



Virtual Ethnography of Ethical Behavior Communicating Netizens on Infrastructure Development Issues on the Instagram Account of the Governor of North Sumatra @Edy_Rahmayadi

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ABSTRACT

This study aims to analyze the ethical communication behavior of netizens on infrastructure development issues on the Instagram account @edy_rahmayadi interpretively and to analyze the constructed motives in the netizens' interaction space on @edy_rahmayadi's Instagram posts, especially on infrastructure development issues in North Sumatra, in shaping public sentiment towards Edy Rahmayadi as the Governor of North Sumatra. The research methodology used in this study is a qualitative approach with a virtual ethnography method through data collection techniques such as participant observation, interviews, documentation collection, and triangulation. Data analysis uses the interactive model of Miles, Huberman, and Saldana. The results showed that the ethical communication behavior of netizens on @edy_rahmayadi's Instagram account was formed by several motives, including social background (age, religion, ethnicity, race, etc.), political interests that are still influenced by the 2018 North Sumatra gubernatorial election and Edy Rahmayadi's current political stance, professional and group interests, and other aspects related to current conditions in the field.

INTRODUCTION

The figure of Edy Rahmayadi as The Governor of North Sumatra is one of them figure official the public later This become attention public through his statements are controversial so that often trigger comments in society, including on social media. Edy Rahmayadi including one _ official current public _'s very active publication on social media Instagram with amount followers more than 345,000.

His height amount follower Instagram account of the Governor of North Sumatra, Edy Rahmayadi naturally No regardless of the height amount Instagram users in North Sumatra. Based on the results observation the beginning writer on the Instagram account @edy_rahmayadi, the figure Governor of North Sumatra looks very routine in uploading content publication on social media his Instagram with the intensity of 3-5 posts per day with variation Diverse content, start _ from contents photos and videos illustrating Edy Rahmayadi's daily life as Governor of North Sumatra, agenda for meetings and audiences , visits to area, routine daily together family and related with activity personal, as well saying Happy or greeting. Edy Rahmayadi besides using Instagram, also uses some social media as channel communication to the public, among others account page (fanpages) Facebook with the name "Edy Rahmayadi " with total followers of as many as 106,000.

Problem infrastructure be one _ of the most dominating issue in netizen conversations on accounts Instagram @edy_rahmayadi. As for the issues problem most infrastructure is highlighted by netizens in North Sumatra, namely problem road always broken _ complained by the public. This is also in line with the report Statistics Transportation Land 2021 from the Central Statistics Agency (BPS) which was released in November 2022, North Sumatra became a province with road district/city damaged heavy worst national in 2021, namely along 9,187 km and occupies order fourth road province damaged the longest in Indonesia, namely along 583 Km.

Phenomenon behavior that appears in the world of social media triggers transition pattern solution problem in a way normative to direction substantive Because it tend more practical, fast, cheap, easy, and open. Social media in other realities also exists sometimes used as an arena for blasphemy, abuse, terror blackmail even fraud between hundreds of action models negative other. For buzzers or influencers, social media is the field of life for looking for profit with various behaviors for building opinion and developing discourse with something objective and certain. Regardless of means and goals use of social media as a means of interaction social and communication distance Far from something choice for users, the existence of social media is at least capable of becoming various catalysts and mediators for netizens' problems for looking for solutions Good charged positive or negative.

Problem ethics communication on social media lately this become the spotlight in Indonesia, to base for researchers For study more deep How behavioral ethics communicate to netizens on the Instagram account @edy_rahmayadi, in particular in response issue development infrastructure in North Sumatra. Writer interested In do study of virtual ethnography against

behavior ethics communicated by netizens on the Instagram account of the Governor of North Sumatra @edy_rahmayadi who was visible through room netizen interaction in the column comments on each post-related Instagram account @edy_rahmayadi with information around development infrastructure in North Sumatra. Related matter this, researcher or virtual ethnographer of existence No The same with ethnographers are generally in offline spaces, however, enter in room cyber (cyber-space) as room observation future research _ results from observation and interaction in space cyber the analyzed with use data analysis via description culture within _ the virtual community as generally in study ethnography.

