ANALYSIS OF THE USE OF TWITTER (X) IN AWARENESS EFFORT TO THE DANGER OF CORRUPTION WHICH IMPACT POVERTY IN THE COMMUNITY

LECTURER : Dr. Christiana Sidupa, S.Pd., M.Hum.

INFORMATICS STUDY PROGRAM

FACULTY OF ENGINEERING & INFORMATICS

NUSANTARA MULTIMEDIA UNIVERSITY

TANGERANG REGENCY, INDONESIA

2023

GROUP 1

HUMANITIES STUDIES - ENGLISH 3

SDG 1 - NO POVERTY, with ANTI CORRUPTION

Class Code   : UM 321 - T

Generation   : 2022

Subject   : English 3

Study Program   : Informatics

Group Member Signature

Jackson Lawrence

00000070612

Louis Gabriel Hernandes

00000070250

Hans Philemon Limanza

00000070710

Rich Marvin Lim

00000079061

OUTLINE

1. Introduction
1.1. Background
1) The context of the high level of corruption associated with poverty in society.
2) The role of Twitter in public communication can raise awareness of the dangers of corruption.
3) Public involvement through Twitter as a method of counteracting corruption.

1.2 Research Question
1) The research question(s) is/are clearly articulated as it identifies the specific issue to be addressed in this study.

2. Theoretical Framework
2.1 Introduction to the Theoretical Framework
Briefly introduce the Theoretical Framework section and its significance in this study.

2.2 Theories Underlying the Study
- **Social Communication Theory**
  Explanation of how social communication theory is utilized to understand message conveyance about corruption on Twitter.
- **Social Awareness Theory**
  Explanation of how social awareness theory contributes to raising social awareness about corruption and its link to poverty on Twitter.
- **Social Change Theory**
  Discuss the role of social change theory in understanding Twitter's potential for initiating positive social changes in the context of corruption.
- **Community Participation Theory**
  Explanation of how community participation theory helps analyze Twitter's engagement in anti-corruption efforts.
- **Social Media and Public Opinion Theory**
  Discuss how this theory is used to understand the influence of Twitter messages on public opinion related to corruption.
- **Social Influence Theory**
  Explanation of how social influence theory helps analyze the role of influencers and public figures on Twitter in spreading anti-corruption messages.

2.3 Relevant Studies Related to the Study
- Study 1 (Author, Year)
- Study 2 (Author, Year)

3. Research Method
3.1 Research Design
Mixed-Methods Research Design: This study employs a mixed-method research design that primarily relies on collecting and analyzing publicly available online data from Twitter. It does not involve interviews.

3.2 Data Collection
Collection data using some methods to extract data from the app, such as Twitter Data Collection, Keywords and Hashtags, Geographical Focus, Data Filtering, and Web Scraping.

3.3 Data Preprocessing
We use several processing methods to get the most trusted source and find data with great integrity, with Text Cleaning, Language Detection, Deduplication, and Metadata Extraction as its primary methods.

3.4 Data Analysis
We are doing much analysis of the content that we find, and not only that, we also looked at the users to see if they had made good statements in the past or not. The main methods are Content Analysis, Sentiment Analysis, and Network Analysis.

3.5 Ethical Considerations
This study adheres to ethical standards ensuring the privacy and anonymity of Twitter users.

3.6 Limitations
In the article, we discussed the limitations of using Twitter as it is limited to the Internet.

ANALYSIS OF THE USE OF TWITTER (X) IN AWARENESS EFFORT OF THE DANGER OF CORRUPTION WHICH IMPACT POVERTY IN THE COMMUNITY

Hans Philemon Limanza[1], Jackson Lawrence[2], Louis Gabriel Hernandes[3], Rich Marvin Lim[4], Christiana Sidupa[5].

[1, 2, 3, 4] **Informatics, Multimedia Nusantara University, Tangerang, Indonesia, 15810**
[5] **Humanities Studies, Multimedia Nusantara University, Tangerang, Indonesia, 15810**

1. Introduction
1.1. Background

Corruption is one of the most detrimental issues affecting various parties because it encompasses all aspects of society. Corruption has become a global concern due to its transnational nature. Based on data from 2013-2016 from the KPK's research on the state's losses due to corruption, only 35% of the total losses of Rp4,853,615,205,003 were successfully recovered (Mahmud, 2020, p. 257). The inability to recover these funds can disrupt economic stability and perpetuate high poverty levels. Moreover, the economic disruptions caused by corrupt practices cannot be allowed to persist and continue to harm society, including the poor, middle-class, and wealthy. Therefore, efforts to combat corruption through the use of available technologies by the surrounding community are needed to raise awareness of the dangers of corruption.

