(Netnography Studies on YouTube Indonesian and International community in panama papers cases)

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Abstract

People in the modern age are accustomed with the internet. Media social begin evolve directly proportional with the development of the internet. User is easy to comment in every moment from social media. This research aims to compare the comment between Indonesia and international in Youtube community for the panama paper cases. The research used qualitative approach with Netnography method. There are two source for this research which is from indonesia video Youtube with title "inilah nama – nama pejabat RI dalam panama papers" and international video Youtube with title "The Panama Papers: Victims of Offshore". From those source, the research select comment from user and compare between both of them. The result of the research is indonesia user connecting panama papes cases with Jakarta governor election while international user connecting panama papers with the Syria war and corruption nation which is UK and USA.

I. Background

People in the modern era is now inseparable from the use of the internet, especially in big cities. A new innovation in the form of a smartphone makes it easy for people to access the internet anywhere. According to the research data of Indonesian Internet Service Provider Association (APJII) and the Communications Research Centre (Puskakom) that Internet use Indonesia in 2014, as many as 88.1 million. Figures amounted to 88.1 million users are adjusted for the number of Indonesian population according to data from the Central Statistics Agency (BPS) in 2014 amounted to 252 million inhabitants. Thus of the total population that Internet users grew to 16.2 million, from 71.9 million to 88.1 million users. The number of users spread across various viral with social media applications users reached 87.4%.

Internet activity	Percentage
Application/ social media	87,4 %
Searching	68,7 %
Messaging	59,9 %
News	59,7 %
Download / upload video	27,3 %

Table 1. The use of the internet (Kristiyono, July 2015).

The growth of the internet and social media applications led to the development of society in the world of internet. One of the development is the emergence of virtual communities in social media. Preece suggested that virtual communities are composed of members who share an interest, which interact repeatedly, generating a shared resource, developing policies to regulate, shows the reciprocal relationship and shared cultural norms (Daniel, 2011). While Howard Rheingold defines virtual communities as social aggregations that emerge from the Net when enough people carry on Reviews those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in cyberspace (Reingold, 1993).

One site that is able to attract a lot of users are sharing website YouTube. YouTube is a video sharing website created by three former PayPal employees in February 2005. The site allows users to upload, watch and share videos (Hopkins, 2006). The majority of the content on YouTube uploaded by individuals, although media corporations including CBS, the BBC, Vevo, Hulu, and other organizations already upload their material to the site as part of the YouTube partnership program (Weber, 2007). Unregistered users can watch videos, while registered users can upload an unlimited amount of video. In addition to video content, YouTube also makes comments content where users can comment on the videos uploaded in YouTube.

YouTube became widened and not just a product promotion but also includes broadcasting, ideology and issues that were able to astonish the world. One of them is the case of panama papers.

Panama papers is a large-scale leakage financial documents by journalists from various countries around the world. The journalists report reveals how the 12 heads of state (former and incumbent) have companies in tax-free jurisdictions (offshore) undisclosed. There are at least 128 politicians and public officials from around the world whose names are listed in millions of leaked documents. They are associated with a variety of company deliberately established in the areas of tax-free haven (tax havens) (Tempo.com, 2016). In Indonesia, there are at least 800 businessmen and politicians names are in the list of panama papers. The case caused a stir in the international world and lead to remarkable effect such as resignation of the prime minister of Iceland, Sigmundur Gunnlaugsson due to his name included in the list of heads of government who have companies in tax havens.

This study aims to find out more about how the frame of a virtual community in the case of panama papers YouTube. In addition, this study is also to determine the ratio of the frame of the international community to the people of Indonesia YouTube virtual communities.

II. Community on the internet

Community is the result of the formation of a group of people interacting and doing activities together socially between members of the group, based on their similarity needs or objectives. Community is the result of the formation of a group of people interacting and doing activities together socially between members of the group, based on their similarity needs or objectives. Further, also described by Smith and Mackie stating that there is a relationship between the interaction, a sense of love and equality in shaping and realizing a community (Smith, Eliot R and Mackie, Diane M, 2000).