THEORETICAL REVIEW

Communication Behavior

Communication behavior is a person's action or behavior when conveying a message, both verbal and nonverbal, in a person's behavior. According to Mulyana (2010), communication behavior can also be interpreted as a person's action or response in the environment and communication situation. Meanwhile, according to Ruben and Stewart (2013), communication and human behavior are the processes of how individuals in relationships, groups, organizations and society create and use information to relate to each other and the environment (Parwati and Pithaloka, 2022: 53). Meanwhile, according to Gould and Kolb as quoted by Ichwanudin (1998), communication behavior is all activities aimed at seeking and obtaining information from various sources and to disseminate information to any party who needs it (Panggalo, 2013: 32).

Communication behavior is goal-oriented in the sense that a person's behavior is generally motivated by the desire to obtain certain goals. Based on the definition of behavior that has been expressed previously, communication behavior is defined as an action or response in the existing communication environment and situation, in other words, behavior Communication is a way of thinking, knowledge, and insight, feeling and acting or carrying out actions adopted by a person, family or community in seeking and conveying information through various channels in the local community communication network (Panggalo, 2013: 32).

Virtual Ethnography

Linguistically, ethnography comes from Greek, namely a combination of the words ethnos, which means citizens of a nation or society, and the word graphein, which means writing or artifact. According to Harris (1968), ethnography is a qualitative research design in which a researcher describes and interprets patterns that are exchanged and learned from cultural groups regarding values, habits, beliefs, and language. Hymes is considered to be the initiator of communication ethnography through the article "The Ethnography of Speaking" published in 1962 stating that communication ethnography begins to ask questions about language patterns, such as what is used to communicate in a community. Ethnography of communication combines the fields of anthropology and linguistics to analyze artifacts of conversations that occur

between individuals in a community. Conversations that occur between individuals in a community or society do not just appear appropriate or appropriate, but must also take into account the socio-cultural aspects or context. The applicable values, norms and rules are the basis for communication (Nasrullah, 2020: 5-6). Meanwhile, in the context of virtual ethnography, Hine (2000) states that virtual ethnography is a methodology used to investigate the internet and explore entities (users) when using the internet. Virtual ethnography also reflects on the implications of mediated communication on the internet. Jorgen Skageby explained in more detail that online ethnography is a method used qualitatively to understand what happens in virtual communities, using online observations or interviews, this technique tries to explain more specific community habits and the use of technology in communication. So in simple terms, virtual ethnography can be defined as an ethnographic method used to reveal the reality, both visible and invisible, of computer-mediated communication between entities (members) of virtual communities on the internet (Nasrullah, 2020: 9-10).

METHODOLOGY

Study This uses approach qualitative with method of virtual ethnography. According to Creswell (1994), the approach qualitative is an investigative process to understand problem or problem man based on the creation picture in holistic form _ in words, the report views informant in a way detailed, and structured with A background scientific. As for Denzin and Lincoln (2009) research qualitative is focuses attention on religious method, which includes approach interpretative and naturalistic to subject study (Samsu, 2017:86). Researcher through method this virtual ethnography later will do observation in a way go ahead and follows open dialogue space for several netizens in form interview deep, then Then from results observation the can concluded values and behavior, patterns interaction and ethics media social from community society formed _ through room virtual conversation on the Instagram account @edy_rahmayadi, of course, will determine direction sentiment public to the figure of Edy Rahmayadi as a Governor of North Sumatra. Method This possible researcher for involved together object the study in range of appointed time, even _ in a way periodically, without must immerse oneself in a period long time.

RESULTS

Based on results observation writer from results Insights from the Instagram account @edy_rahmayadi obtained data from 344,299 netizens who followed The Instagram account, @edy_rahmayadi has 70.9 % followers circles men and 29% of followers (followers) of circles Woman . As for origin domicile The followers of the Instagram account @edy_rahmayadi are dominated originate from Medan City (31.1%), DKI Jakarta (12.9%), Binjai City (1.9%), Batam City (1.1%), and Pematangsiantar City (1.1%). As for segmentation age The followers of the Instagram account @edy_rahmayadi are dominated originate from age 25-34 years (43.8%), 35-44 years (24%), 18-24 years (17.9%), 45-54 years (8%), 55-64 years (2.6%), 13-17 years (1.8%), 65 years and above (1.5 years). According to the results the can taken conclusion that segmentation followers

(followers) of the Instagram account @edy_rahmayadi partly originate from cities. The largest areas in North Sumatra are Medan, Binjai, and Pematangsiantar, meanwhile several among them originate from other cities outside North Sumatra. For segmentation age, followers (followers) of The Instagram account @edy_rahmayadi is dominated by generations millennial ie range aged 25-44 years, and Generation Z, namely aged 18-24 years.