The corruption definition refers to the actions of public officials, both political and civil servants, as well as other parties involved, who improperly and unlawfully misuse the trust vested in them by the public to gain significant benefits (Aisyah, 2018, p. 9). In other words, corruption is viewed as a type of criminal activity that resulted from poverty and economic disparities. When poverty increases, economic inequality and corruption also tend to rise (Putri & Aimon, 2022, p. 16). This statement is supported by Aifa & Siregar (2019, p. 468), who argue that corruption can disrupt economic stability and create a poverty trap due to the lack of public facilities and the limited participation of the public in making social, economic, and political decisions, hindering the efficient distribution of resources.

In addition, Corruption has infiltrated institutions or social, economic, and political parties across the country, which obviously affects the instability of the country's economy. Baktiar et al. (2020, p. 312) demonstrate a relationship between corruption and poverty, where corruption affects the economic factors of a place and subsequently impacts the poverty rate. Ichvani & Sasana (2019, p. 70) also state that corruption and economic growth have a significant relationship, meaning that the cleaner a country is from corruption, the higher its economic growth will be. Therefore, corrupt practices result in financial losses and hinder the provision of public services and socio-economic progress in developing countries like Indonesia.

Generally, various forms of corruption aim to benefit individuals or private entities, which indirectly can lead to poverty, limited access to education and healthcare, economic hindrances, and more, as reported on aclc.kpk.go.id. The forms of corruption include financial losses to the state, bribery, embezzlement of positions to reach the highest positions, extortion, fraudulent activities in various aspects to achieve desired goals, and conflicts of interest in procurement, as well as gratification (Harahap et al., 2023, p. 57). Furthermore, based on the scale and exposure, the Corruption Eradication Commission (KPK) classifies corruption into three types that consist of petty corruption (small-scale corruption by officials interacting with the public), grand corruption (large-scale corruption involving billions to trillions of rupiahs in state losses), and political corruption (corruption when political decisions abuse their authority through manipulation). These

three types of corruption, whether small or large, conducted through bribery, gratification, nepotism, and more, lead to extensive losses for society, especially in countries like Indonesia, where corruption rates are high.

Corruption has become rampant in Indonesia and is even considered a "culture," despite the government establishing the "Komisi Pemberantasan Korupsi" or briefly known as KPK to eliminate corruption. Individuals dare to engage in corrupt activities due to their greed, consumptive lifestyles, weakened moral values in the face of corruption temptations, and a lack of ethics as public officials (Syarief & Prastiyo, 2018, pp. 8-9). Some argue that individual factors such as poverty or low income can drive corrupt behavior. Furthermore, the lack of education or understanding of the dangers of corruption leads to a decline in Indonesia's human resources. Hence, the government and the public must disseminate information through anti-corruption education through the education system and technology. This education should be instilled early to ensure that the younger generation, who will carry the nation's future, grows up as high-quality human resources (Setyawan et al., 2022, p. 146). Nevertheless, anti-corruption programs implemented for the younger generation could also apply to individuals who have never received such education, particularly impoverished people who struggle to access knowledge. On the other hand, anti-corruption programs can also be done by inviting people to educate each other with the help of technology implementation through social media platforms.

In this rapidly evolving digital world, social media platforms like Twitter (X) provide an ideal channel for addressing corruption and poverty issues. According to data from We Are Social's "Digital 2023: Indonesia" report, 60% of internet users in Indonesia utilize the social media platform Twitter (X). Twitter (X) allows for participation in open discussions and the sharing of information worldwide. Moreover, constructive personal ideas expressed on social media, especially by celebrities or well-known figures, can rapidly alter public opinions about corruption. Therefore, Twitter (X) is expected to be a strategic means of channeling information on the dangers of corruption to the poverty rate to the public, with the aim of raising their awareness and encouraging engagement in anti-corruption activities, as well as reducing corruption through the provision of relevant information and campaigns or digital anticorruption communities on the Twitter (X) social media platform.

1.2. Research Question
- How to implement technology's usage to assist in educating people about the danger of corruption?

