtag (#), which are used to mark or categorize certain content (Jubba et al., 2020; Luth, Maswati, et al., 2023; Widayat et al., 2022). These hashtags allow social media users to find and engage in conversations relevant to specific topics or themes (Baharuddin, Sairin, Qodir, et al., 2022; Jubba et al., 2023; Luth, Kismartini, et al., 2023). They are often used to identify, coordinate, and synthesize information about an event, campaign, or social movement (Baharuddin, Sairin, Nurmandi, et al., 2022; Firmansyah et al., 2018; Suratnoaji et al., 2018). In addition, hashtags also allow social media users to follow or participate in discussions, share thoughts, and express their support or views on the issues represented by the hashtag (Negara et al., 2023; Rifaid et al., 2023). Thus, hashtags become essential in expanding the reach of messages, mobilizing participation, and building public awareness on social media platforms.

Patterns of public participation on social media, especially in the context of the anti-corruption movement in Indonesia, show the use of hashtags and memes as the primary means of spreading messages, coordinating actions, and sparking discussions about corruption issues. Through visual creativity and sometimes humorous or satirical messages, these memes have succeeded in attracting attention and stimulating active public participation in efforts to eradicate corruption. Thus, through this pattern of participation, social media becomes a platform for disseminating information and a forum for building public awareness and mobilizing support to maintain integrity and transparency in government.

Although patterns of public participation on social media offer many advantages in mobilizing anti-corruption movements, several weaknesses must be considered. First, there is a risk that messages spread through memes and hashtags could be distorted or misinterpreted, leading to the spread of inaccurate or even misleading information. Because social media allows anyone to create and distribute content efficiently, it can be exploited by parties seeking to divert attention or debate an anti-corruption agenda.

Second, there are challenges related to the effectiveness and sustainability of the anti-corruption movement on social media. The temporary nature and fast news cycle on these platforms can cause corruption-related issues to be lost among other more popular or controversial content. In addition, there is a risk that public participation on social media tends to be passive, where someone only expresses their support through likes, shares or hashtags without getting involved in real action in the real world. Therefore, it is vital to balance the

advantages of social media with strategies that strengthen social familiarity, education, and mobility beyond digital platforms to achieve sustainable change in anti-corruption efforts.

Developing a holistic and sustainable strategy to deal with the complexity of community participation patterns on social media related to the anti-corruption movement is essential. First, a more structured approach is needed to compile anti-corruption messages by ensuring that the information disseminated through memes and hashtags is accurate and accountable. Second, it is necessary to increase digital education and literacy efforts for the community to be more critical in assessing and filtering information found on social media. In addition, it is essential to strengthen collaboration between government, NGOs, the private sector and civil society in utilizing social media to mobilise support and real action to eradicate corruption. With an integrated and synergistic approach, it is hoped that the anti-corruption movement in Indonesia can be more effective and sustainable in overcoming the challenges of corruption, which continue to threaten progress and social justice.

### ***The influence of social media on public opinion***

The influence of social media on public opinion is very significant in the modern context, as these platforms have become the primary source of information and interaction for many people. Social media allows diverse views and opinions to spread quickly and widely among users, influencing their perceptions of specific political, social and economic issues. With customized algorithms and easy sharing capabilities, social media can form filter bubbles where users are exposed to views that align with their own, reinforcing existing beliefs or fueling the polarization of opinion. In addition, social media also allows people to participate in discussions actively, provide direct feedback to policymakers, and influence the flow of vital information, all of which contribute to the formation of public opinion more dynamically and openly.

The influence of social media on public opinion has a solid connection to the anti-corruption movement. Social media allows anti-corruption activists and advocacy groups to disseminate information about corrupt practices, uncover scandals, and mobilize public support to eradicate corruption. By utilizing hashtags, memes, and other viral content, anti-corruption movements can create public awareness about the damage caused by corruption, spark anger, and pressure governments and institutions to act transparently and accountable. Apart from that, social media also allows the public to directly report cases of corruption and participate in investigations and monitoring of acts of corruption that occur. Thus, social media has become a very effective tool in expanding and strengthening the anti-corruption movement by involving broad community participation to create a clean and transparent government order.

Apart from that, social media also facilitates transparency in conveying information related to public funds and the use of the state budget. With social media platforms, the public can quickly share information, reports and analysis regarding the use of public funds, strengthening demands for accountability from leaders and institutions responsible for managing state finances. This further pressures the government to implement stricter anti-corruption measures and open up space for transparency in public financial management. Social media also plays a role in expanding networks and solidarity between civil society groups committed to fighting corruption. By sharing experiences, strategies and resources on social media platforms, these groups can support each other and strengthen the anti-corruption movement together. This strengthens civil society's role as an independent government policy monitor, ensuring that corruption is not left without action and fighting for justice, integrity and transparency in government governance.

