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About the Journal

OTORITAS : Jurnal Ilmu Pemerintahan, with registered number ISSN 2088-3706 (Print), ISSN 2502-9320 (Online), is an internationally peer-reviewed open access journal published triannual in April, August and December by Department of Government Studies, Faculty of Social and Political Sciences, Universitas Muhammadiyah Makassar in collaboration with Muhammadiyah's College Association of Government Studies (AIPPTM) and Asia Pacific Society for Public Affairs (APSPA).

OTORITAS : Jurnal Ilmu Pemerintahan aims to publishes significant and cutting-edge research drawn from all areas of politics and governmental studies and promotes scholarly, theoretical, pragmatic, and contemporary research, which makes a clear conceptual and methodological contribution to existing international literature.

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OTORITAS : Jurnal Ilmu Pemerintahan Starting from 2018, we collaborated with Asia Pacific Society for Public Affairs (APSPA) on the publication and has been accredited by National Journal Accreditation (ARJUNA) Managed by Ministry of Research, Technology, and Higher Education of Republic Indonesia.

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Otoritas: Jurnal Ilmu Pemerintahan (Journal of Political Science and Government) promotes scholarly, theoretical, pragmatic, and contemporary research, making a clear conceptual and methodological contribution to existing international literature. Its spesific aim is to enhance the broad scholarly understanding of governance, public administration, public law, religion and politics, comparative politics, and democratic institutions in emerging countries.

Otoritas : Jurnal Ilmu Pemerintahan (Journal of Political Science and Government) is committed to disseminating rigorous, high-quality research and debate with a scientific influence on the international society. To that purpose, the Editorial team follows a meticulous editorial procedure, bringing the most sophisticated research on modern politics and governance to the academic community and policymakers. The journal is online and has open access, and its internal publication procedure enables it to distribute its research findings internationally promptly.

Editorial Board

Table of Contents

Developing e-government policy through social media platform in Makassar city, Indonesia

Yusmanizar[1*], Nur Alim Djalil[2], Yulhaidir[3], Alyas[4]

[1,2,3] *Department of Communication Studies, Universitas Fajar, Indonesia*

[4] *Department of Public Administration, Universitas Muhammadiyah Makassar, Indonesia*

Trade finance evolution: a comparative study of regulatory reforms in factoring policies for SMEs in India and China

Amit Kumar Kashyap[1*], Simran Lunagariya[2]

[1] *Centre for Corporate Law Studies, Institute of Law, Nirma University, India*

[2] *Peter A. Allard School of Law, University of British Columbia, Canada*

The impact of innovation policy and the bureaucratic structure reform of organizational citizenship behavior (OCB) of the government agencies in Padang city, Indonesia

Haira Zulfia[1*], Syamsir[2]

[1, 2] *Department of Public Administration,Universitas Negeri Padang, Indonesia*

Successes and failures of conflict governance: Lessons from Aceh, Indonesia and Moro, Philippines

Muhammad Nasir Badu[1*], Syafhendry[2], Christine B. Tenorio[3]

[1] *Department of International Relations, Universitas Hasanuddin, Indonesia*

[2] *Department of Government Science, Universitas Islam Riau, Indonesia*

[3] *Departement of Public Administration, Bukidnon State University, Philippines*

Navigating digital platforms: a comparative study into Turkish political communication strategies on tiktok and twitch

Canan Uyumaz[1*], Md. Nazmul Islam[2,3,4,5]

[1] *Department of Media and Communication Studies, Faculty of Communication, Ankara University, Ankara, Turkey*

[2] *Department of Political Science and Public Administration, Faculty of Political Science and Türkiye, Asia, and Indo-Pacific Studies (TAIPS), Institute of International Relations and Strategic Research (ULİSA), Ankara Yildirim Beyazit University, Turkey*

[3] *Department of Media Management, Faculty of Social Sciences, Media and Communication, University of Religions and Denominations, Iran*

[4] *Department of Media and Communication Studies, Faculty of Communication, Ankara University, Ankara, Turkey*

[5] *Jimmy and Rosalynn Carter School for Peace and Conflict Resolution, George Mason University, USA*

COVID-19 pandemic and population density problem in Indonesia: transmigration policy as an alternative program

Arifin Saleh[1*], Rizal Khadafi[2], Achmad Nurmandi[3], Mujahiddin[4], Agung Saputra[5], Soritua Ritonga[6], Sigit Hardiyanto[7]

[1,4] *Department of Sosial Welfare, Universitas Muhammadiyah Sumatera Utara, Indonesia*

[3] *Jusuf Kalla School of Government, Universitas Muhammadiyah Yogyakarta, Indonesia*

[2,5] *Department of Public Administration, Universitas Muhammadiyah Sumatera Utara, Indonesia*

[6] *Department of Public Administration, Universitas Muhammadiyah Tapanuli Selatan, Indonesia*

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Introduction: Introduction consists of (in sequence) general background, state of the art as the basis for the scientific novelty statement of the article, scientific novelty statement, and research problem or hypothesis. In the end, introduction should mention the purpose of article review. Literature review is not allowed in the scientific article format, so it is replaced by the state of the art to prove the novelty of the article.

