

BUKTI KORESPONDENSI
ARTIKEL JURNAL INTERNASIONAL BEREPUTASI

Judul artikel : Political Influencers on Social Media: Language Used and Content of Communication Strategy of Indonesian Politicians' Twitter Accounts

Nama Jurnal : Jurnal Komunikasi: Malaysian Journal of Communication, Vol 40 No 1
(April 2024)

Penulis : **GATUT PRIYOWIDODO*** , NIK ADZRIEMAN ABD RAHMAN, JANDY E. LUIK ,
INRI INGGRIT INDRAYANI, IDO PRIJANA HADI

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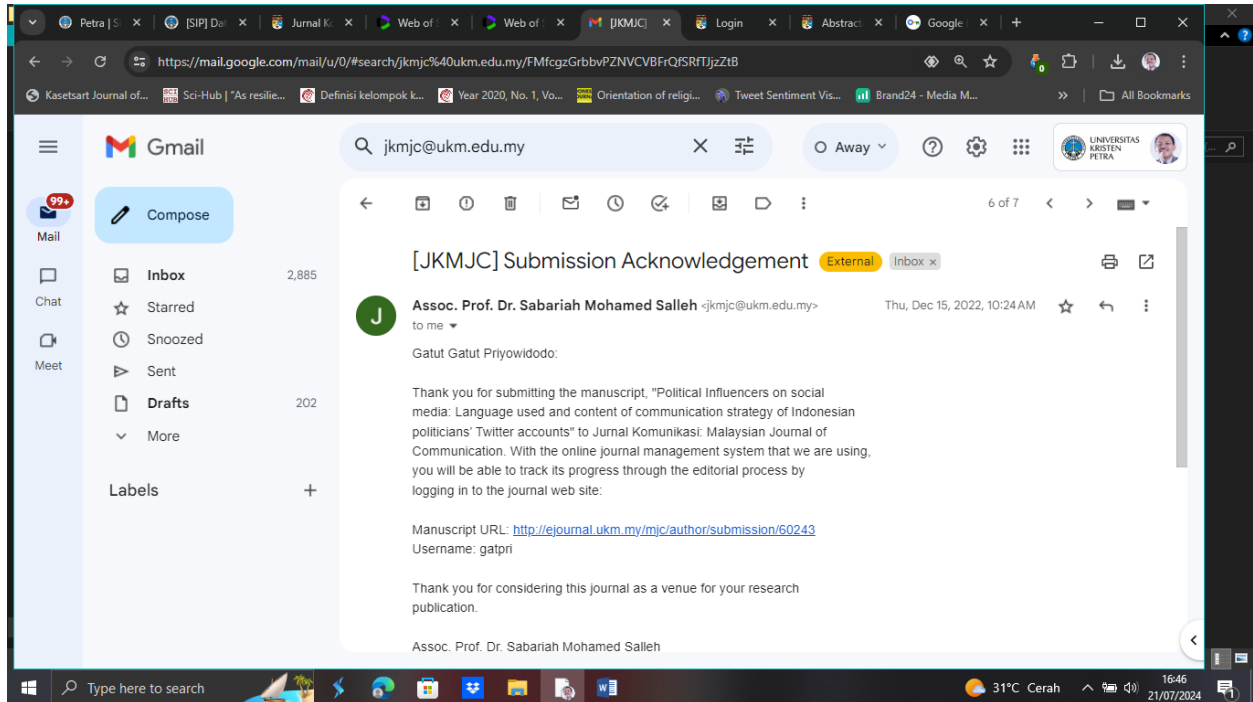
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No.	Perihal	Tanggal
1	Bukti konfirmasi submit naskah	15-Des-2022
2	Bukti konfirmasi penyempurnaan submit naskah	15-Des-2022
3	Bukti Decision Editor untuk melakukan revisi dari tiga Reviewer	04-Agust-2023
4	Bukti Respon Author untuk Merevisi Naskah	16 Agus 2023
5	Bukti Konfirmasi pemberitahuan revisi minor terhadap naskah	13-Feb-2024
6	Bukti konfirmasi submit revisi naskah ke-1 secara online sukses	19-Feb-2024
7	Bukti Konfirmasi terkait komentar Naskah secara online melalui link gdrive	22-Feb-2024
8	Bukti konfirmasi submit revisi naskah ke-2 secara online sukses	23 Feb 2024
9	Bukti konfirmasi submit revisi naskah ke-3 secara online sukses	23-Feb2024
	Naskah revisi ke-3	
10	Bukti konfirmasi pemberitahuan bahwa naskah diterima/ LoA terbit	15 Mar-2024
	Bukti konfirmasi pemberitahuan bahwa naskah akan segera publikasi secara terbuka di situs web jurnal	01-April - 2024

1. Bukti Konfirmasi Submit Naskah (15 Desember 2022)



2. Bukti Editor Decision Untuk Revisi Naskah 1 (04 Agustus 2023)

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Ammar Redza Ahmad Rizal -araredza@ukm.edu.my to me

Fri, Aug 4, 2023, 6:49 AM

Dear Gatut Gatut Priyowidodo:

We have reached a decision regarding your submission to Jurnal Komunikasi: Malaysian Journal of Communication, "Political Influencers on social media: Language used and content of communication strategy of Indonesian politicians' Twitter accounts".

Our decision is: Revisions Required (Please find the reviewers comments below)

Please log in to the system to view reviewers comments and address them before uploading your revised manuscript at the author's section in the same entry. You may refer to the "User Guides" section for detailed steps.

A Revision form is attached with this email. Once you have uploaded the manuscript, please send a notification email to me and attach the completed Revision form in the email.

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Please also include 1 citation from Jurnal Komunikasi if you haven't done so already.

There is a fee charged for each article published. Please make sure you make the necessary payment once the revised manuscript is accepted for publication.

Thank you again for your submission. We look forward to receiving your revised copy soon.