In the context of the anti-corruption movement, using memes and hashtags on social media has become very effective for gathering support, spreading messages and creating public awareness about the importance of fighting corruption. With their creative, humorous or satirical nature, memes can attract attention and trigger emotional reactions from social media users. They can convey anti-corruption messages in a way that is not only interesting but also memorable, thereby broadening the message's reach. Meanwhile, hashtags provide a way to organize and coordinate collective action and unite a strong narrative in the anti-corruption

movement. Popular hashtags can build solidarity and establish an identity for supporters of anti-corruption movements while putting pressure on authorities to act. Thus, memes and hashtags on social media are a means of sharing information and opinions and a strategic instrument in mobilizing public participation in the anti-corruption movement. Through creativity and collaboration on social media platforms, memes and hashtags can bridge the gap between the complex issue of corruption and public awareness and strengthen the movement to realize real change in governance and social justice.

The influence of social media on public opinion, especially in the context of the anti-corruption movement, has significant implications for political participation in digital and public spaces. First, social media expands access to information and allows people to be directly involved in political discussions and actions, increasing political participation to a broader extent. Second, through memes and hashtags, the anti-corruption movement can encourage more active participation and involve the younger generation, who tend to be active on social media. This opens up new opportunities to strengthen the political involvement of the younger generation on essential issues, including eradicating corruption. However, there are challenges in ensuring that political participation on social media is not trapped in filter bubbles and opinion polarization, which can hinder constructive dialogue and achieving common goals in the anti-corruption movement. Therefore, stakeholders need to understand the implications of political participation in the digital space and use social media to strengthen, not divide, unity in the anti-corruption struggle and in building a more transparent and accountable political order.

### ***Challenges and opportunities in using social media for anti-corruption movements***

The use of social media in the anti-corruption movement brings significant challenges and opportunities. One challenge is the risk of spreading false or unverified information that could damage the integrity of the anti-corruption movement and cloud public understanding of corruption. Apart from that, social media is also vulnerable to censorship and restrictions from the authorities, which can hinder efforts to uncover corruption cases or limit the space for public participation. However, on the other hand, social media also offers excellent opportunities to mobilize mass support, build public awareness, and mobilize collective action against corruption. They enable direct and transparent participation of the public in detecting, reporting, and monitoring corruption cases, as well as strengthening pressure on authorities to act accountably.

In facing this challenge, the anti-corruption movement needs to develop intelligent and planned strategies for using social media. This includes increasing digital literacy among activists and the general public, promoting credible and verified sources of information, and using technology and analytical tools to monitor and evaluate the impact of social media campaigns. In this way, the anti-corruption movement can optimize the potential of social media to create positive change in fighting corruption while still paying attention to the challenges and risks that exist within it.

In addition, it is also essential for the anti-corruption movement to build strong collaboration with media institutions, NGOs and governments to develop guidelines and policies that promote transparency, accountability and freedom of expression in cyberspace. By building inclusive and mutually supportive partnerships, the anti-corruption movement can strengthen its impact in influencing the public agenda and mobilize broader support from various sectors of society. In addition, an integrated and holistic approach to utilizing social media can provide space for innovation, capacity building, and building more robust networks in efforts to eradicate corruption, thereby creating a cleaner, fairer, and more transparent environment for all.

It is important to remember that social media is not the sole solution to fighting corruption but is a tool that can support and strengthen these efforts. Substantial change requires long-term commitment, cross-sector collaboration, and active involvement of all elements of society. By wisely and responsibly utilizing the potential of social media, the anti-corruption movement can expand its reach and impact, strengthen awareness of the importance of integrity and transparency, and accelerate the realization of a cleaner and fairer government order. Therefore, efforts to utilize social media in the anti-corruption movement must be accompanied

by a commitment to maintaining the principles of ethics, truth, and justice to contribute significantly to building a society with more integrity and justice.

## CONCLUSION

Discussions about social media's role in Indonesia's anti-corruption movement highlight the importance of space for community participation in fighting corrupt practices. Analyzing participation patterns showed that hashtags and memes were the main tools for spreading messages, gathering support and mobilizing collective action. Apart from that, social media provides a more open space for the public to participate in efforts to eradicate corruption through public monitoring, reporting cases, or holding discussions and advocacy forums. In this context, social media is not only a tool for conveying information but also a means of building public awareness, strengthening moral pressure on perpetrators of corruption, and expanding the reach of the anti-corruption movement. By understanding the dynamics of social media participation and influence, strategic steps can be taken to strengthen government transparency, accountability and integrity. Awareness of the critical role of social media also underlines the urgency of collaboration between government, society and non-governmental organizations to create a cleaner and fairer environment for the country's progress. The limitation of this research lies in the minimal data content and requires further exploration to gain a more comprehensive understanding. About the dynamics of public participation on social media related to the anti-corruption movement.

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