Research Methods: Method is implemented to solve problems, including analytical method. The method used to solve the research problems is described in this section.

Results and Discussion: This section consists of results and discussion. Every result should be supported by sufficient data. Then, result should be able to answer the research question or hypothesis stated earlier in the introduction.

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Political communication of the Prime Minister of Malaysia Anwar Ibrahim on Twitter

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Abstract

Globalisation, information, and communication technology have changed human communication. The internet gave birth to social media and a new communication trend. Digital, such as computer-mediated, communication replaces traditional communication. Face-to-face communication can now be done via social media, which blurs space and time. The benefit is that social media is not controlled by mainstream media, which decides what to publish. Social media lets any communication actor broadcast messages to the public at any time. Some communication actors are government officials, or political actors. Anwar Ibrahim, the prime minister, wants to build political trust and support through vertical and horizontal political communication. Anwar Ibrahim regularly uses Twitter to engage with residents, show his actions, and express his attitude, commitment, and government vision. Politicians must adjust to social media's power. This study uses Nvivo 12 Pro for social media analysis. According to Nvivo, Anwar Ibrahim's political communication concentrated on his actions, government matters, political affairs, and maintaining his relationship with citizens and the king.

Keywords: *political communication, twitter, Anwar Ibrahim, new media, netizens*

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Introduction

The advent of information and communication technology has resulted in significant transformations across several domains of human existence, including traditional modes of communication (Bahrini & Qaffas, 2019). The advent of digital media has facilitated the emergence of social media platforms, thereby undermining the hegemony of traditional mainstream media. The proliferation of social media platforms, including Facebook, Twitter, Instagram, and YouTube, has emerged as a prominent medium for the dissemination of information (R et al., 2020; Topf & Williams, 2021). The utilisation of social media platforms facilitates a growing level of interactivity and heightened intensity in communication between message senders and recipients.

Regarding the realm of political communication, there has been a noticeable trend wherein political actors are progressively afforded the means to build direct and intimate lines of communication with the broader population. This shift has resulted in a decreased reliance on the traditional performance of major mass media as the sole conduit for disseminating information. Social media platforms have relinquished complete authority to political players, enabling them to showcase their messages and political sentiments

according to their personal preferences and mannerisms. In contrast to the historical period preceding the emergence of the internet, during which the mass media held authority over information regulation (Gil de Zúñiga et al., 2020; Gilardi et al., 2022; Papakyriakopoulos et al., 2020).

Communication plays a vital role in the relationships between political leaders and citizens, serving as a crucial conduit that fosters connection and engagement. Social media serves as a communication medium facilitating ongoing connectivity between political leaders and citizens. This chapter explores the implications of political communication for democracy, offering a fresh viewpoint on the subject. Social media platforms, like Twitter, Facebook, Instagram, and Youtube, provide significant capabilities for reaching and establishing connections among individuals on a global scale. The utilisation of social media platforms possesses a significant yet untapped potential to foster and enhance the development of social capital (Fenton et al., 2023; Hidayati, 2021; Soh et al., 2022).

The proliferation of political activities, including face-to-face interactions with a restricted audience in a singular venue, such as speeches, has been facilitated by the widespread use of social media platforms, enabling their dissemination across diverse global locations. Social media platforms, like Facebook, Twitter, Instagram, and YouTube, have the capacity to significantly amplify the dissemination of messages and enhance their effectiveness within the digital realm (Kubin & von Sikorski, 2021; Puspa Hestianti et al., 2021). Each of these social media platforms exhibits distinct traits and features in order to captivate the attention of users inside the realm of social media. YouTube provides a wider range of features in terms of visual and auditory presentation. WhatsApp focuses on catering to the specific user category that engages in direct and interactive communications. Facebook is a popular platform that is extensively utilised by individuals seeking entertainment and engaging in commercial activities such as buying and selling. In contrast, Instagram places greater emphasis on its visual components. In the pursuit of enhancing user experience, Twitter has adopted a strategic approach aimed at providing its consumers with relevant information that showcases popular and widely shared content. (Khayyat, 2016).