Ammar Redza Ahmad Rizal
Universiti Kebangsaan Malaysia
araredza@ukm.edu.my

Reviewer A:

Article Title:
Political Influencers on social media: Language used and content of communication strategy of Indonesian politicians' Twitter accounts

Technical requirements:

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Reviewer A:

Article Title:
Political Influencers on social media: Language used and content of communication strategy of Indonesian politicians' Twitter accounts

Technical requirements:

Word count is between 5000 - 7000 words (excluding abstract, biodata, and references)
:
Word count requirements met

Abstract is between 200 and 250 words:
Abstract meets word requirements

Five keywords are included:
No

Part 1: Reviewer's comments. Please write comments in the spaces provided.

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Part 1: Reviewer's comments. Please write comments in the spaces provided.

Introduction
:
1. Introduction mentioned nothing about Twitter which was the focus of this project. Only YouTube was discussed. No connection between Introduction and Problem statement sections.

2. Problem statement did not clearly review the literature to draw up the research gap and/or knowledge gap. The last paragraph on page 3 was the speculation with no reference or any review to support. The introduction and problem statement were not strong and lack of proof leading to the formation of research questions and objectives.

Literature Review:
1. The propositions were developed out of the context of literature review provided in the paper. The review of those theories did not connect to two main focuses of the research – language and content. The proposition development should provide proof or evidence to support the author's conclusions. The problem stated in literature and context must be provided in

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2. Research framework is required.

Methodology:

1. The research adopted interpretive paradigm with the qualitative content analysis. However, the findings did not reflect this method.
2. On page 10 (1st paragraph), does it mean 'inter-rater reliability' test? The researcher must clearly explain the procedure to ensure the validity and reliability of research instrument and data collection process.

Findings & Interpretations:

1. The findings presented only a handful of evidence from 17,151 tweets (samples). The author must report the finding in general to provide the big picture from the whole samples. Example of tweets can be provided as supplement data or evidence. As the researcher adopted 'interpretive' paradigm of the content analysis, the findings must provide deeper understanding of those tweets or language. Currently, the findings only exhibited types of language and examples. Regarding the key messages, the researcher showed only that there were 3 key messages- economy, social and politics. The findings should include topics or issues under each key message derived from all samples. The results provided in the paper is just 'fact' or 'data', not merely findings. There was no interpretations

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Additional Comments:

The findings was not strong enough to publish as a research paper.

Part 2: Overall evaluation. Please rate the article based on the following scales.

Originality:
Fair

Coherence:
Fair

Scholarly Contribution:
Fair

Technical Quality:
Fair

Relevancy:
Fair

Language quality:

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Fair

Reviewer C:

Article Title:

Technical requirements:

Word count is between 5000 - 7000 words (excluding abstract, biodata, and references)

Article exceeds maximum word count

Abstract is between 200 and 250 words:

Abstract meets word requirements

Five keywords are included:

No

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Part 1: Reviewer's comments. Please write comments in the spaces provided.

Introduction

I have confused with "Inés Arrimadas of Cs" (paragraph 1 introduction, line 9).

I have confused with your sentences in paragraph 1 introduction, lines 10-11 "However, two important things should not be separated: the critical message and the language used when communicating on social media" What do you mean by "the critical messages"? – need a clear explanation.

The sentence "In parallel, we are currently witnessing an irreversible process in which the traditional mass media are being substituted by networks of individual influencers (Gillin, 2009) who are consolidating their position as political opinion leaders" is confusing. Who "we" refers to? You or Gillin (2009)?

Opinion leader has been replaced by 'influencer'? (paragraf 1, line 14) However, the 'influencer' that you are examining is a politician. Please

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You refer to Schmidt, Höllg, Merten, & Hasebrink (2017) (page 2, paragraph 2). However, I can't find it in the references list. So then, I can't read the article. You need to re-check your reference list or use a references manager app.

Your introduction mentions that Youtuber has an essential role for politicians. However, your research examines the politicians on Twitter. Please rewrite your introduction to relate to your research problem.

I have confused by your sentences on page 3, "million monthly active users, Douyin (抖音) has 613 million(c) daily active users. Kuaishou (快手) has 587 million monthly active users, Sina Weibo (新浪微博) has 582 million monthly active users, Snapchat's potential advertising reach is 576 million(a) QQ (腾讯QQ) has 569 million monthly active users. Twitter's potential advertising reach is roughly 544 million". Please rewrite these sentences.

You need to write a citation correctly. I think "<https://www.statista.com>" - (page 3) is wrong.

You need to argue that Twitter is significant for Indonesian politicians because you mention that Twitter users are fewer than other social media such as Instagram, Facebook, or Youtube. However, you were researching

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...comes the person clearly, and the person holding the discussion. You need more explanation regarding the data collecting time. Why 10 September – 20 November 2022? What happened at the moment?

The language is formal and provocative - the issue of "provocation" may be because people are 'provocative'

You need to explain how you identified the "provocative, leisure, and formal" language and the "social, politics, and economic" content. Which language (symbols, semiotics resources, sign, or word) that you identify as a particular category?

Findings & Interpretations:

You need to reorganize your data and display it in a comfortable description language for the readers. Rewriting and reconstructing data with your word could be better than too many citing Twitter content.

Discussion:

In conclusion, you mention that the political campaign on social media is an organized political activity. But you don't give a shred of evidence of how the politicians organized the political messages on social media. You need to explain your data to support your argument.