Based on results monitoring directly on the Instagram account @edy_rahmayadi, the researcher got a total of 22 posts containing information about development infrastructure from March 2023 until July 2023. Several post the among them load information around development facility education at SMA Plus Langkat , SMK Negeri 1 Bandar District, Simalungun and SMA Negeri 2 Maniomolo, Regency South Nias, development construction of the North Sumatra Sports Center, review condition roads and bridges in Bandar District, Regency Simalungun, reviewing Installation Construction Johor Water Processing (IPA), reviewing development progress road Medan- Berastagi alternative via Kutalimbaru, progress construction of the Great Mosque of North Sumatra, inauguration development Sei Wampu Bridge, Regency Step up, welcome Indonesian President Joko Widodo is scheduled will review condition roads in the Regency North Labuhanbatu, work progress project year plural (multiyear) development roads and bridges along 450 km with mark budget amounting to IDR 2.7 trillion , progress on the construction of the Sport Center in Siosar 2000, and several statements and report related development infrastructure in North Sumatra.

- 1) The researcher Then studies ethnography in a way in depth in as many as 11 posts that have a number of likes (likes) and comments the most for deepening pattern communication and behavior ethics netizen communication in posts. Following related detailed description posts: Post published on April 13, 2023 featuring the view and splendor of the Great Mosque of North Sumatra almost finished built. Post This was liked more by 31,114 netizens and has commented more from 184 comments (<https://www.instagram.com/p/Cq-sS-Vg14s/>).
- 2) Post published on May 16, 2023, which publishes the arrival President of the Republic of Indonesia Ir. Joko Widodo in inner North Sumatra frame review condition infrastructure specifically road in North Sumatra. Post This was liked more by 7,745 netizens and has commented more from 127 comments (<https://www.instagram.com/p/CsTfqBrvoRP/>).
- 3) Post published on June 13, 2023, featuring _ a summary response public related development infrastructure in North Sumatra. Post This was liked more by 5,881 netizens and has been commented on more from 243 comments (<https://www.instagram.com/p/CtbwAmBtVcM/>).
- 4) Post published on July 7, 2023 featuring _ condition Latest alternative road Medan- Berastagi via Kutalimbaru . Post This was liked more by 5,914 netizens and has commented more from 78 comments (<https://www.instagram.com/p/Cua3Zo7MZAT/>).

- 5) Post published on April 11, 2023, showing development progress road alternative Medan- Berastagi via Kutalimbaru. Post This was liked more by 5,242 netizens and has commented more from 160 comments (<https://www.instagram.com/p/Cq7Av-rgBIF/>).
- 6) Post published on April 3, 2023, which publishes activity Governor North Sumatra, Edy Rahmayadi moment review location development roads and bridges in Bandar District, Regency Simalungun. Post This was liked more by 3,889 netizens and has commented more from 66 comments (https://www.instagram.com/p/Cqk_bkYPVt2/).
- 7) Post published on March 28, 2023 which publishes activity Governor North Sumatra, Edy Rahmayadi moment reviewing the progress of the construction of SMA Plus Langkat. Post This liked more than 3,512 netizens and has been commented on by more than 63 comments (<https://www.instagram.com/p/CqW6yD3g9U4/>).

According to monitoring researcher in post 1 which displays the results construction of the Great Mosque of North Sumatra, the visible part of big netizen comments show positive sentiment, some _ accounts we monitor follow comment on posts the is real account with amount followers and posts featuring _ authenticity owner account that, even There is two originating account _ from figure public (public figures) who have verified by Instagram, that is @yusufmansurnew account which is an account owned by famous religious figures Ustadz Yusuf Mansur and the account @andromeda_mercury which is an account owned by a journalist at a time announcer news on TV One. As for some comments from netizens in the post This, there are some special attack project development light road by the Medan City Government which led to the figure Mayor of Medan, Bobby Nasution. Several netizens said light the with the term "lamp." pocong" as a label of failure to project the. Comments related to lights pocong" this Of course just increase sentiment negative to the figure of Bobby Nasution during This considered as figure Edy Rahmayadi 's competitor in the candidate market Governor of North Sumatra in the Election Regional Head in 2024, as _ comment from the following account @massgalih2304 This.