Twitter users globally continue to increase. As reported by dataindoneisa.id (2022), global Twitter users reached 830 million as of the second quarter of 2022, with a total of 237.8 million daily active users who can be monetized on Twitter. The following is the development of Twitter users in the last 5 years, from 2018 to the second quarter of 2022.
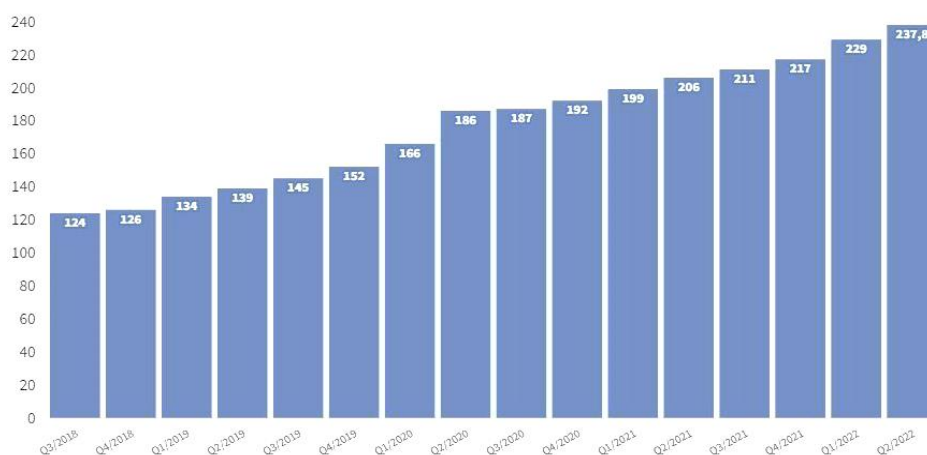
Figure 1. Number of twitter users in the world
Source : twitter

Twitter is a digital platform that is increasingly playing a role in the process of political communication (Riski & Budiarsa, 2020) which creates opportunities for political leaders to carry out political communication. The role of social media as a political communication channel is very strategic in bridging the interaction between political actors and citizens. Through social media, leaders receive and respond to people's aspirations. Political communication on social media can foster a culture of participation, aspirations, and closeness without any space and time limitations (Hidayati, 2021).

Sunarsono stated that the most widely used social media for political communication is Twitter (Setiawan & Nurmandi, 2020). This can be seen from the activeness of world leaders using Twitter to communicate with their people. State leaders exert a very wide influence through the use of the Twitter platform. Communications agency BCW Global has identified the world's most influential leaders on Twitter. Indian Prime Minister Narendra tops the list of the most influential country leaders on Twitter, followed by United States President Joe Biden, then Turkish President Recep Tayyip Erdogan.

In the following, the top 10 most influential world leaders on Twitter.

Figure 2. Top 10 influential world leaders on Twitter
Source : BCW Twiplomacy

The country's leaders have millions of followers on their respective Twitter accounts. Based on twiplomacy data (2021) taken December 4, 2022, the five country leaders who have the most followers on Twitter are Narendra Modi, the Prime Minister of India (107.8 followers), the 266th Pope Francis or Pope Francis (52.2 million followers), President of the United States Joe Biden, (39 million followers), President of Turkey Recep Tayyip Erdogan (39 million followers) and President of Indonesia Joko Widodo (26 million followers).

The facts about the activities of world leaders and other political figures show the increasing relevance of political communication on social media. This is also a sign of a fundamental change in political communication channels, from traditional political communication to more modern political communication (Alim & Rahmawati, 2021). For this reason, it is interesting to examine the use of Twitter social media accounts for political communication. Therefore, the problem of this research is how Anwar Ibrahim's political communication is on Twitter.

The 10th Prime Minister of Malaysia is one of the country's leaders who actively use Twitter to convey messages and political expressions. This research focuses on Anwar Ibrahim's political communication through Twitter. Therefore, the research aims to see and

understand Anwar Ibrahim's political communication on Twitter. The content of every message that Anwar Ibrahim tweets will influence the formation of public opinion and mobilize political support. To understand this by analyzing the content of the message as a form of Anwar Ibrahim's political communication.

Anwar Ibrahim was selected as the subject of investigation due to his dual role as a prominent political figure actively engaged on the social media platform Twitter, as well as his remarkable achievements and trajectory within the political sphere. Over the course of the past thirty years, Anwar Ibrahim has encountered numerous challenges throughout his political trajectory. The individual in question can be described as a protege of the esteemed Mahathir Mohamad, having undergone a period of incarceration before afterwards assuming the role of an opposition leader. Eventually, he ascended to the highest level of authority as the 10th Prime Minister of Malaysia.

The King of Malaysia, Raja Al-Sultan Abdullah Sultan Ahmad Shah, appointed Anwar Ibrahim as prime minister on Thursday 24 November 2022. Nine days later, Anwar Ibrahim announced the members of his cabinet, on Friday 2 December 2022. The interval between his nomination as prime minister on Thursday 24 November 2022 and the unveiling of his cabinet members, Friday 2 December 2022 will be the time of this inquiry.

Research Method

The research was carried out on the Twitter account @anwaribrahim, thereby establishing the individual as the unit of analysis in this study. This study aims to examine the textual and communicative practises employed by Anwar Ibrahim as a means of political communication, commencing from his appointment as the 10th Prime Minister of Malaysia by King Al-Sultan Abdullah Sultan Ahmad Shah, and extending until the formation of Anwar Ibrahim's cabinet.