2. Theoretical Framework
2.1. Introduction to the Theoretical Framework

Corruption is an issue that transcends geographical, cultural, and societal boundaries. Their consequences, whether at a national or global level, are profound, affecting the lives and well-being of millions. Corruption is a complex web that often traps individuals and communities in a cycle of economic hardship and social injustice. Tackling these issues requires multifaceted approaches and innovative platforms, and in the digital age, Twitter has emerged as a significant player in raising awareness, mobilizing change, and fostering community participation.

This theoretical introduction aims to set the stage for a comprehensive exploration of how Twitter, a robust social media platform, can be harnessed to address the dangers of corruption. The foundation of this study rests on several critical theoretical underpinnings that guide our understanding of the key concepts and mechanisms at play in this context.

2.2. Theories Underlying the Study
- **Social Communication Theory**
  - Definition: This theory explains how society conveys, receives, and processes messages about corruption through Twitter. It encompasses the study of how social media influences communication and perception.
  - Application: It is used to analyze how information about corruption is disseminated through Twitter, how the audience receives it, and how this communication influences public awareness and perceptions.
- **Social Awareness Theory**

- Definition: This theory is closely related to efforts to increase public understanding of social issues like corruption. It provides a foundation for explaining how Twitter can be used to raise social awareness about these issues.
- Application: It helps in understanding how Twitter campaigns and activities can raise public awareness about the dangers of corruption leading to poverty. This theory informs strategies for promoting social awareness effectively.

- **Social Change Theory**
  - Definition: The primary goal in the fight against corruption is to bring about social change. This theory aids in understanding how Twitter usage can serve as a tool to initiate positive social changes, such as reduced corruption and poverty rates.
  - Application: It is applied to assess the transformative potential of Twitter as a platform for anti-corruption reduction efforts, examining how it can lead to meaningful societal changes.

- **Community Participation Theory**
  - Definition: Twitter enables active community participation in various social issues. This theory explains how the theory of community participation can be used to engage the community in anti-corruption efforts on Twitter.
  - Application: It is used to explore how Twitter can facilitate community involvement, making it an integral part of anti-corruption reduction initiatives. It provides insights into encouraging active participation.

- **Social Media and Public Opinion Theory**
  - Definition: Social media, including Twitter, significantly influences public opinion. This theory is used to understand how messages about corruption using Twitter can shape public opinion and drive collective action.
  - Application: It helps evaluate how Twitter campaigns can impact public opinion, leading to changes in attitudes and behavior regarding corruption.

- **Social Influence Theory**
  - Definition: This theory is used to understand how social influence, including influencers and public figures using Twitter, can contribute to spreading messages about the dangers of corruption.
  - Application: It is applied to study the role of crucial Twitter influencers and public figures in promoting anti-corruption activities and poverty reduction, assessing their effectiveness in reaching a broader audience.

2.3 Relevant Studies Related to the Study

- Studies that contribute to the foundation of this research and bolster its focus on Twitter's role in combating corruption and poverty:
- Anti-corruption campaign through social media (Yusuf, K., 2019): This study provides a background for understanding social media campaigns and their implications for public awareness of corruption and poverty.
- Youth Anti-corruption campaign through Twitter (Baharuddin, T. Et al., 2021): This study provides a background for understanding the dynamics of social communication on Twitter and its implications for youth public awareness of corruption and poverty.

3. Research Method

3.1. Research Design

A mixed-method research design is used in this study that predominantly relies on collecting and analyzing publicly available online data from Twitter. No interviews were conducted as part of this research.

3.2. Data Collection

- Twitter Data Collection: Twitter serves as the primary data source for this study. A large dataset of tweets (messages on Twitter), including textual content and associated metadata, was gathered using Twitter's Application Programming Interface or briefly known as API. Moreover, the data collection was organized over a specific time frame to ensure relevance to the research objectives.

- Keywords and Hashtags: A comprehensive set of keywords and set of hashtags related to corruption, poverty, anti-corruption campaigns, and similar topics were used to search and collect relevant tweets.
- Geographical Focus: Data collection was not restricted to a specific geographic location, allowing for a broader scope of analysis.
- Data Filtering: The collected tweets were filtered to include only those in the English language to maintain consistency in the dataset.
- Web Scraping: Besides Twitter data, relevant content from external online sources such as news articles, research reports, and official campaign websites were scraped to provide context and additional insights.