In the book, *Community Development,* community described as a form of social organization that has five characteristics - traits (Jim Ife and Frank Frank Tesoriero, 2008):

1. Human Scale; A community that involves interactions at any norms or ground rules that are easily controlled and used by each individual.

2. The identity and ownership; For most people, the community will perceive a sense of belonging and mutual feeling of being accepted and appreciated within the scope of the group.

3. Obligations; Membership of an organization taking responsibility and rights.

4. Gemeinschaft; A community will allow people to interact with each other in a greater diversity of roles. These roles roles are less differentiated and is not based on an agreement, and that will encourage interactions with others as an "all citizens" rather than as a role or a particular category.

5. Culture; Culture of modern society produced and consumed on a mass level, which often resulted in the removal of uniformity and culture of the local experience of ordinary people.

Rheingold gave definition to the virtual community as social aggregations that emerge from the Net when enough people carry on reviews those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in cyberspace (Andrew F. Wood, Matthew J. Smith, 2005). Virtual communities can also be defined as a group composed of many people using a special design to attract people's attention, easy regulation in the group and it can develop into a commercial group.

There are differences between a virtual communities with physical communities. In terms of Reviews their social dynamics, physical and virtual communities are much the same. Both involve; developing a web of relationships Among people who have something meaningful in common, such as a beloved hobby, a life-altering illness, a political cause, a religious conviction, a professional relationship, or even simply a neighborhood or town. So in one sense, a Web community is simply a community that happens to exist online, rather than in the physical world (Kim, 2000). Psychologist William Schutz explained, all people have a need for inclusion, a desire for the company of others. Virtual communities provide individuals with a means for acquiring that feeling of inclusion, especially Among Reviews those individuals who seek the company of like-minded people (Andrew F. Wood, Matthew J. Smith, 2005).

Quentin Jones, writing in the Journal of Computer-Mediated Communication, establishes four qualities that he feels characterize these virtual communities (Andrew F. Wood, Matthew J. Smith, 2005). According to Jones, virtual communities extinguishing themselves from a simple online gathering when they feature:

(1) A minimum level of interactivity,

(2) A variety of communicators,

(3) Common public space, and

(4) A minimum level of sustained membership

Meanwhile, Laudon and Traver pointed out that an important aspect in building an effective virtual community. It is not just about conversations, chat and messaging. But it also requires management coordinator, leadership, expertise, knowledge and coordination. Managers needed to regulate the development of technology and content. The staff needed to run the operation of virtual communities (Laudon, 2003).

Rheingold explains there are several characters in the virtual community, which are (Andrew F. Wood, Matthew J. Smith, 2005):

1. Similarity hobby or interest; the person or group of people form a virtual community needed their similarity hobby or interest.

2. The regular interaction. Regular interaction is important to maintain contact and cohesiveness among members of the community.

3. The existence of identification or identity. Identity, as an identifier of each member of the community, is a must.

4. Focus specifically on one thing. In every community, there should be a special thing about one thing. it is usually a topic, in common hobby.

5. Integration or similarity between the content of the discussion with the communication that took place.

6. Fill the topic of discussion should be the same as in the community. It is important to keep the discussion stays on track (corresponding topic in the community).

7. Disclosure of an access to information in the virtual community, there should be open access to information and commercial orientation. Because each member of the community have equal rights to obtain information.

Furthermore Laudon and Traver virtual communities divide into several types: (Laudon, 2003):

1. General; Online gathering place to discuss general topics and communicate with each other.

2. Practice; Community of practitioners, inventors of art history objects, composers.

3. Interest; A community built on common interests, such as games, sports, music, politics, health, finance, lifestyle.

4. Affinity; The Community whose members have similar demographic category or geography. For example, women, men, descendants of Arab American.

5. Sponsored; Community made by commercial enterprises, government, and non-profit organizations for purposes as diverse; used to attract visitors, customers, and to increase revenue.