The focus of this research is Anwar Ibrahim's political communication in cyberspace or without having to meet face-to-face with residents. This research uses a qualitative approach with detailed exploration and description. Qualitative research involves interpretive and naturalistic approaches to seek to understand or interpret phenomena in terms of the meanings that people give to them (Aspers & Corte, 2019). The study was started by collecting data (data collection) which was carried out in a "cross-sectional" manner, namely the research dataset was collected all at once which was the result of one shot (one snapshot) at a certain time. Retrieval of data sets is done by crawling data using the Twitter API (Application Programming Interface). Through the use of the API, it opens access to interact with existing data on Twitter, such as tweet data, user id, location, time of tweet creation, and others.

To take advantage of the Twitter API, use allmytweet.net. Data is collected with the account keyword @anwaribrahim accompanied by the determination of the beginning of the tweet and the end of the tweet. Crawling data is a technique for collecting information on websites or social media. Crawling works automatically, where information is collected based on keywords provided by users (Ramdhani et al., 2019). Furthermore, the data analysis stage in this study used the Nvivo12 Pro analysis tool. The dataset obtained from the crawling stage on Twitter was analyzed by mapping Anwar Ibrahim's main thoughts through his tweets on Twitter during his appointment as Prime Minister until Anwar Ibrahim formed his government cabinet. The data is processed using Nvivo12 Pro and then displayed in the form of a chart visualization. Nvivo12 Pro enables researchers to systematically analyze and document data. As a digital media platform, Twitter provides programmatic access to its

database, which can be obtained through the use of software such as Nvivo (Alim & Rahmawati, 2021). NVivo stands for NUD*IST and Vivo. NUD*IST (Non-Numerical Unstructured Data Indexing Searching and Theorizing) is software for the development, support, and management of qualitative data analysis projects. Vivo is taken from in-vivo, a term from grounded theory research experts Strauss and Glasser, which means coding based on real, live data experienced by participants in the field. The subsequent phase involves the process of interpretation and drawing conclusions, which encompasses the evaluation of results and the validation of data obtained through the analytical method, followed by the subsequent interpretation and formulation of conclusions. The analysis of the findings offers a comprehensive summary of future research directions pertaining to the research outcomes. (Ramdhani et al., 2019).

Results and Discussion

Around the particular day of Sunday, December 4, 2022, at 12:00 AM, Anwar Ibrahim utilised his Twitter account to disseminate a message, indicating the continuation of his engagement with the community through online platforms. His tweet contains clarification following the many complaints about him starting to rarely answer tweets due to his increasing responsibilities. The full tweet is as follows: *"Many complain that I rarely answer tweets. Responsibilities are increasing - but I still follow comments from friends on Twitterjaya. InshaAllah, I will try to find space and reply to all of my friends' tweets."*

The exhibited answer by Anwar Ibrahim indicates the presence of interactive engagement between Anwar Ibrahim and Twitter users. Despite holding a position of state leadership and political prominence, Anwar Ibrahim does not confine his communication with the public just to the Twitter platform. In contrast, Anwar Ibrahim established a Twitter account with the handle @anwaribrahim in order to engage with online users. The advent of social media has facilitated the ability of political leaders to establish connections with a diverse range of individuals, regardless of geographical constraints. Social media platforms provide users with a versatile means of communication.

Anwar Ibrahim is a political figure who actively uses Twitter to convey his political messages and expressions. Anwar Ibrahim has an official Twitter account, namely @anwaribrahim, and has been active since 2007. Based on data taken on Tuesday 6 December 2022, the Twitter account @anwaribrahim has recorded a total of 1,713,065 followers and follows 12,785 accounts of other users. During that period, Anwar Ibrahim sent 99 tweet messages (tweets). His tweets then received 285,438 retweets, 19,186 tweet quotes, 17,341 comments, and 955,387 likes.

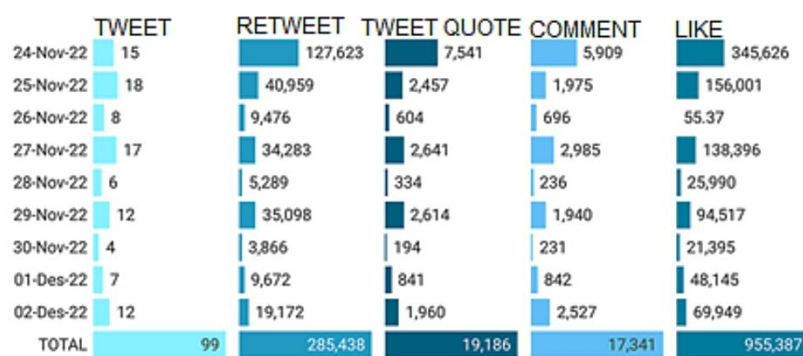|	TWEET	RETWEET	TWEET QUOTE	COMMENT	LIKE
24-Nov-22	15	127,623	7,541	5,909	345,626
25-Nov-22	18	40,959	2,457	1,975	156,001
26-Nov-22	8	9,476	604	696	55.37
27-Nov-22	17	34,283	2,641	2,985	138,396
28-Nov-22	6	5,289	334	236	25,990
29-Nov-22	12	35,098	2,614	1,940	94,517
30-Nov-22	4	3,866	194	231	21,395
01-Des-22	7	9,672	841	842	48,145
02-Des-22	12	19,172	1,960	2,527	69,949
TOTAL	99	285,438	19,186	17,341	955,387

Figure 3. Anwar Ibrahim's tweet count and twitter user response
(Period November 24 - December 2, 2022)
Source : twitter, 2022

The data illustrates the level of activeness of Anwar Ibrahim on social media Twitter. Anwar Ibrahim never goes a day without tweeting. The contents of the message written by Anwar Ibrahim focused on his daily activities, thanking state leaders, thanking the King of Malaysia, the vision of the government to be carried out, his attitude, and personal commitment. Even Anwar Ibrahim also retweeted a number of tweets from Twitter users.

