

Sentiment Analysis #samasabelajar Public Relations Campaign Based on Big Data on TikTok

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Abstract.

The purpose of this study is to analyze the sentiment of the #samasabelajar public relations campaign on TikTok in the period 21 December 2021-2 January 2022. Using a positivistic paradigm. Furthermore, the researcher deepened the data analysis by relating the 10 step PR campaign theory from Anne Gregory and the innovation diffusion theory. quantitative research is carried out by collecting data using Algoritma Tech and ASIGTA sentiment analysis.

The results of the big data algorithm analysis show that after the #samasabelajar campaign, the community produced a total of 975 videos. The government works closely with TikTok through a continuing education campaign, the creation of Tiktokclass and University Class Week. The government provides space for the public to play an active role in producing educational social media content in order to provide a positive image of the government. In addition, TikTok social media is a means of delivering government information to the public.

The result sentiment analysis to public's response to the public relations campaign on Tiktok. The researcher conducted a sentiment analysis using the tech algorithm on the search results for the hashtag #samasasiswa for the period 21 December 2021-2 January 2022. There are 974 hashtags that will be classified using the tech algorithm. Of the 934 videos obtained or analyzed, there were 428 positive content, 533 neutral content and 13 negative content.

Keywords: *Big Data, Sentiment Analysis, Public Relations Campaign, TikTok, Diffusion of Innovation, Development Communication*

BACKGROUND

DataReportal (2020) discloses internet user data equivalent to 68.9 percent of the total population in Indonesia. In comparison, the total population in Indonesia has now reached 277.7 million as of January 2022. Internet users in Indonesia account for 64.8% of the total population of Indonesia, so that 160 million people are social media users. The results of Suri's research (2019) say that the dominance of Indonesian society depends on the media as a provider of information. Media needs to be empowered, professional, and close to the community. The presence of the media can explain government policies and priorities to the public so they can be better understood. Currently, new technologies have opened up insights for wider public access.

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In 2020 the Tik Tok application has become a popular culture in Indonesia. (Hasiholan, Pratami, & Wahid, 2020). This is related to what Sorrells (2015) said that easy access to information has a significant impact on popular culture in a country. Tik tok was originally a Chinese pronunciation called Douyin which is a music video application that was originally used for lipsync song entertainment by its users. This application originates from China which was created by ByteDance in 2016. From ByteDance's advertising data, the number of TikTok users in Indonesia will reach 92.07 million in 2022. However, it should be noted that these numbers are users aged 18 years and over (Jemadu & Prastya, 2022)

Tiktok is currently on the rise and is predicted to become the third largest social media after Facebook and Instagram. According to Pratama (2022), TikTok's reputation is predicted to become increasingly popular at the global level. According to research firm Insider Intelligence, TikTok will be bigger than Twitter, and will overshadow Facebook and Instagram, in terms of the number of active users. Yang, Zhao, and Ma (2019) explain that Tiktok has several reasons for having fast users and becoming a popular culture, including: having the characteristics of short videos that attract audiences, short duration content, friendly, having the ease of adding effects or filters, to freedom self-expression, trends changing all the time, marketing, as well as the growth of the latest celebrities/influencers.

On the one hand, the Tik Tok application is not a new social media in Indonesia because this application has entered Indonesia from 2018 to 2019. However, at that time Tik Tok was considered a video-based digital application that produced stupid output (Hasiholan, Pratami, & Wahid, 2020). The climax of it all was when Tik Tok was blocked by the Ministry of Communication and Informatics, with the excuse that Tik Tok was producing negative content. On the other hand, researchers found that currently Tiktok is moving to provide a new positioning as a social media that doesn't just "stupid users", but becomes an educational social media.

New media can have a positive impact, namely increasing access to information and community empowerment, therefore, democracy will become a more meaningful process for the population (Suri, 2019). Through a social media campaign, Head of Operations for TikTok Indonesia, Angga Anugrah Putra, said that TikTok is collaborating with the Ministry of Education and Culture by creating the hashtag #samamabelajar. Through this campaign, TikTok made a new breakthrough by creating a social movement by creating a Tiktok Class to give anyone the opportunity to become an educational creator. the Indonesian TikTok team.