"Maybe light pocong That project failed that's it bro @bobbynst. It's not nice to look at, look at it I think that's it bro @bobbynst. There's nothing good about it, bro rather than what to do Formerly that's it, bro. Let it never matter _ That yes bro @bobbynst"

This comment, which was liked by as many as 10 netizens, is also in line with several comments from other netizens who joined in criticizing the development light road that is considered damage order city and spending budget, as stated by the account @trideka_13 below:

"I'm sorry, can you just dismantle the Pocong lamp? Just making bushes and wasting the budget... it would be better to just improve the street lights, sir... @bobbynst please help sir @edy_rahmayadi"

Apart from comments that cornered the Mayor of Medan, Bobby Nasution, several comments also criticized the shape of the building which was considered to resemble a Hindu and Buddhist house of worship, namely a temple and monastery, as conveyed by the account @zakaria_ramadhan_1 below:

"Sorry... the dome looks like a monastery, sir."

This comment was liked by 74 accounts and received 5 replies to comments criticizing the shape of the mosque dome, one of which was conveyed by the following account @ye.nny8145:

"That's right... it's like a stupa in a temple... who designed it... it doesn't have any Islamic characteristics... I want to have it renovated immediately! It hurts my eyes to see it!"

Researchers observed that in this post, most netizens conveyed comments and criticism with narratives that tended to be good, there were no narratives containing hate speech or harsh words conveyed by netizens in the comments column of this post. Then in the second post, researchers monitored several accounts that commented on this post, almost all of which contained criticism and complaints about the condition of road construction in several locations in North Sumatra. Several netizens complained about damaged roads, including in Asahan Regency, North Labuhanbatu Regency, Simalungun Regency, Langkat Regency, Mandailing Natal Regency, South Tapanuli Regency, Serdang Bedagai Regency, Padang Lawas Regency, Delisedang Regency, Binjai City and etc.

Several narratives conveyed by netizens part big take advantage of the moment of the arrival of the President of the Republic of Indonesia Joko Widodo to North Sumatra to complain about their complaints to the President, as conveyed by the following account @erikson_nbbn:

"Mr @jokowi please look at the condition of the road to Bukit Menkirai village. I told @edy_rahmayadi many times that he never paid attention, sir."

The @mudahrp account also conveyed the same complaint regarding road conditions in the area as follows:

"It's Labuhan Batu Raya, sir, that needs to be paid attention to. Starting from Labura to Kota Pinang. Especially Labuhan Batu Utama. The road is Naudzubillah Min Dzalik, sir. It's like there's no government there. The location of Sei is wavy right down to Sei Rakyat. Please review it, Sir."



Figure 1. Governor of North Sumatra, Edy Rahmayadi Welcomes the Arrival of Indonesian President Joko Widodo in North Sumatra (Source: Instagram @edy_rahmayadi, 2023).

DISCUSSION

As has been mentioned before regarding cyber media analysis in virtual ethnography as stated by Nasrullah (2020) (<https://communication.binus.ac.id/2020/11/09/method-etnografi-virtual-trend-dalam-penelitian-media-social/>) that in carry out cyber media analysis in virtual ethnography exists four levels of analysis studied by researchers from results findings in the field, including are: media space which includes structure media devices and appearance related with procedure nature of application technical, then media documents (media archives) which include contents (content) and aspects meaning text as artifact culture, then media objects that describe interactions that occur on social media and communication that occurs between member community through comments and forums, and finally is experiences (experiential stories) which include motives, effects , connected benefits online and offline in the form of recommendation. As for the findings of the result research that researchers described in CHAPTER IV will researcher discuss and analyze based on four levels of analysis the in description following this:

1. *Media Space (Media Space)*

Media space used in study This is several post Instagram account @edy_rahmayadi which contains content publication around issue development infrastructure in North Sumatra. Researcher in matter This ensures that the media space used in studying this, that is The Instagram account @edy_rahmayadi is an account that has credibility as representation from figure Governor of North Sumatra, Edy Rahmayadi. Credibility That proven by researchers through observation of initial work carried out by the researcher who discovered that account the letter was verified official by Instagram, the researcher met one of them straight away team manager's Instagram account @edy_rahmayadi which is official Work under under the auspices of the Communications and Informatics

Service North Sumatra Province. Research results disclose that every post themed issues infrastructure on the Instagram account @edy_rahmayadi is managed in a way organized by a team existing social media manager _ under the field Management Information Public Communication and Informatics Service North Sumatra Province, numbering 6 people, consisting of content creators, photographers, videographers, writers, admins or copywriters, and content analysts.