Anwar Ibrahim uses Twitter to disseminate various activities as prime minister and to penetrate information about his vision and commitment to running his government. Various agenda activities are conveyed openly so that the message is multiplied to the wider community. This is illustrated by his 99 tweets being retweeted 285,438 times, getting 19,186 tweet quotes, 17,341 comments, and 955,387 likes.

Not only distributing information unilaterally regarding his activities since being appointed prime minister, but Anwar Ibrahim also supports several netizens' tweets by retweeting directly without providing additional comments. Interestingly, Anwar Ibrahim seems to pay special attention to issues related to the use of Capal by retweeting @saipolyazan383, @TechieKitteh, and @_nsyakinah tweets. One account, namely @_nsyakinah, tweeted about the Prime Minister wearing sandals at work, then this was retweeted by Anwar Ibrahim. Here is the tweet:

> *RT @saipolyazan383: Young people's TikTok says that if they draw PH, girls will have to wear skirts to go to school. This young man doesn't know... Nov 25, 2022*
> *RT @TechieKitteh: @_nsyakinah It's not slop (slipper), it's capal, part of the traditional attire of Malay ethnic culture, along with... Nov 25, 2022*
> *RT @_nsyakinah: guys. i know what chappal is. i am actually indian and malay and muslim and malaysian. I say sandals because of the vibes and... Nov 25, 2022*
> *RT @_nsyakinah: The Prime Minister of Malaysia himself wears sandals to work and takes them off for comfort and goes barefoot when running... Nov 25, 2022*

Capal is a traditional footwear and is inherited from the Malay people. Capal was popularly used by Malays in Malaysia around the 1980s. Unfortunately, capal is rarely worn and tends to be forgotten by the Malay generation in Malaysia. Anwar Ibrahim's retweet about capal shows the serious attention Anwar Ibrahim pays to the importance of preserving Malay culture.

Apart from the issue of using capal, Anwar also retweeted tweets congratulating him by Malaysian institutions and media. The tweets included the accounts @bernamadotcom, @beritaartm, @nybooks, @MalaysiaMFA and @CICWatSU. The @bernamadotcom, @beritaartm and @nybooks accounts are media portals, while the @MalaysiaMFA account belongs to the Ministry of Foreign Affairs of Malaysia. The @CICWatSU account belongs to the Center for Islam in the Contemporary World.

Anwar Ibrahim's retweets on the media portal show a high awareness of the position and important role of the mass media as a political communication channel. These media portals influence forming opinions and have their respective target audiences. The choice of media tweets to be retweeted also illustrates the harmonious relationship between state leaders and the mass media. In this context, it is a sign that Anwar Ibrahim has received support from the media (press) as one of the pillars of democracy. The press plays a role in facilitating political discourse and public opinion between the government and the people. As stated by communication expert Dennis McQuail from England, the press is one of the

four pillars of democracy, apart from executive, legislative, and judicial institutions (Nor et al., 2022; Polyák, 2019).

Anwar Ibrahim also retweeted the account @barartm which conveyed the prohibition from the Assembly of Kings to spread incitement to hatred. The retweet shows Anwar Ibrahim's political stance to combat incitement to hatred against race and religion. In the era of social media where information is abundant, opportunities for incitement and hate speech are also wide open. This opportunity arises because everyone is a consumer and a producer of information. So that the decision to select the information to be broadcast is in the hands of each social media user.

The following is a tweet by @beritaartm which was retweeted by Anwar Ibrahim as follows:

> *RT @beritaartm: November 30 - The Majlis of the Kings leads to religious incitement, religion is banned as well - https://t.co/HZ41Rt1aOx Nov 30, 2022 immediately @ISTANANEGARA_...*