3.3. Data Preprocessing

A comprehensive preprocessing step was taken to guarantee consistency and quality of the collected data. This preprocessing step included:

- Text Cleaning: Removal of irrelevant characters, special symbols, and irrelevant links.
- Language Detection: Verification of the language of tweets to ensure that the dataset consists of English-language content only.
- Deduplication: Elimination of duplicate tweets to maintain the integrity of the dataset.
- Metadata Extraction: Extracting relevant metadata from tweets, such as timestamps, user information, and engagement metrics.

3.4 Data Analysis

The analysis of the collected data includes both quantitative and qualitative approaches, such as:

- Content Analysis: Textual data, including tweets and web content, were subjected to content analysis to categorize and code the content based on the research objectives. This involved identifying recurring themes, sentiments, and critical topics related to corruption, poverty, and anti-corruption campaigns.
- Sentiment Analysis: Sentiment analysis was conducted to gauge the emotional tone of tweets and public reactions toward corruption, poverty, and anti-corruption initiatives. This analysis helped in understanding the prevailing public sentiment.
- Network Analysis: For tweets, network analysis was used to identify influential users, retweet patterns, and the spread of content related to anti-corruption and poverty reduction. It aided in determining the impact of influential individuals and their reach.

3.5. Ethical Considerations

This study adheres to ethical data collection and analysis standards, ensuring Twitter users' privacy and anonymity. No personally identifiable information is included in the dataset. Proper citation and attribution are maintained when referencing online content.

3.6. Limitations

- The study relies solely on publicly available data from the internet, limiting access to more extensive and in-depth information.
- The study does not involve interviews or primary data collection from individuals, which may offer deeper insights into public perceptions.
- The reliance on social media data implies potential biases, as not all perspectives may be represented equally.

REFERENCES

Abram, M., & Yeniwati, Y. (2021). Pengaruh kualitas sumber daya manusia, korupsi dan ketimpangan pendapatan terhadap kemiskinan di Indonesia. *Jurnal Kajian Ekonomi dan Pembangunan*, *3*(3), 32. https://doi.org/10.24036/jkep.v3i3.12367

Aifa, R., & Siregar, M. I. (2019). Korupsi dan kemiskinan di Indonesia. Jurnal Ilmiah Mahasiswa Ekonomi Pembangunan, *4*(4), 464–473. https://jim.usk.ac.id/EKP/article/view/14963

Aisyah. (2018, July 1). Pengaruh pendidikan antikorupsi terhadap sikap tanggungjawab dan kemampuan berpikir kritis di kelas V SD Negeri 02 Pliken. Repository Universitas Muhammadiyah Purwokerto. https://repository.ump.ac.id/8025/

Baharuddin, T., Salahudin, S., Sairin, S., Qodir, Z., & Jubba, H. (2021). Kampanye antikorupsi kaum muda melalui media sosial Twitter. *Jurnal Ilmu Komunikasi*, *19*(1), 58–77. http://jurnal.upnyk.ac.id/index.php/komunikasi/article/view/3827/3401

Baktiar, A. F., Fadhilah, H., Simatupang, M. D., Warman, M., Vira, S., & Nooraeni, R. (2020). Pengaruh tindak korupsi terhadap kemiskinan di negara-negara Asia Tenggara dengan model panel data. *Indonesian Journal of Statistics and Its Applications*, *4*(2), 311–320. https://doi.org/10.29244/ijsa.v4i2.634

Harahap, N. D., Sitompul, S., Firmansyah, E., Siregar, A., & Wulandari, A. (2023). Pentingnya pendidikan anti korupsi dimulai sejak dini. *Jurnal Ilmiah Pengabdian Pada Masyarakat*, *2*(1), 57. https://www.marsipature.makarioz.org/index.php/marsipature/article/view/38

Ichvani, L. F., & Sasana, H. (2019). Pengaruh korupsi, konsumsi, pengeluaran pemerintah dan keterbukaan perdagangan terhadap pertumbuhan ekonomi di ASEAN 5. *Jurnal REP (Riset Ekonomi Pembangunan)*, *4*(1), 70. https://doi.org/10.31002/rep.v4i1.1342

Junaidi, & Patra, K. (2018). Korupsi, pertumbuhan ekonomi dan kemiskinan di Indonesia. *Riset Akuntansi Dan Keuangan Indonesia*, *3*(1). http://digilib.stiem.ac.id:8080/jspui/bitstream/123456789/845/1/Korupsi%20pertumbuhan%20ekonomi.pdf

