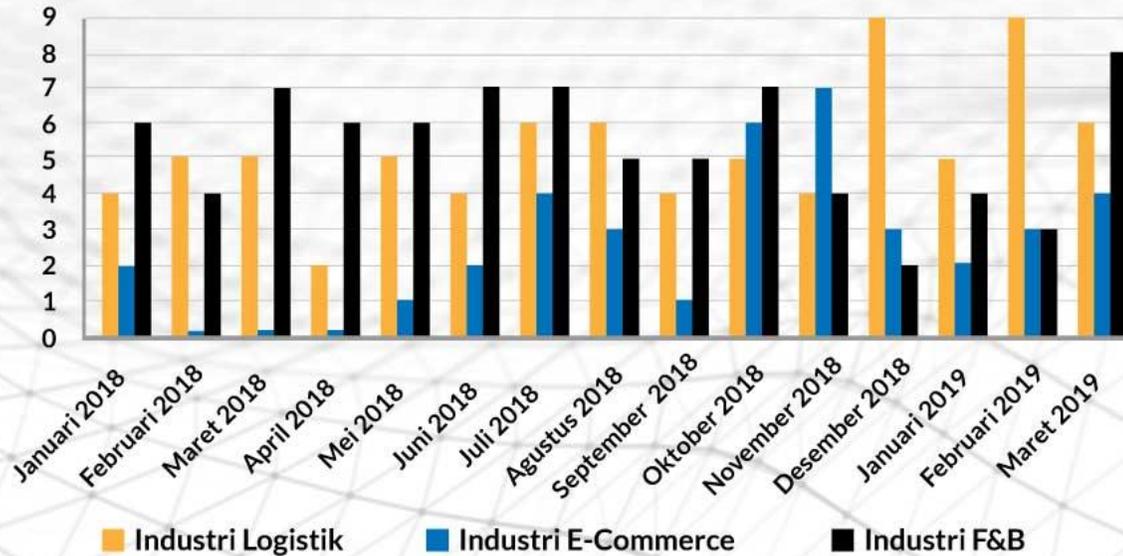


PENGARUH PEMILU 2019 TERHADAP INDUSTRI

Berdasarkan hasil diskusi Twitter Indonesia dalam event #RamaiDiTwitter, politik adalah topik yang paling ramai dibahas oleh netizen Indonesia mulai pertengahan 2018 hingga awal 2019. Hal ini bisa berdampak pada brand-brand Indonesia ketika ingin menjalankan campaign di Twitter.

Jumlah hashtag campaign dari beberapa Industri dalam periode kampanye politik



Industri Logistik
40%



Industri E-Commerce
19%



Industri F&B
41%

- **Crisis:**

A retail brand is rumored to be providing a promo to customers who shout out the tag line of support for one of the presidential candidates. This issue gets a response from other candidate support groups and has the potential to trigger unwanted movements on social media.

- **Solution:**

Using our social media listening tools and our analyst team, we immediately monitor every conversation related to this issue on various social media platforms and categorize each conversation based on their sentiments so as to prevent the development of unwanted issues.

- **What we do:**

We define the corresponding keyword to keep all conversations related to this issue captured by our tools. We track who first posted this issue, whose posts were most widely distributed and how netizens responded to the issue. We track on which social media platforms the most issues are spread so that we can analyze the right communication to stop the issue from spreading.

- **Our Findings:**

Not a few netizens were skeptical of the issue and stated that the issue was a hoax. We found similar photos on old news as evidence that the photos that were distributed on the issue had been edited before.

- **Results:**

Before reaching thousands of conversations, this issue dropped rapidly along with the active team of the Brand admin account responding to netizens' questions related to the issue.

- **Crisis:**

A Brand from logistic industry is reported to stop their delivery service by using air cargo. In February 2019, this issue was first reported by an online news, which published an official statement of brand's CEO mentioned their airline's partner has increased the airline cargo rates with high price and had to switch the shipment from air to road temporarily.

- **Solution:**

Using our social media listening tools and our analyst team, we immediately monitor every conversation related to this issue on various social media platforms and categorize each conversation based on their sentiments so as to prevent the development of unwanted issues.

- **What we do:**

We define the corresponding keyword to keep all conversations related to this issue captured by our tools. We track who first posted this issue, whose posts were most widely distributed and how netizens responded to the issue. We track on which social media platforms the most issues are spread so that we can analyze the right communication to stop the issue from spreading.

- **Our Findings:**

The headline of that news was just a clickbait as the full content stated a different issue. We found out that this issue 64% has been linked to political matters and 36% of the issue was directly to Brand. This issue was mostly discussed on Twitter. As we know, in 2019, Twitter is a platform that used by the political supporters to spread the campaign for general election in April. Some political party used this issue as a weapon to attack another party so the issue was peaked because it naturally sidetracked to political matters not directly to Brand.

- **Results:**

Before reaching thousands of conversations, this issue dropped rapidly after Brand gave a clarification in their Press Release.