The condition is that each creator must provide the hashtag #SamaSamaBelajar #MerdekaLearning (MediaIndonesia, 2021)

After the success of the #samasamabelajar 1.0 campaign, Tiktok launched #SamaSamaBelajar which was launched in May 2020 during the commemoration of National Education Day in collaboration with the Ministry of Education and Culture. In this campaign, various activities were carried out, including competitions and webinars with IGI and JSDI which were attended by more than 2,000 teachers in 10 regions of Indonesia to introduce TikTok as a distance learning medium (PJJ). (Media Indonesia, 2021). Tiktok has again launched the #SamaSamaBelajar 2.0 campaign at the end of December 2021 until January 2022. The #samasamabelajar campaign according to Clistina (2021) TikTok invites creators and users to share and create useful educational content. Educational content or educational campaigns are very well received and get great participation from various TikTok users. The creators are increasingly diverse from various professional backgrounds, so the content is also growing. Initially, TikTok's content was dominated by dance, singing, or other creativity, but through the #samasamabelajar public relations campaign, this time, TikTok seems to be encouraging people to become educational creators and create social movements. The output of #samasamabelajar is Tiktok Class and TikToK University Week. This program is a webinar activity that will be held in 8 cities in Indonesia.

The results of Hasiholan et al's research (2020) have proven that the tiktok application as a popular media is a medium that is quite ideal for carrying out a campaign for the hand washing movement initiated by WHO through the hashtag #safehands challenge. Based on this, researchers assume that through the public relations campaign #samasamabelajar Tiktok can improve the "stupid application" image and get a positive response from the public. To examine the effectiveness of the #samasamabelajar campaign, this study will conduct a big data analysis using Algorithm Tech software to obtain initial data during the challenge period, namely December 2021 to January 2022. After trading data using Algorithm tech software, the quantitative data obtained will be analyzed using analysis 10 Step PR Campaign from Anna Gregory. Based on the background of the problem, the researcher wants to analyze the public relations campaign from the hashtag #samasamabelajar on Tiktok in the period December 2021-January 2022 based on big data.

The purpose of this research is to analyze the effectiveness of the TikTok public relations campaign with the hashtag #samasamabelajar. After the data was obtained from the Algorithm

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Tech software, the data was analyzed using Anne Gregory's 10 Step PR campaign theory. This research is very important to be followed up to improve the social media image of Tiktok through public relations campaigns, find out effective public relations campaign strategies, and add to big data research studies in public relations studies. Research is useful to find out the amount of content, top views, top shares, top comments, top likes, in the hashtag #samamabelajar.

THEORY

Public Relations Campaign

A Public Relations campaign according to Anne Gregory (2004) is the process of developing the stages of planning an implementation of a PR campaign program as a whole, which includes goals, public targets and effective messages, both aiming at the long term period (strategy) and in the form of a micro (individually) in the short-term implementation with specific objectives (tactics) can be carried out jointly through a process of 10 stages or a logical series consisting of: (1) analysis, (2) objectives, (3) public mapping, (4) compiling messages, (5) strategy making, (6) tactics, (7) time planning, (8) key resources, (9) evaluation, (10) review.

Big Data as Public Relations Audit Research

The decision-making process for conventional public relations is usually done based on intuition. However, now it is important for public relations or academics to use big data. Companies can make better decisions if they are based on trusted data and facts. Big data if used effectively is very helpful in carrying out proper analysis. The use of big data is very useful for carrying out various data, such as photos, videos, text, sensor data, and so on.

Data according to Kurnia (2021) is used to strengthen arguments and create communication goals. Kurnia further (2021) mentions that the change in data characteristics from conventional to contemporary is often referred to as the "data revolution" which affects how knowledge is formed and how scientists, the public (government) sector, and the business sector work. Big data develops strategically, becoming a study between technical disciplines and social sciences. Big data as a method can be applied to public relations audit research practices. According to Kusumasari (2017) the application of big data in media monitoring can be used for analyzing issues, presenting graphics, and making graphic reports.

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celebrates the real human experience as it stimulates the creativity of users by designing comprehensive editing tools and has addictive properties.

In the case of the #samamasiswa campaign, the researchers saw the emergence of the keywords #fyp and #foryoupage because they wanted the content to go up and go viral after trying to take part in the challenges in the #samamalearning campaign.

1. Recent Song

Data processed from tech algorithm software, researchers found the songs that were used the most, namely horror atmosphere piano and SE songs with a total of 37 content and the song "monkey spinning monkeys" with a total of 14 content. The

Full Name	Caption	Music Name	Comments	Share	Views
mamulakal	Red adalah yang lebih banyak warna? #RedUp #RedUp #RedUp #RedUp #samamabelajar #samamalearning #fyp #foryoupage	original sound - Gak Gak	1255	279	110000
jufreel	Red adalah yang lebih banyak warna? #RedUp #samamabelajar #samamalearning #fyp #foryoupage	original sound - jufreel	362	453	40000
ayy	Reversi to Gm, joined by your friends! #ReversiGm #ReversiGm #ReversiGm #samamabelajar #samamalearning	Reversi Gm Reversi	1229	1982	40000

findings of this study show that from the top 10 videos in the view category, the average video duration is 34.9 seconds.