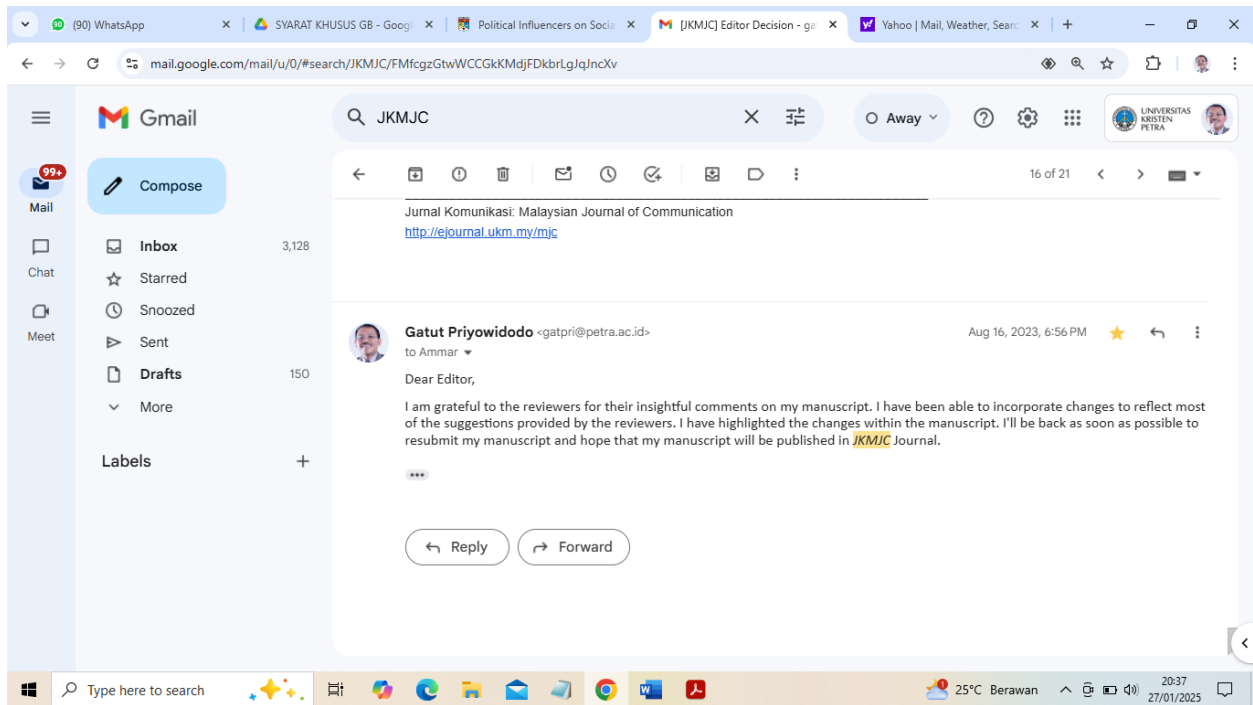
The economic and social issue has a strong relation with politics. So then,