Since being appointed prime minister to the inauguration of members of his cabinet, the themes conveyed by Anwar Ibrahim through his Twitter account can be classified in the following diagram:
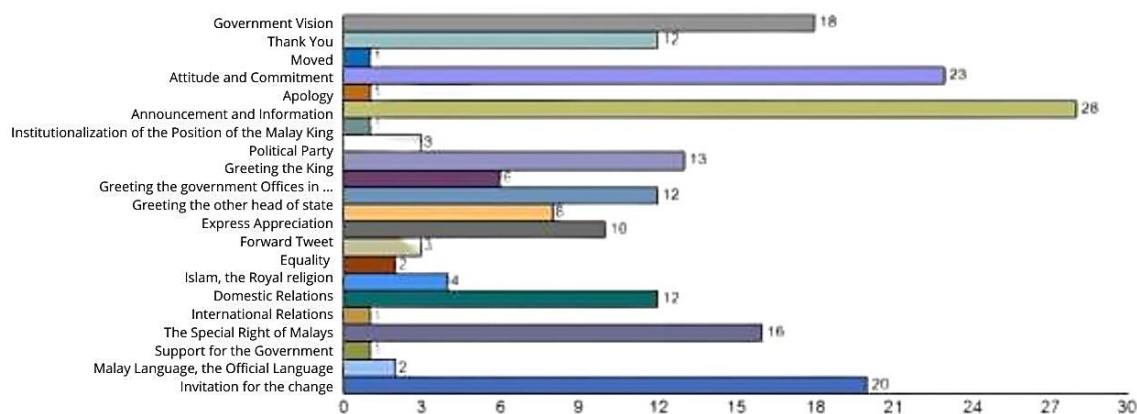
Figure 4. Anwar Ibrahim's Main Idea Mapping on Twitter (Period November 24-December 2, 2022)
Source : twitter

As the country's leader who just ascended the throne, it seems that Anwar Ibrahim is very active in showing his existence through social media. Based on an analysis of Anwar Ibrahim's tweet activity processed with Nvivo 12 Pro, it is clear from his thoughts that stand out such as his attitude and commitment, his government's vision, his greetings to the Malaysian king, and also his optimistic views on relations between countries and thanks for congratulating him on his appointment as Prime Minister. Not only that, but other tweets also simply convey notifications of planned activities and announcements to the public.

The tweet containing the activity agenda shows Anwar Ibrahim's awareness of the need for public information to find out what he is doing after being appointed prime minister. Anwar Ibrahim appears as a contemporary politician who reproduces himself in the structure of digital modernity through social media. In this discourse, Anwar Ibrahim consolidated himself as a leader who seeks to answer the people's desires and expectations. This communication interaction will not only generate popularity but will also have a great opportunity to increase political support. Intense interactions can raise a positive image and

sympathy from the public toward political actors. This can be seen from a large number of retweets, tweet quotes, comments, and likes on Anwar Ibrahim's tweets. Anwar Ibrahim tweeted 99 times and received 285,438 retweets, 19,186 tweet quotes, 17,341 comments, and 955,387 likes.

Anwar Ibrahim's tweets are not only limited to announcements and agendas of his activities. His stance and commitment as prime minister as well as the vision of his government also stand out in his tweets. An analysis conducted using the Nvivo 12 Pro, obtained several tweets showing Anwar Ibrahim's attitude and commitment, including refusing to use a Mercedes S600 type official vehicle to refusing to accept a salary as prime minister. In his various tweets, Anwar also emphasized that he would run the government with full responsibility for the welfare of the people.

These attitudes and commitments are often referred to as political marketing, namely promises made by political actors to their audiences. These promises usually concern the vision and mission of political actors as well as their attitudes and commitments (Baihaqi et al., 2022; Handika & Azmi, 2020; Saeed & Ilkhanizadeh, 2021). For the public, the level of acceptance and trust in these commitments can be measured based on their rationality, which includes the opportunity to be applied in real terms, the existence of resource support, containing human values, and reflecting national ideology.

Some of Anwar Ibrahim's tweets showing the attitude and commitment and vision of his government are as follows:
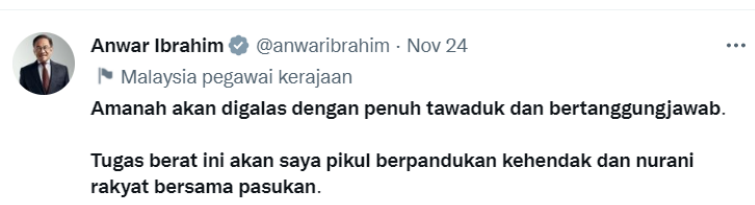
Figure 5. Anwar Ibrahim's Tweet
Source : twitter

The government's vision and mission as well as Anwar Ibrahim's political stance were described in his first official statement. Starting from his commitment to maintaining existing institutions such as the Malay language as the official language, Islam as the official state religion and the privileges given to Malays without marginalizing the rights of the Chinese, Indians, ethnic Sabah, and Sarawak and other Native Cultures to his attitude refused to accept the salary of prime minister.

The entire contents of his first political statement were not tweeted at once by Anwar Ibrahim. His political statement was tweeted out serially by @anwaribrahim on November 24, 2022, due to the limitation of text characters by Twitter in one tweet, which is only a maximum of 280 characters. A series of tweets containing the contents of his political statements show the importance of the role of social media in the eyes of Anwar Ibrahim. When holding a press conference and delivering his first official press statement, dozens of media were present to report his statement.