Frame in YouTube Comment

Social media communications network provides convenience in making social interactive social media like YouTube, Linkedn, facebook ect. YouTube is the most frequently used social media tools in the classroom (Moran, 2012), Students can watch videos, answer the questions, and discuss content. Additionally, students can create videos to share with others. In the process, YouTube is often used as a means for distributing issues and to receive adequate attention from YouTube user. The anti-bullying It Gets Better Project expanded from a single YouTube video

directed to discouraged or suicidal LGBT teens (Hartlaub, 2010). Within weeks, Hundreds of "It Gets Better" response videos were uploaded to the project by people of various levels of celebrity and, with two months, by U.S. President Barack Obama, White House staff, and several cabinet secretaries.

One feature that makes YouTube became popular in addition to audio and video content is Response Moves. There are three special features YouTube in respon Moves, they are Like - Dislike, Comment and video responses. Features like-dislike as a symbol markers for YouTube user to like or not to like the video, written comments represent a range of acts, among which 'evaluate' appears to be most frequent on most pages (Benson, 2015) and video responses as a link to move to other videos recommended by YouTube.

Analysis of written comments provides a good deal of evidence that they are not simply 'comments' on the video 'prompt' or 'metatext', but interactive turns that complete or prolong exchanges that begin with the uploading of a video. The layout of written comments, in particular, reflects a tension between the sequential order in which they are posted and the ways in which the page designers assume that users prefer to read them. Comments are displayed using a modified version of a threaded discussion forum, in which it is possible to, for example, reply to a comment, or reply to a reply.

Framing Comments in YouTube

Technological developments in the internet also led to the development of the analytical methods. In the previous time, analysis of framing is more widely used to examine the text of the media, but this time framing is also used to analyze the user comments on YouTube. One of the example is the research Andersson (Andersson, 2013). He studied explicitly political discussions on an online youth community primarily based on music preferences and clothing style. He found that users were exposed to very opposing political views, something that socialized them into what he discusses the politically confrontational as team players. Another example is Campbell's (Campbell, 2007) study of comments to news stories on the affinity portal Gay.com. Similar to Andersson, he found a vibrant and politically charged debates from a diversity of political positions. Thus Spake It seems that confrontation to diverse political opinions is more likely on non-outspokenly political communities and affinity portals. Frames are generally referred to when studying meaning making and how of participants interpret Reviews their participation (Carpentier, in (Svensson, 2014)). Discussing frames in relation to news journalism Entman (in Svensson, 2014) argues that frames select some aspects of a perceived reality and the make them more salient in a communicating text. Scheufele (in Svensson, 2014) distinguishes between individual and media frames. Individual frames refer to information processing schemata and media frames to attributes to news, an organizing idea that Provides meaning to an unfolding strip of events. Hence, frames do both condense the world out there (media frames) as well as signify it (individual frames) (Steinberg in Svensson, 2014). The media is important, together with personal experience and interaction with peers, for setting the frames of reference for readers,

viewers or users - establishing a version of reality we then build our worldviews on (Scheufele in Svensson, 2014). By criticizing individual frames, Steinberg (Svensson, 2014) argues against Scheufele's media-individual dichotomy frame. He underlines frames as meaning making structures, as something that take place between us and that does not reside within us. Therefore we should not forget the environment, the discursive fields within roommates framing tales place.

Netnography as a research method

To find out how the YouTube user frame with panama papers case on YouTube, the researchers used netnography method. Netnography is the development of ethnography in the virtual world. Kozinets provides a definition of virtual etnography or netnography as a form of research that has been adapted etnography which includes the influence of the Internet on contemporary social world. Netnografi can be used to study the ethical and global perceptions of peer-to-peer illegal file sharing and shows how the creation of knowledge and learning takes place through a virtual experience reflective discourse among members of the online innovative community (Kozinets, 2010).