Mahmud, A. (2020). Urgensi penegakan hukum progresif untuk mengembalikan kerugian negara dalam tindak pidana korupsi. *Masalah-Masalah Hukum*, *49*(3), 256–271. https://doi.org/10.14710/mmh.49.3.2020.256-271

Negin, V., Zakariah Abd Rashid, Nikopour, H., B, Z., & Rashid, A. (2010). The causal relationship between corruption and poverty: A panel data analysis. Munich Personal RePEc Archive. https://mpra.ub.uni-muenchen.de/id/eprint/24871

Putri, R., D., & Aimon, H. (2022). Analisis pertumbuhan ekonomi pengguna internet, kemiskinan dan korupsi di negara ASEAN: Lower middle income. *Jurnal Kajian Ekonomi dan Pembangunan*, *4*(2), 16. https://ejournal.unp.ac.id/students/index.php/epb/article/view/13317/5143

Setyawan, A., Arief, R. F., Alex, A., Maitri, B., Chou, C., Hartono, C., Jennifer, F., & Surya, P. (2022). Sosialisasi dan edukasi mengenai pentingnya integritas dan sikap anti korupsi di SMA Mondial Batam untuk mewujudkan Indonesia bebas korupsi. *National Conference for Community Service Project (NaCosPro)*, *4*(1), 146. https://journal.uib.ac.id/index.php/nacospro/article/view/6934

Syarief, R. A. O., & Prastiyo, D. (2018). Korupsi kolektif (korupsi berjamaah) di Indonesia: Antara faktor penyebab dan penegakan hukum. *Jurnal Hukum Respublica*, *18*(1), 8–9. https://journal.unilak.ac.id/index.php/Respublica/article/view/3947/2102

We Are Social (2023, February 9). *Digital 2023: Indonesia*. DataReportal – Global Digital Insights. https://indd.adobe.com/embed/3f33174b-35c2-465a-94da-07e39f5687a0?startpage=1

Yusuf, K. (2019). Kampanye antikorupsi melalui media sosial. *Conference on Communication and News Media Studies*, *1*, 186–186. https://proceeding.umn.ac.id/index.php/COMNEWS/article/view/1094

UM321-T UTS Group10

by Ignatius Steven

1. Introduction

1.1. Background

Corruption is one of the most detrimental issues affecting various parties because it encompasses all aspects of society. Corruption has become a global concern due to its transnational nature. Based on data from 2013-2016 from the KPK's research on the state's losses due to corruption, only 35% of the total losses of Rp4,853,615,205,003 were successfully recovered (Mahmud, 2020, p. 257). The inability to recover these funds can disrupt economic stability and perpetuate high poverty levels. Moreover, the economic disruptions caused by corrupt practices cannot be allowed to persist and continue to harm society, including the poor, middle-class, and wealthy. Therefore, efforts to combat corruption through the use of available technologies by the surrounding community are needed to raise awareness of the dangers of corruption.

The corruption definition refers to the actions of public officials, both political and civil servants, as well as other parties involved, who improperly and unlawfully misuse the trust vested in them by the public to gain significant benefits (Aisyah, 2018, p. 9). In other words, corruption is viewed as a type of criminal activity that resulted from poverty and economic disparities. When poverty increases, economic inequality and corruption also tend to rise (Putri & Aimon, 2022, p. 16). This statement is supported by Aifa & Siregar (2019, p. 468), who argue that corruption can disrupt economic stability and create a poverty trap due to the lack of public facilities and the limited participation of the public in making social, economic, and political decisions, hindering the efficient distribution of resources.

In addition, Corruption has infiltrated institutions or social, economic, and political parties across the country, which obviously affects the instability of the country's economy. Baktiar et al. (2020, p. 312) demonstrate a relationship between corruption and poverty, where corruption affects the economic factors of a place and subsequently impacts the poverty rate. Ichvani & Sasana (2019, p. 70) also state that corruption and economic growth have a significant relationship, meaning that the cleaner a country is from corruption, the higher its economic growth will be. Therefore, corrupt practices result in financial losses and hinder the provision of public services and socio-economic progress in developing countries like Indonesia.