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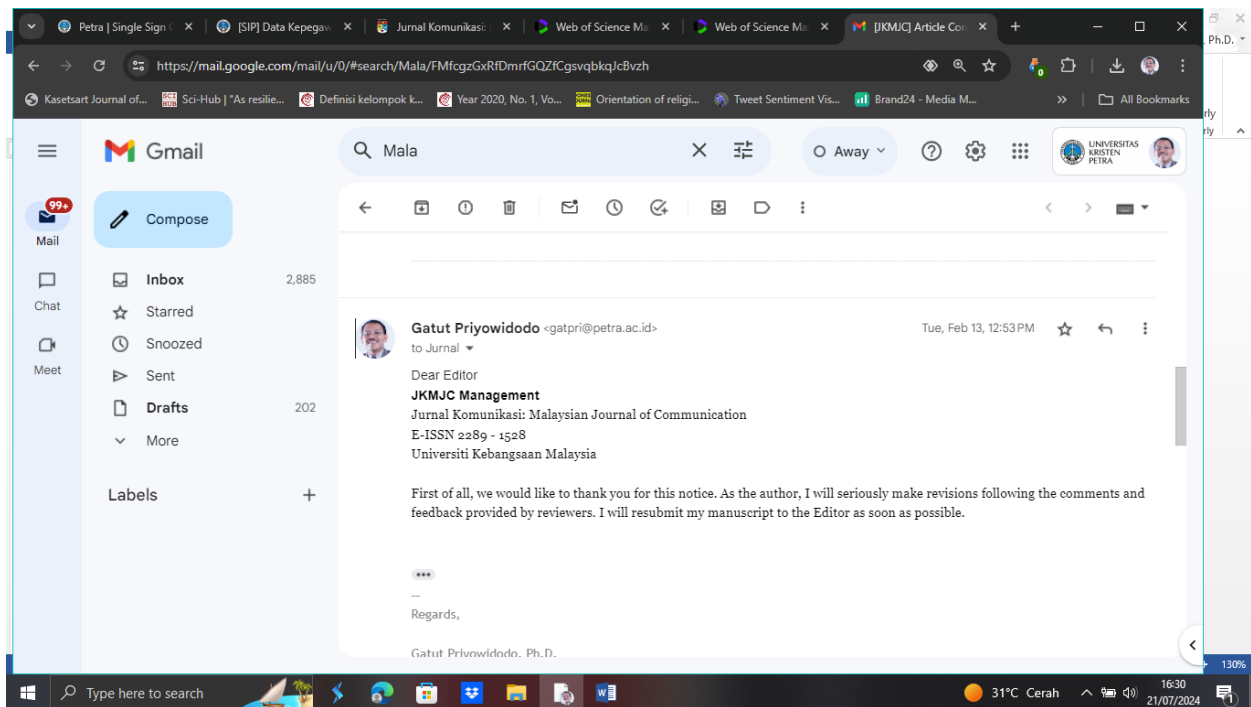
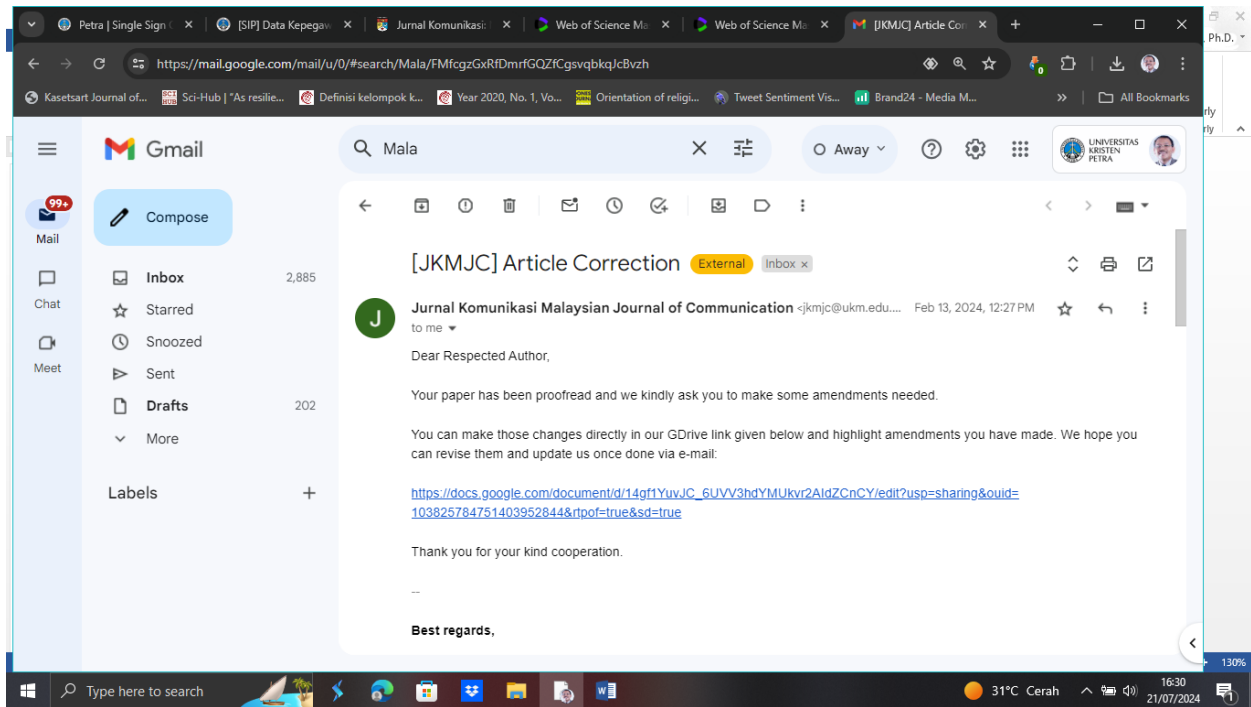
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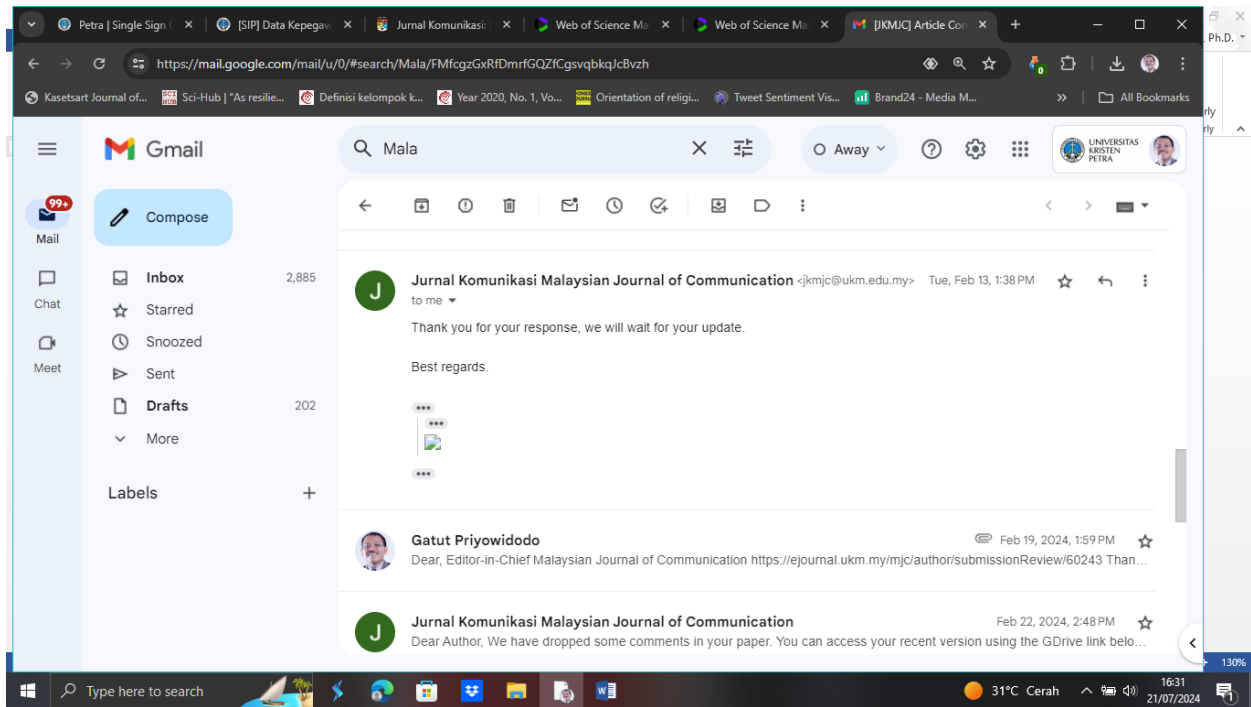
3. Bukti Respon Author untuk Merevisi Naskah (16 Agustus 2023)