Three main differences between ethno- and nethnography are how a researcher 1) enter into the culture, 2) how to collect data and 3) ethical considerations a researcher has to make. The first difference is straightforward; you enter into the culture online, through the Internet and the communication platform(s) the community use. The second difference - to collect data - is possible through a combination of a wide array of methods (Kozinets, 2011: 65). In this study, researchers looked for the data by observation through YouTube. Through observation, there are 29,800 videos with the topics of panama papers. To facilitate the study, researchers took a YouTube video data with the largest viewership from outside of Indonesia and a YouTube video data with the Indonesian language. Data from YouTube that will be used as research material is "the panama papers: victims of offshore". It reached 2157 comments and aired 1,821,118 times. As for the data from Indonesia, researchers use data from "inilah nama – nama pejabat RI dalam panama papers" which has 100.332 views and 103 comment. Kozinets (2011: 139) argues that about 1000 pages double spaced with postings is a suitable amount of the data from discussion forums.

After collecting the data, Kozinets suggest to classifying the data based on the level of involvement with the online community and the consumption activity. There are four classification: "Tourists" lack strong social ties and a deep interest in the activity (Often they post casual questions). "Minglers" have strong social ties but minimal interest in the consumption activity. "Devotees" have strong interests consumption, but few attachments to the online group. Finally, "insiders" have strong ties to the online group and to the consumption activity, and growing niche to be long-standing and frequently referenced members (R. V. Kozinets, 2002). The next level is interpretation of data from Netnography. The most importing the data is from the verb word in the sentence of the comment. The researcher can analysis the meaning of the comment respond from the verb word and figure out the connection between the comment and the cases in the YouTube video.

Discussion

"Inilah nama – nama pejabat RI dalam panama papers", consists of a combination of three sources of news footage to come from Metro TV. In these video, Sandiaga Uno, candidate for Governor of Jakarta, is the only one mentioned as an entrepreneur listed in panama papers, and no other name of Indonesian officials are disclosed. The video mentioned about Ukraine president, prime minister of Iceland, and Lionel Messi.

In the " Inilah nama – nama pejabat RI dalam panama papers " video, the classification data member majority coming from minglers while only a few are included in level devotees. The members included in the classification of devotees are kadek suwartika, enting2 obese, LGBT and Bagio yoyong. They are included in the classification due to repeated active Devotees leave comments and also commented on the comments of other members. Enting2 Gepuk dan Bagio Yoyong sentences are:

djoyo jenggirat deling jati .3 bulan yang lalu
BPK KETUA NYA TERNYATA BABI NGEPET JUGA YA,,,

E N T I N G2 GEPUK 2 bulan yang lalu
bukan babi ngepett...tpii tuuuyuulll.....mbak yul nya kmna yaak....

Edi Sukriansyah 2 bulan yang lalu
macam gk ada pemimpin lain aja. kan masih banyak pemimpin yang santun , adil dan bijaksana. bukan kayak si bacot comberan, tidak punya akhlak di depan masyarakat

Bagio Yoyong 2 bulan yang lalu
cik isin pak Sa Un pami leres tea mah nami na aya di Panama Pahfir eh papers

In the news content on YouTube, Sandiaga Uno as a Jakarta Governor's candidate allegedly to have a company that deals with cases of panama paper. YouTube responses from members who interpret Sandiaga Uno as a potential corruptor if elected.

Handoko Agus 2 bulan yang lalu (diedit)
+Kaki Gunung Wah .. klo dia jd Gub DKI yg APBD nya 72 T , bisa dibayangkan berapa T / thn yg dia simpan di panama papers. Berapa T yg dia setor ke gerindra luar biasa... Gak terdeteksi lagi , jangankan BPK , PPATK mungkin gak tau. Uno sangat santun , tp ekor nya bro , nyabet :)

Kaki Gunung 3 bulan yang lalu
uno....uno....blm apa apa udah gak beres......

Although the news content in the YouTube features commentary from Uno, one of the candidates for Governor of Jakarta, but there are comments which are praising Governor Ahok and mocking Uno.

tian Tian 2 bulan yang lalu

Uno orang sudah gk berez nih.apalagi kalo kepilih jadi gubernur.mau jadi apa dki hadeeeee.semoga tidak terpilih.pilihanq hanya mr ahok.