Generally, various forms of corruption aim to benefit individuals or private entities, which indirectly can lead to poverty, limited access to education and healthcare, economic hindrances, and more, as reported on aclc.kpk.go.id. The forms of corruption include financial losses to the state, bribery, embezzlement of positions to reach the highest positions, extortion, fraudulent activities in various aspects to achieve desired goals, and conflicts of interest in procurement, as well as gratification (Harahap et al., 2023, p. 57). Furthermore, based on the scale and exposure, the Corruption Eradication Commission (KPK) classifies corruption into three types that consist of petty corruption (small-scale corruption by officials interacting with the public), grand corruption (large-scale corruption involving billions to trillions of rupiahs in state losses), and political corruption (corruption when political decisions abuse their authority through manipulation). These three types of corruption, whether small or large, conducted through bribery, gratification, nepotism, and more, lead to extensive losses for society, especially in countries like Indonesia, where corruption rates are high.

Corruption has become rampant in Indonesia and is even considered a "culture," despite the government establishing the "Komisi Pemberantasan Korupsi" or briefly known as KPK to eliminate corruption. Individuals dare to engage in corrupt activities due to their greed, consumptive lifestyles, weakened moral values in the face of corruption temptations, and a lack of ethics as public officials (Syarief & Prastiyo, 2018, pp. 8-9). Some argue that individual factors such as poverty or low income can drive corrupt behavior. Furthermore, the lack of education or understanding of the dangers of corruption leads to a decline in Indonesia's human resources. Hence, the government and the public must disseminate information through anti-corruption education through the education system and technology. This education should be instilled early to ensure that the younger generation, who will carry the nation's future, grows up as high-quality human resources (Setyawan et al., 2022, p. 146). Nevertheless, anti-corruption programs implemented for the younger generation could also apply to individuals who have never received such education, particularly impoverished people who struggle to access knowledge. On the other hand, anti-corruption programs can also be done by inviting people to educate each other with the help of technology implementation through social media platforms.

In this rapidly evolving digital world, social media platforms like Twitter (X) provide an ideal channel for addressing corruption and poverty issues. According to data from We Are Social's "Digital 2023: Indonesia" report, 60% of internet users in Indonesia utilize the social media platform Twitter (X). Twitter (X) allows for participation in

open discussions and the sharing of information worldwide. Moreover, constructive personal ideas expressed on social media, especially by celebrities or well-known figures, can rapidly alter public opinions about corruption. Therefore, Twitter (X) is expected to be a strategic means of channeling information on the dangers of corruption to the poverty rate to the public, with the aim of raising their awareness and encouraging engagement in anti-corruption activities, as well as reducing corruption through the provision of relevant information and campaigns or digital anticorruption communities on the Twitter (X) social media platform.

1.2. Research Question

- How to implement technology's usage to assist in educating people about the danger of corruption?

2. Theoretical Framework

2.1. Introduction to the Theoretical Framework

Corruption is an issue that transcends geographical, cultural, and societal boundaries. Their consequences, whether at a national or global level, are profound, affecting the lives and well-being of millions. Corruption is a complex web that often traps individuals and communities in a cycle of economic hardship and social injustice. Tackling these issues requires multifaceted approaches and innovative platforms, and in the digital age, Twitter has emerged as a significant player in raising awareness, mobilizing change, and fostering community participation.

This theoretical introduction aims to set the stage for a comprehensive exploration of how Twitter, a robust social media platform, can be harnessed to address the dangers of corruption. The foundation of this study rests on several critical theoretical underpinnings that guide our understanding of the key concepts and mechanisms at play in this context.

2.2. Theories Underlying the Study

- **Social Communication Theory**
  - Definition: This theory explains how society conveys, receives, and processes messages about corruption through Twitter. It encompasses the study of how social media influences communication and perception.
  - Application: It is used to analyze how information about corruption is disseminated through Twitter, how the audience receives it, and how this communication influences public awareness and perceptions.
- **Social Awareness Theory**
  - Definition: This theory is closely related to efforts to increase public understanding of social issues like corruption. It provides a foundation for explaining how Twitter can be used to raise social awareness about these issues.
  - Application: It helps in understanding how Twitter campaigns and activities can raise public awareness about the dangers of corruption leading to poverty. This theory informs strategies for promoting social awareness effectively.
- **Social Change Theory**
  - Definition: The primary goal in the fight against corruption is to bring about social change. This theory aids in understanding how Twitter usage can serve as a tool to initiate positive social changes, such as reduced corruption and poverty rates.
  - Application: It is applied to assess the transformative potential of Twitter as a platform for anti-corruption reduction efforts, examining how it can lead to meaningful societal changes.
- **Community Participation Theory**
  - Definition: Twitter enables active community participation in various social issues. This theory explains how the theory of community participation can be used to engage the community in anti-corruption efforts on Twitter.