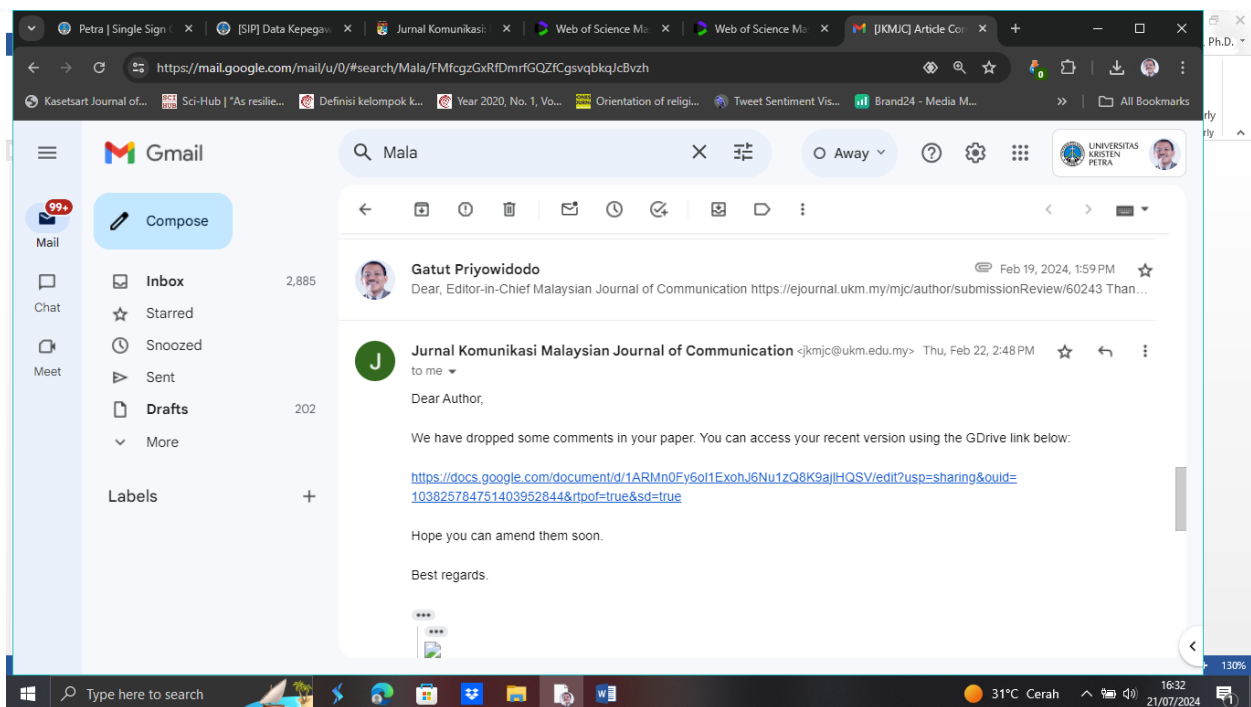
4. Bukti Konfirmasi Penyempurnaan 1 Submit Naskah (13 Februari 2024)