The presence of dozens of mass media who wanted to report on his political statement as prime minister did not stop Anwar Ibrahim from tweeting the statement on social media, even though it had to be done serially. In this context, Anwar Ibrahim places social media as having a role that is no less important than the mass media in disseminating information. Social media and mainstream mass media have different characters and their respective target audiences. Social media can amplify the message to be multiplied (Arrigo et al., 2021; Saragih & Harahap, 2020; Stepanov, 2021).

Based on the results of the analysis using Nvivo 12 Pro, it is also known that Anwar Ibrahim is also good at building personal relationships with Malaysian domestic officials, political parties in Malaysia, the King of Malaysia, and leaders of other countries. Malaysia itself adheres to a monarchy constitutional system with nine states. The kings are alternately elected by the royal family to rule for five years.

Through the @anwaribrahim account, greetings of respect and thanks are always conveyed by Anwar Ibrahim to the King of Malaysia, King Al-Sultan Abdullah Sultan Ahmad Shah, and other state leaders. This is the case with other Malaysian domestic officials, as well as political parties that are expected to support their government. Anwar Ibrahim is the 2nd President of the People's Justice Party (PKR) and led a coalition called Pakatan Harapan, which won a majority of 82 votes in the Malaysian elections on November 19, 2022. Meanwhile, his rival, former Malaysian Prime Minister Muhyiddin Yassin, who led the Perikatan Nasional coalition, only received 73 votes.

Among Anwar Ibrahim's tweets which contain respect and gratitude to the King of Malaysia and domestic officials and political parties in Malaysia, are as follows:

Upholding the love of KDYMM Seri His Majesty the Agong, Al-Sultan Abdullah Ri'ayatuddin AlMustafa Billah Shah Ibni The late Sultan Haji Ahmad Shah Al-Musta'in Billah for his permission to receive patik facing this evening.

Upholding the love of Duli His Majesty Sultan Ibrahim Ibni the late Sultan Iskandar, Sultan who is the Lord for the Land and Colonial Conquest of Johor Darul Ta'zim for his permission to receive a patik mengadap today.

Datuk Seri Panglima Hajiji Noor and GRS gave their full support to the Unitary Kingdom led by me, and I certainly applaud and appreciate this support for the interests of the country's kingdom and the welfare of the people of Sabah.

I also announce that the Sabah People's Association (GRS) will officially join my Kingdom of Unity leadership, and this brings the total government support to 2/3 of the Parliament

God willing, the relationship between the royal alliance and Sarawak will surely be closer and strengthened in the plan to develop a better and more skilled Malaysia.

The Sarawak Party Association or GPS is one of the pillars that make up the Unity Kingdom that I am driving.

This morning I received a visit from Sarawak Prime Minister Abang Abdul Rahman Zohari Abang Openg with his entourage at home.

Likewise, greetings of appreciation and gratitude were conveyed to the leaders of the countries who congratulated him on his inauguration as prime minister. Greetings to state leaders are not just mentioning their names, but mentioning *directly* through the Twitter accounts of the leaders of the countries concerned. This is also a sign that the leaders of other countries are also actively using the Twitter platform as a medium for political communication.

Some of Anwar Ibrahim's tweets to state leaders who congratulated him, are as follows:

Thank you, President of Indonesia, Mr. Joko Widodo, for being the first head of state to contact me thinking about the anniversary.

Thank you President @bongbongmarcos for the best calls and prayers. As the founding fathers of ASEAN, our two countries have always enjoyed strong cooperation in bilateral, regional and multilateral forums

I also received phone calls from the Prime Minister of Singapore Lee Hsien Loong and the Sultan of Brunei KDYMM Paduka Seri Baginda Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah ibni the late Sultan Haji Omar Ali Saifuddien Sa'adul Khairi Waddien who sent congratulations.

Thank you PM @leehsienloong for the call and warm wishes. As close neighbors and partners in ASEAN, Malaysia and Singapore also share a lot in common, an intertwined history and very close and active people-to-people relations.

Thank you PM @narendramodi. India is an important partner for Malaysia. I look forward to working with you to strengthen ties and cooperation in various fields including trade, investment and culture.

Anwar Ibrahim's return to the throne as prime minister has not only caught the attention of the Malaysian people but also the world's attention. Anwar Ibrahim has high popularity and is known as the leader of the opposition. Anwar Ibrahim's political career has shone since the 1990s by becoming deputy prime minister (1993-1998). In 2018, Anwar was also a candidate for prime minister. But in the midst of his three-decade political career, Anwar Ibrahim was jailed on charges of sodomy. This last case has attracted public attention and has contributed to its popularity. Anwar Ibrahim's interaction through his Twitter account @anwaribrahim, is indeed not limited to Malaysia, but also with various citizens spread across several countries. As of December 6, 2022, Anwar Ibrahim's Twitter has more than 1.7 million followers.