Suci Are 2 minggu yang lalu
Demi nama Allah.....mohon Bp.president gg terhormat dan Bp.Ahok yg terhormat basmi semua koruptor yg masih hidup di negara tercinta ini. Sy malu sm negara tetangga klo negara ini para koruptor nya masih hidup

The name of the Badan Pemeriksa keuangan (BPK) chairman Harry Azhar Azis allegedly owned a company related to the case panama paper is not mentioned at all. But the very active member YouTube mention the institution and its Chairman in the comments.

andri PropertyToday3 bulan yang lalu
BPK bubarkan saja banyak mafia nya,berlagak sok alim ternyata busuk...

Pink orchid orchid3 bulan yang lalu
Namanya niat jahat jadi suatu saat cepat atau lancar pasti kebongkar. Sepandai orang menyimpan bangkai busuknya tercium juga. Marian AZIS sang Ketua, BPK. Menuding Ahok, gubernur DKI korupsi ternyata diri sendiri Yg g bener. Orang2 yg g benerlah yg ingin gulingkan Ahok karena diliputi TAKUT kejahatannya meng embat uang rakyat terbongkar.

Of all these comments, only a little is discussed about the case panama paper and associate it with Indonesia. The comments assume offshore companies are not illegal and the users are immoral.

+Mercy Trigustin Praktik

offshore banking itu meskipun tidak illegal tetapi moralnya sangat bejat. Bayangkan warga" biasa yang taat pajak dengan orang kaya yang dianggap "taat" pajak tetapi jadi klien dari perusahaan offshore banking. Dari offshore company itu klien bisa mennciptakan pinjaman palsu untuk diri sendiri sehingga pajak yang dibayar si kaya sedikit dan bahkan bisa mengurangi pajak sampai kurang dari 1%

 "The Panama Papers: Victims of Offshore" video uploaded into the site YouTube on 3 April 2016 by ICIJ account to discuss the businessman who built offshore company in Panama allegedly involved in financing the war in Syria. The offshore company also suspected to commit other crimes such as tax evasion, fraud, drug trafficking to human trafficking. Mossack Fonseca as a law firm that offers services to foreign entrepreneurs to invest in Panama argues does not know about the involvement of the companies that pay for the war in Syria.

Linked to the debate on this issue, can be seen in the perspective offered by the community in the comments field of this video. Referring to the classification proposed by Kozinets R. V on the classification of the comments expressed by someone in netnografi studies, showed that in this video are found coming from minglers. In addition, some are found to come from the tourist

because this group does not indicate a keen interest on the substance of the video. This is shown by the common questions raised about the video. As follows:

Josh : so... where are the files?

ammied99: what about americans huh?

Some tourist also showed a reaction in the form of invective against those who allegedly involved in either the US, offshore, and the media. Then there is a comment that classified as devotees belong to the account *warequalsnofuture* because he commented on the comments from other accounts..

D0pam1n 3 months ago
The Panama Papers were leaked to over a hundred media outlets a year ago. So in a bit we'll get info from multiple viewpoints on many cases in more detail than this frankly weird little overview.
Reply
warequalsnofuture 3 months ago
please listen to "corbett report" & "press for truth" regarding this topic.
Reply
D0pam1n 3 months ago
+warequalsnofuture Not interested in yet another conspiracy theory.
Reply
warequalsnofuture 3 months ago
+D0pam1n okay, stay on the total ignorant side. your choice. bye
Reply
D0pam1n 3 months ago
+warequalsnofuture Dodged that bullet.

The following comment from a user with the account name *warequalsnofuture* with *TheActivist* account:

The Activist3 months ago
The most corrupt governments are UK and USA. As of today at least every Indian Billionaire has ties to UK. UK allows Indian rich people to migrate as long as they invest their wealth in Britain. All the Indian Billionaires mention in Panama papers have ties to Britain. So the Indian people are suffering, some have no clean water. While all the Indian Billionaires buy property abroad.
Reply
warequalsnofuture3 months ago
please listen to "corbett report" & "press for truth" regarding this topic.
Reply
comedyfavorite3 months ago
No, not the UK. You mean the City of London...
Reply
The Activist3 months ago

+comedyfavorite ..I have been to other UK cities. Indians and Pakis are buying everything. And research shows they rarely claim benefits. The UK government is looking away as long as the Billionaires keep coming. Just like so many Chinese Billionaires are migrating to USA but the US government only talks about Mexicans.
Reply
The Activist3 months ago
+warequalsnofuture ...Let me do that.