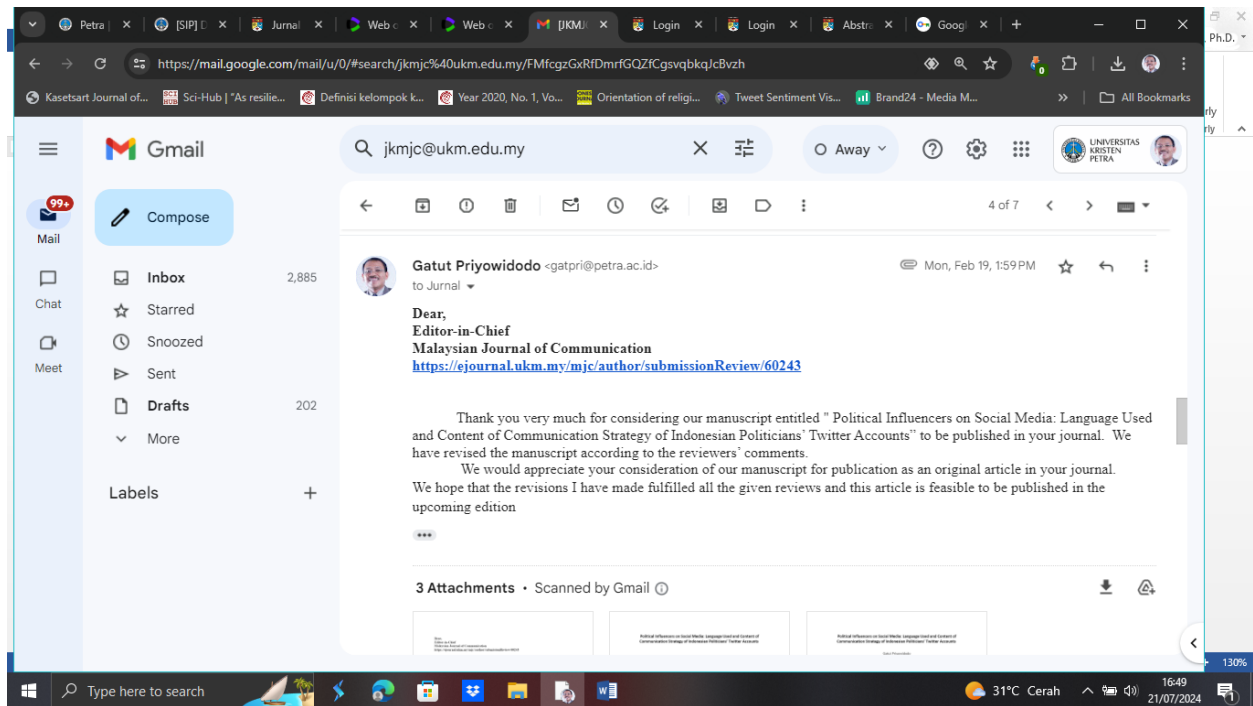


Follow Up 2

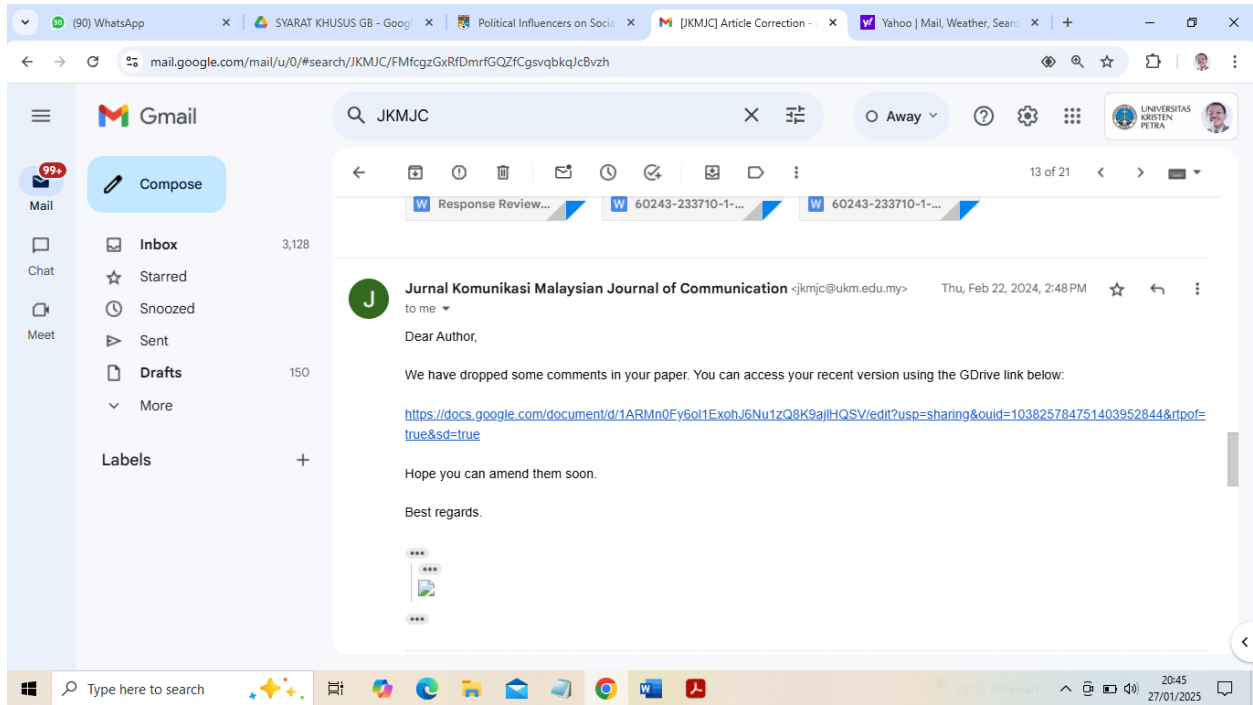


5. Bukti Konfirmasi Penyempurnaan 2 Submit Naskah (19 Februari 2024)

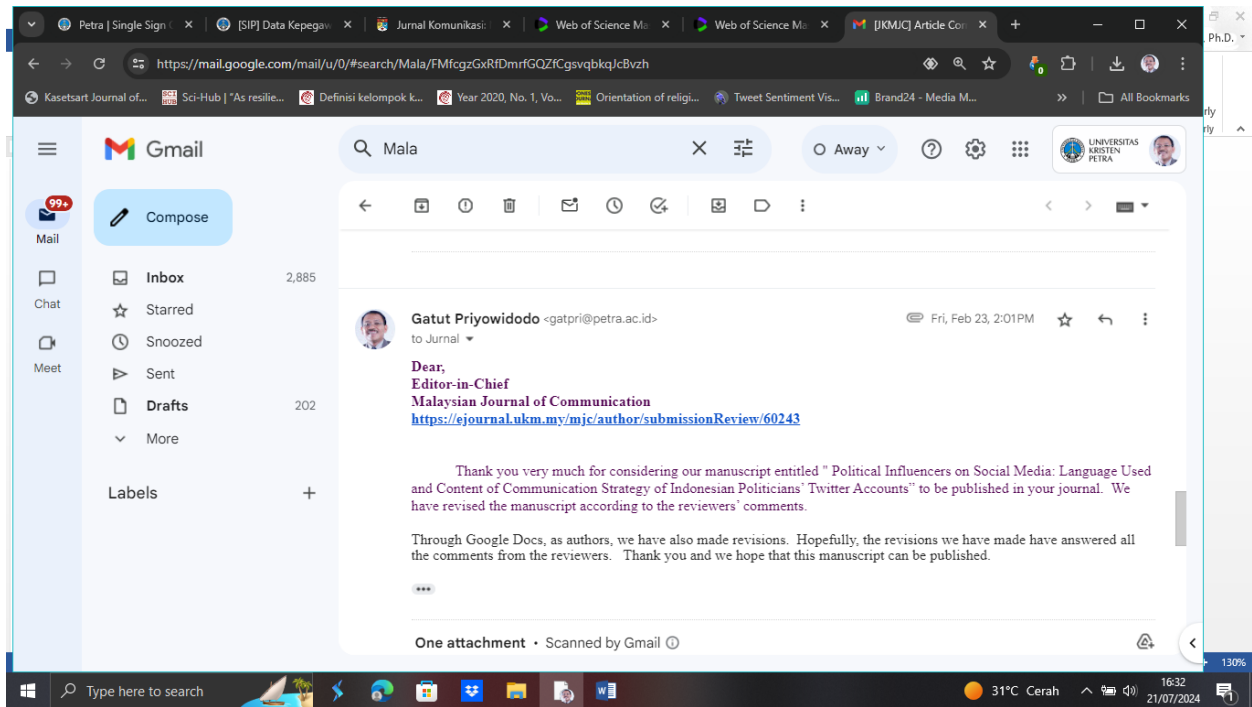




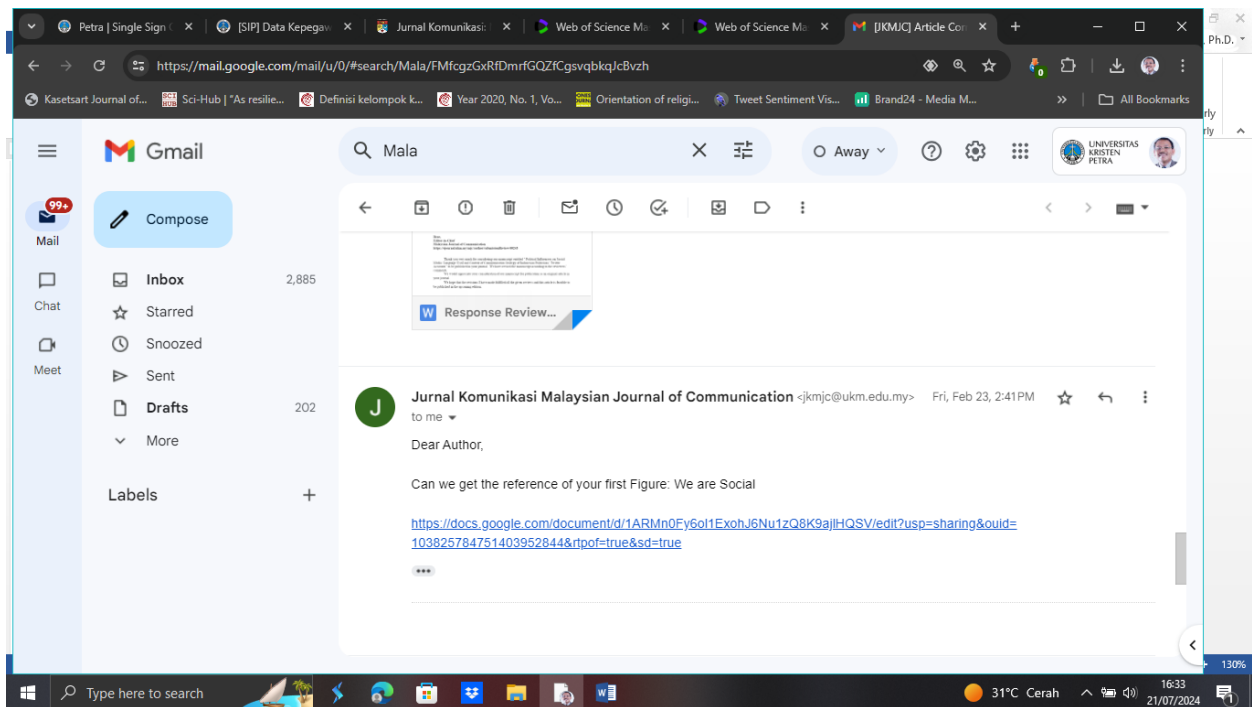
6. Bukti Konfirmasi Penyempurnaan Komentar Naskah (22 Februari 2024)



7. Bukti Konfirmasi Revisi Referensi dan Figure Untuk Penyempurnaan Naskah (23 Februari 2024)



Follow Up 5



Follow Up 6

The screenshot shows a Gmail inbox on a desktop browser. The search bar contains the word "Mala". The email list shows an email from Gatut Priyowidodo (gatpri@petra.ac.id) to Jurnal, dated Feb 23, 2024, 10:06 PM. The email content includes a greeting to the Editor-in-Chief of the Malaysian Journal of Communication and a link to a submission review. Below the text, it indicates "One attachment" which has been scanned by Gmail. The Windows taskbar at the bottom shows the system tray with a temperature of 31°C and the date 21/07/2024.

The screenshot shows a Gmail document viewer displaying a list of references. The document is titled "REFERENCES" and contains a list of academic citations. The citations include authors, years, titles, and journal names. The page number "Page 18 / 21" is visible at the bottom of the document. The Windows taskbar at the bottom shows the system tray with a temperature of 20.54°C and the date 27/01/2025.