2. Media Document (Media Archive)

Recorded media documents in study This shaped the narratives conveyed in each @edy_rahmayadi's themed Instagram post development infrastructure and some netizen comments as form response from the public to narrative content delivered in each _ Instagram post @edy_rahmayadi. As conveyed by Nasrullah (2020), researchers at the level of analysis see context as A text and the meaning contained in the content produced and published on the Instagram account @edy_rahmayadi. The text in question Not only represents opinion or netizens' opinions but also shows ideology, setting behind social, outlook politics, uniqueness culture, up to represent identity from the community.

Research result disclose that some narrative delivered by Edy Rahmayadi related to development infrastructure in North Sumatra tends to display information around project development infrastructure that has been carried out by the government North Sumatra province normative, among others that is project multiyear development roads and bridges worth IDR 2.7 trillion, construction of the North Sumatra Great Mosque which is located next to it office Governor of North Sumatra, development SMA/SMK infrastructure in several districts/cities in North Sumatra, development North Sumatra Sports Center area in the Village Sena, Batangkuis, Deliserdang as preparation towards PON XXI in 2024 in North Sumatra, and so on.

3. Media Objects (Media Objects)

Logged media objects in study This is seen from the intensity of activities and interactions of netizens and between netizens in each post. Visible response _ in every post that's what happened deep media objects study This is form amount impressions (views), likes (likes), the number following accounts _ Instagram account @edy_rahmayadi and successful context researcher identification of the underlying motives of netizens comment on each post that includes background behind social, employment, educational status, etc trend politics.

4. Experience (Experiential Stories)

Aspect experiences (experiential stories) in research This includes motives, effects and connected benefits that connect the reality that occurs in the digital world with the world of reality (reality) on the ground. Researchers on aspects This find that space interactions that occur in the column comments on each post Instagram account @edy_rahmayadi which contains information around development infrastructure basically _ based on conditions the reality that occurs in society, especially by netizens who complain condition infrastructure in the

environment or their respective regions. Researcher got several comments from netizens who complained in a way directed a number of condition infrastructure that occurs in several areas in North Sumatra, for example as conveyed by the Instagram account @bidan_eka who conveyed condition road in Pematang Bandar Serbalawan Simalungun complied _ experience Already tens year in condition damaged or not Once repaired by the government.

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings and discussion of the research, the researchers drew the following conclusions:

- 1) The ethical behavior of communicating by netizens on the Instagram account @edy_rahmayadi is formed by several aspects which also become motives that are motivated by social background (age, religion, ethnicity, race, etc.), then aspects of political interests, professional interests, and groups that have direct offense. with infrastructure development problems in North Sumatra, as well as other aspects related to current conditions occurring in the field, for example, the rise in cases of robbery, robbery, drug trafficking, and so on. Based on the findings in this research, it can be concluded that netizen comments on the Instagram account @edy_rahmayadi still tend not to violate ethics both descriptively, normatively, and philosophically. Likewise, if it is related to Law No. 19 of 2016 as an amendment to Law No. 11 of 2008 concerning Electronic Information and Transactions (UU ITE), which contains five articles regulating social media ethics, none of the five articles has been violated by netizens in Instagram account @edy_rahmayadi, the ridicule or joke in question is still in the context of criticism, not leading to an ethical violation.
- 2) The construction of the motives that underlie the delivery of netizen narratives in each post on the @edy_rahmayadi Instagram account is largely motivated by differences in political attitudes among netizens, apart from that it is also influenced by other aspects such as social background (religion, race, ethnicity, etc. others), educational status, gender, age, domicile of residence, and group interests such as organization, profession, job and so on. The differences in netizens' motives in commenting are also strengthened by insight data which shows detailed segmentation regarding netizens' social backgrounds, including location, age, gender, and interests. The formation of the segmentation of netizens who follow the @edy_rahmayadi Instagram account certainly influences netizen interaction patterns in every post on the @edy_rahmayadi Instagram account and indirectly shapes the construction of netizens' motives in conveying their comments.

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