Anwar Ibrahim's political communication describes his ethics and politeness, respect, and appreciation for the Malaysian king showing high-level political communication skills. Anwar Ibrahim is a Malaysian politician who has been active in politics for decades. He has been a member of parliament, deputy prime minister, and leader of a political party. During his political career, Anwar Ibrahim has been involved in many different political communications. Here are some examples of political communication made by Anwar Ibrahim:

a. Anwar Ibrahim often gives speeches at political events and campaigns. In his speeches, he frequently addresses political issues that are important to the Malaysian people and conveys his vision for the future of Malaysia.

b. Anwar Ibrahim also frequently appears in the media to give interviews on political issues. In his interviews, he often discusses important issues and provides views and solutions to existing problems.

c. Anwar Ibrahim is also active on social media, including Twitter and Facebook. He often uses this platform to communicate directly with his supporters and convey his political message.

d. Anwar Ibrahim was also involved in political debates with his political opponents. These debates are often broadcast on television and radio and provide an opportunity for Anwar Ibrahim to present his views on political issues.

e. During his political campaigns, Anwar Ibrahim often spoke publicly and held meetings with his supporters. He also frequently speaks to the media to provide insight into his campaign and his vision for Malaysia's future.

Overall, Anwar Ibrahim has used various forms of political communication to state his vision for the future of Malaysia. He uses various platforms to speak directly to the people and fight for important issues related to the interests of society.

As an active politician in Malaysia, Anwar Ibrahim always communicates with various parties, including the king or sultan who holds power in Malaysia. However, due to the nature of secrecy and privacy attached to political communications made with the royal party, it is difficult to know with certainty the political communications made by Anwar Ibrahim with kings or sultans in Malaysia. However, as an experienced politician, Anwar Ibrahim certainly has built good relations with the leaders of his country, including kings and sultans. Anwar Ibrahim has also shown respect and respect for royal institutions in Malaysia. He often conveys important messages in his speeches that emphasize the importance of strengthening relations between the government and the kingdom in an effort to build a better Malaysia.

For example, Anwar Ibrahim delivered a speech before the *Majlis Raja-Raja Malaysia* in 2018, in which he stressed the importance of political stability and strengthening relations between the government and the kingdom. He also expressed his determination to build a Malaysia that is more than just democratic, and highly competitive. Overall, Anwar Ibrahim is a politician who respects royal institutions and builds good relations with leaders in his country, including kings or sultans. However, further information regarding political communications made by Anwar Ibrahim with kings or sultans in Malaysia may be difficult to access publicly due to the secrecy associated with political communications with the royal party.

Likewise, Anwar Ibrahim's political communication skills with leaders of other countries, namely the President of the Republic of Indonesia, Ir. Jokowi. Anwar Ibrahim's political communication with Jokowi: Anwar Ibrahim and Joko Widodo (Jokowi) are two politicians who come from different countries, namely Malaysia and Indonesia. Therefore, as far as I know, There is no concrete information, yet, about political communication carried out by Anwar Ibrahim with Jokowi (Jalli et al., 2019). However, as political leader in neighboring countries, Anwar Ibrahim and Jokowi, of course, own Lots of chances to meet and communicate, in a good manner, officially or unofficially. As a leader in politics, who have visions and missions to advance their respective countries, both -possibly- have to do political communication on important issues for the country and its people.

As, in 2015, Anwar Ibrahim send an open letter to Jokowi, where he called on Indonesia to take action in case of burning degraded forests and land, natural environment. Anwar Ibrahim also stated support for Indonesia in an effort to combat fire-affected forest and land-quality air in Southeast Asia.

Nonetheless, the absence of specific data made it challenging to ascertain and assess the intricacies of the political discourse conducted by Anwar Ibrahim and Jokowi. As a politician hailing from two distinct nations, Anwar Ibrahim and Jokowi are closely associated and engage in many forms of political communication, both directly and indirectly, with the aim of improving the state and society within the Southeast Asia area.

Conclusion

This research proves that Anwar Ibrahim adeptly employs the Twitter platform as a pivotal instrument for political communication. The Twitter account belonging to Anwar Ibrahim, @anwaribrahim, consistently shares tweets that cover a diverse array of subjects. These include updates on his daily endeavours, the goals and objectives of his government, his personal beliefs and dedication, as well as his interactions with leaders from different

nations. This active engagement on social media exemplifies his dedication to reaching a wide-ranging audience. Anwar Ibrahim effectively utilises both vertical and horizontal communication tactics, so establishing connections not just with the general public but also actively engaging with peers and leaders on an international scale. The tweets posted by Anwar Ibrahim on his Twitter account, @anwaribrahim, garner significant attention from a global audience, illustrating the platform's reach beyond national boundaries. Social media, especially Twitter, has proven to be a powerful tool for fostering bilateral communication, allowing Anwar Ibrahim to connect with citizens both within and beyond Malaysia. It is evident that Anwar Ibrahim strategically positions social media as a primary means of political communication while recognizing and maintaining the role of mainstream mass media. His adept use of social media not only amplifies his political statements but also augments the dissemination of information by the mass media, emphasizing Twitter's pivotal role as a channel for direct communication between the government and the public.

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