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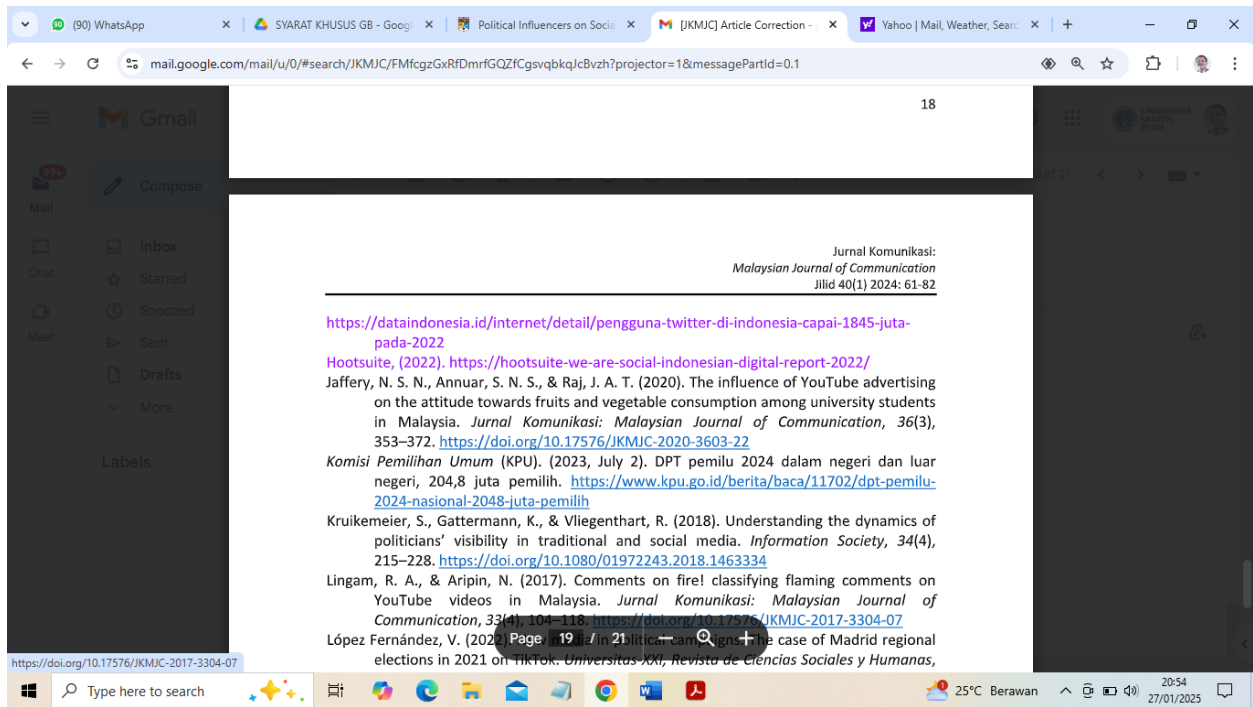
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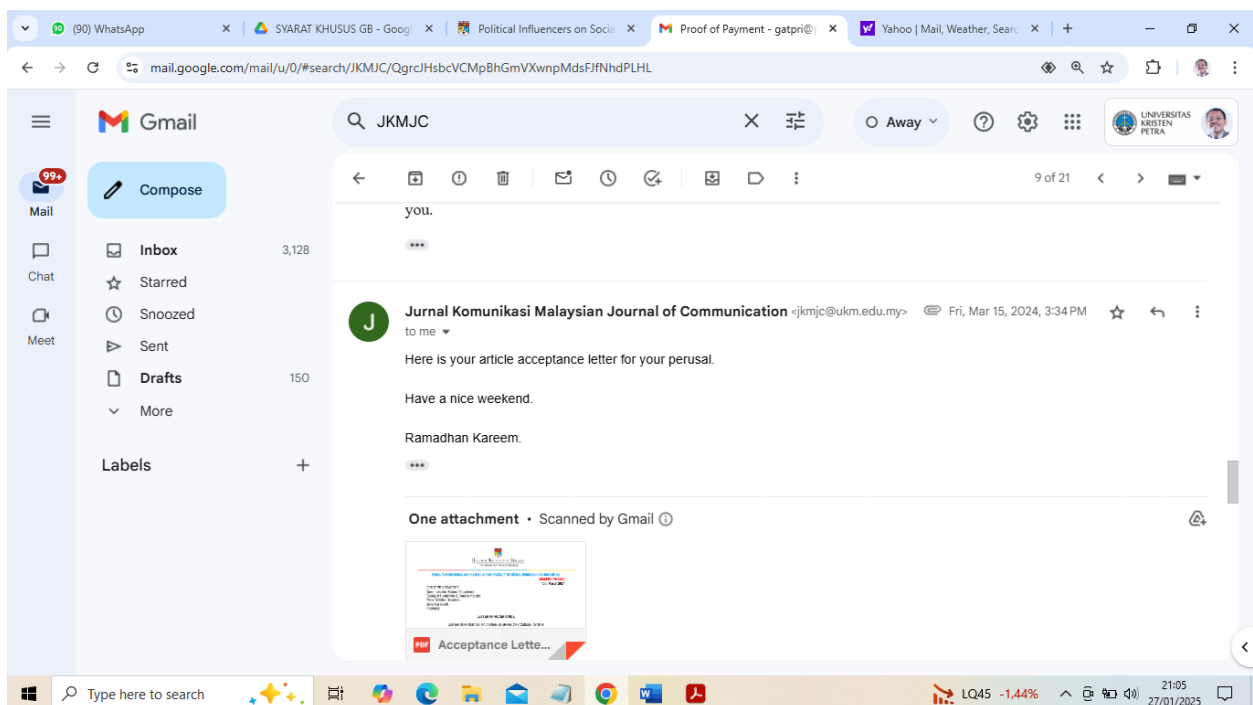
Giansante, G. (2015). *Online communication tools. Online political communication: How to use the web to build consensus and boost participation*. Springer.

Gillin, P. (2009). *Secrets of social media marketing: How to use online conversations and consumer communities to turbo-charge your business*. Quill Driver Books.

Hakan, I. R. A. K. (2022). The Social Media Use by Political Parties in the Times of Crisis: The Case of the COVID-19 Pandemic Period. *Anemon Muş Alparslan Üniversitesi Sosyal Bilimler Dergisi*, 10(2), 615-634.



8. Bukti Author Memperoleh Notifikasi Acceptance Letter /LoA Naskah diterima (15 Maret 2024)



9. Bukti Naskah Publish (01 April 2024)

The screenshot shows a web browser window with the URL `ejournal.ukm.my/mjc/article/view/60243`. The page header features logos for Scopus, MJC (Malaysian Journal of Communication), Web of Science, and UKM PRES. The navigation menu includes links for HOME, ABOUT, LOGIN, REGISTER, SEARCH, CURRENT, ARCHIVES, ANNOUNCEMENTS, SUBMISSION GUIDELINES, FORMATTING OF REFERENCES, ETHICS, STATEMENT, ABSTRACTING & INDEXING, USER GUIDES, and CONTACT US. The breadcrumb trail reads: Home > Vol 40, No 1 (2024) > Priyowidodo.

Political Influencers on Social Media: Language Used and Content of Communication Strategy of Indonesian Politicians' Twitter Accounts

Gatut Priyowidodo, Nik Adzrieman Abd Rahman, Jandy E. Luik, Inri Inggrit Indrayani, Ido Prijana Hadi

Abstract

Technology plays an essential role in all the worldwide media industries. Developments in the field

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