2. Data Visualization



First, the content with the most views is content from @cipsnack with a total of 61.5 million. The content contains a parody of magic tricks. Second, the content from @Zaki Alfadilah related to advertising education content with a total of 40.7 million. Third, @Miss Rosie's content which contains sexual health education with 39.2 million views.

3. Viewers & Top Comment

Tabel 1. Jumlah viewers tertinggi pada hashtag #samasabelajar

NO	CAPTION	USER NAME	FOLLOWERS	LIKES	LINK VIDEO	SHARE D	VIEWS	COMMENTS	DATE
1	#zachking #king #ilusion #edit #xyzbca #fyp #viral #foryou #editor #sabdanihbos #tiktoktainment #samasabelajar #pidermannowayhome	1. Cipsnack	597000	3300000	https://www.tiktok.com/@cipsnack/video/7077358072234052890	10600	6150000	2302	21 Maret 2022
2	buat video iklan KFC. Menurut kalian Hasilnya gmana? #fyp #zalfad #samasabelajar #behindthescenes	Zaki Alfadilah	934800	20400000	https://www.tiktok.com/@zaki_alfadilah/video/7046608558720404762	22900	4070000	96400	28 Desember 2021
3	Edukasi #pejuangpromil #bayitabung #samasabelajar #samasamaberkarya #ivindonesia #pejuanggarisdua	Mizz Rosie	254900	7100000	https://www.tiktok.com/@mizzrosie/video/7021897107418271002	17000	3920000	17800	22 Oktober 2021

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Tabel 2. Komentar tertinggi pada hashtag #samamabelajar

NO	CAPTION	USER NAME	FOLLOWERS	LIKES	LINK VIDEO	SHARES	VIEWS	COMMENTS	DATE
1	TikTok Punya Hidden Emoji? 🙄 #samamabelajar #merdekabelajar #diumurberapalotau #funfacts #foryou	Rully Austi n talent	850800	1980000	https://www.tiktok.com/@rullyaustin/video/6965824250519227650	12200	2380000	2000000	24 Mei 2021
2	Reply to @arykurniarizalii #ttddatanganan #ralitshaasignature #ralitshaa #kelasedu #karyaseniku #audisitta2021 #samamabelajar	Ralitsaha A UN . ralitshaa signature	672100	1000000	https://www.tiktok.com/@ralitshaasignature/video/7054363691810065690	10000	2160000	258400	18 Januari 2022
3	PASTI KALIAN BARU LIHAT WARNA INI 🙄	Ale Khin UN .	400000	1390000	https://www.tiktok.com/@bh	16300	1710000	185500	7 Maret

4. Asigta Data Analysis

A	B	C	D	E	F
		Positive	Neutral	Negative	
		1	0	0	
		1	0	0	
		1	0	0	
		0	1	0	
		0	1	0	
		1	0	0	
		1	0	0	
		0	1	0	
		0	1	0	
		0	1	0	
		0	1	0	
		1	0	0	

Tiktok Sheet1

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Chart 2

	A	B	C	D	E
969			1	0	0
970			1	0	0
971			0	1	0

TikTok community #samamabelajar is the main keyword that appears with a total of 965 content, then the word "fyp" appears with a total of 484, "for you page" with a total of 178. In the campaign period December 2021-January 2022, the influencers chosen to participate include Najwa Shihab and Vina Muliana. #fyp content has interesting sound characteristics and adapts to issues that are currently viral.

The research findings show that the top viewers do not come from the official tiktok official video content. It is known that content documentation only uses #samamabelajar and does not use the hashtag #merdekabelajar so that it is not in accordance with the campaign provisions. Future research can focus on audience studies regarding trending hashtags on TikTok. Research only focuses on educational content, further research can research other niches on TikTok.

CONCLUSION

The result sentiment analysis to public's response to the public relations campaign on Tiktok. The researcher conducted a sentiment analysis using the tech algorithm on the search results for the hashtag #samamasiswa for the period 21 December 2021-2 January 2022. There are 974 hashtags that will be classified using the tech algorithm. Of the 934 videos obtained or analyzed, there were 428 positive content, 533 neutral content and 13 negative content.

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