In the comments field of this we can also see people who are pros and cons to this issue. Like for example there is a question why not a single American companies were issued and threatened by Panama Papers. As noted by the following members:

Alessandro Marcheselli :
Strangely, not a single american billionaire was someway harmed by those "panama papers"... Hey look, The leakers were supported by Soros, an american multi-billionaire. What a curious coincidence... Btw, by exposing that other countries' leaders hold money in tacx heavens, they won't cover up all the shit that fell on NSA's datagate. Nice try america, but once again you failed"

"Vickielindstrander :
There is no US politician in this paper. This is the evidence who had dropped this bomb!"

In addition, when associated with the news about the flow of funds from offshore corporate profits are channeled to finance the war in Syria as it becomes a propaganda that the war Syria was funded by Panama offshore company actually happened also by the involvement of the United States. It is as stated by the users:

"David Black:
Just because some criminals use "offshore" companies for nefarious deeds, doesn't mean that "offshore" is evil. Furthermore, when you pay taxes in the US, you're funding the murder of innocent people too... What are you going to do about it?"

So as analogy contained in one of the comments the video also shows that if indeed the problem was partly related to the involvement of the war in Syria, unwittingly United States citizens who pay taxes was also in the costs of his country to war.

Associated with other crimes were alleged to be impacted such as human trafficking and other transactions, it shows how the scandal panama papers have also detrimental to civil society. With the offshore company also showed that the benefit in this case is the elite which includes businessmen and politicians. But seeing the negative impact of the offshore company is actually also raises the question of whether that is wrong in panama scandal papers have is a system of offshore companies or elements that utilize offshore companies for their interests. It is pointed out by the user as follows:

"Selangor Maju3 months ago
Maybe the are some true, but main agenda is USA propaganda, combine all this, Clinton foundation have more

"Trixler43 months ago
Panama Papers are a total joke.. Wikileaks is the only real news outlet there have leaked real documents of criminal wrong doing. This is a bunch of hidden papers, no in the public can see!! Its western propaganda, like when they lied there own people into illegal war.!"!!"
"whispjohn2 months ago
This is a propaganda exercise for the West"

There are 27 comments that linked the issue of panama papers with propaganda. So that in line with the number of views expressed in the comments of this video that panama's papers scandal is used for propaganda used by certain parties, in this case, US interests in Syria.

Conclusion

Table comparison

Topic	Indonesia comment	International comment
Focus comment	Governor Jakarta election	The most corrupt government
	Propaganda for one candidate governor Jakarta	Propaganda finance on Syria war.
Person	Sandiaga Uno, Harry Azhar Azis, Ahok	Clinton foundation, George Soros
Nation	Indonesia	UK and USA

Although the news video from title "inilah nama – nama pejabat RI dalam panama papers" and "the panama papers: victims of offshore" talk about panama papers but the comment from both of user is different between each other.

User from Indonesia have focus comment on connection between panama papers and the election of governor Jakarta. One of the candidate governor Jakarta written by Wikileaks in the people who related with Panama papers cases. User also making bad propaganda and bully the name who involved in the panama papers especially Sandiaga Uno and Harry Azhar. They also give praise to incumbent governor Jakarta now. Mostly the user talk about one nation which is Indonesia.

While international user in Youtube have focus comment on the most corrupt government in the world. They claim that USA and UK is the center of the corruption in the panama papers. User also connecting the panama papers with the Syria war. They feel panama papers is one way to get finance and fund the army in Syria. Clinton foundation and George Soros is mentioned by user as a person who responsible for the panama papers. While the most nation who responsible for this cases, user write USA and UK.

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