- Application: It is used to explore how Twitter can facilitate community involvement, making it an integral part of anti-corruption reduction initiatives. It provides insights into encouraging active participation.
- **Social Media and Public Opinion Theory**
  - Definition: Social media, including Twitter, significantly influences public opinion. This theory is used to understand how messages about corruption using Twitter can shape public opinion and drive collective action.
  - Application: It helps evaluate how Twitter campaigns can impact public opinion, leading to changes in attitudes and behavior regarding corruption.
- **Social Influence Theory**
  - Definition: This theory is used to understand how social influence, including influencers and public figures using Twitter, can contribute to spreading messages about the dangers of corruption.
  - Application: It is applied to study the role of crucial Twitter influencers and public figures in promoting anti-corruption activities and poverty reduction, assessing their effectiveness in reaching a broader audience.

2.3 Relevant Studies Related to the Study

- Studies that contribute to the foundation of this research and bolster its focus on Twitter's role in combating corruption and poverty:
- Anti-corruption campaign through social media (Yusuf, K., 2019): This study provides a background for understanding social media campaigns and their implications for public awareness of corruption and poverty.
- Youth Anti-corruption campaign through Twitter (Baharuddin, T. Et al., 2021): This study provides a background for understanding the dynamics of social communication on Twitter and its implications for youth public awareness of corruption and poverty.

3. Research Method

3.1. Research Design

A mixed-method research design is used in this study that predominantly relies on collecting and analyzing publicly available online data from Twitter. No interviews were conducted as part of this research.

3.2. Data Collection

- Twitter Data Collection: Twitter serves as the primary data source for this study. A large dataset of tweets (messages on Twitter), including textual content and associated metadata, was gathered using Twitter's Application Programming Interface or briefly known as API. Moreover, the data collection was organized over a specific time frame to ensure relevance to the research objectives.
- Keywords and Hashtags: A comprehensive set of keywords and set of hashtags related to corruption, poverty, anti-corruption campaigns, and similar topics were used to search and collect relevant tweets.
- Geographical Focus: Data collection was not restricted to a specific geographic location, allowing for a broader scope of analysis.
- Data Filtering: The collected tweets were filtered to include only those in the English language to maintain consistency in the dataset.
- Web Scraping: Besides Twitter data, relevant content from external online sources such as news articles, research reports, and official campaign websites were scraped to provide context and additional insights.

3.3. Data Preprocessing

A comprehensive preprocessing step was taken to guarantee consistency and quality of the collected data. This preprocessing step included:

- Text Cleaning: Removal of irrelevant characters, special symbols, and irrelevant links.

- Language Detection: Verification of the language of tweets to ensure that the dataset consists of English-language content only.
- Deduplication: Elimination of duplicate tweets to maintain the integrity of the dataset.
- Metadata Extraction: Extracting relevant metadata from tweets, such as timestamps, user information, and engagement metrics.

3.4 Data Analysis

The analysis of the collected data includes both quantitative and qualitative approaches, such as:

- Content Analysis: Textual data, including tweets and web content, were subjected to content analysis to categorize and code the content based on the research objectives. This involved identifying recurring themes, sentiments, and critical topics related to corruption, poverty, and anti-corruption campaigns.
- Sentiment Analysis: Sentiment analysis was conducted to gauge the emotional tone of tweets and public reactions toward corruption, poverty, and anti-corruption initiatives. This analysis helped in understanding the prevailing public sentiment.
- Network Analysis: For tweets, network analysis was used to identify influential users, retweet patterns, and the spread of content related to anti-corruption and poverty reduction. It aided in determining the impact of influential individuals and their reach.

3.5. Ethical Considerations

This study adheres to ethical data collection and analysis standards, ensuring Twitter users' privacy and anonymity. No personally identifiable information is included in the dataset. Proper citation and attribution are maintained when referencing online content.

3.6. Limitations

- The study relies solely on publicly available data from the internet, limiting access to more extensive and in-depth information.
- The study does not involve interviews or primary data collection from individuals, which may offer deeper insights into public perceptions.
- The reliance on social media data implies potential biases, as not all perspectives may be represented equally.

UM321-T UTS Group10

UM321-T UTS Group10