THE EFFECTS OF TRANSPARENCY, ACCOUNTABILITY, AND PARTICIPATION ON THE DISCRETION OF NETIZENS ON SOCIAL MEDIA (A CASE STUDY ON FACEBOOK USERS)

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ABSTRACT
The development of social media has been growing rapidly, including in Indonesia. Social media is actively used by the young generation to seek information, communicate, and develop friendships. Although it is an important platform of network communication, not many studies have investigated governance in social media. This study aims to understand the effects of transparency, accountability, and participation as variables of governance on the discretion of netizens in social media, particularly Facebook users. This research used the quantitative approach with the survey method. The sample of this research were 400 Facebook users in Jakarta. Data was obtained by distributing questionnaires and then analyzed through the regression analysis method. Through the results of this research, we can conclude that transparency, accountability, and participation significantly influences the discretion of netizens on social media (Facebook).

INTRODUCTION
Globalization is growing very rapidly, especially in Indonesia. The most perceived phenomenon of globalization is the advancement of information and communication technology. The internet plays an important role in this phenomenon. The internet is a computer network around the world that contains information and is a means of data communication in the form of

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sound, images, video and text (Riska, Harihanto & Nurmanina, 2013). According to data obtained from the Internet World Stats, Indonesia was the country with the 5th highest internet users in the world in 2015 with 143 million users.

On the internet there is a network that draws big attention called social media. Social media is an online media where its users can participate in seeking information, communicate, and develop friendships, with facilities and applications such as blogs, Facebook and Twitter (Setyani, Hastjarjo, & Amal, 2013). According to Watie (2011), social media is present and changing the paradigm of communicating in today's society. Unlimited communication despite of distance, space, time can happen anytime anywhere. Social media is even able to eliminate social status, which is often a barrier to communication.

Facebook is a form of social media where users can join in communities according to their cities, workplaces, schools, and areas to connect and interact anywhere with others. Indonesia was ranked 4th in number of the most active Facebok users with 111 million users, while the number of Facebook users in Jakarta itself reached 22 million users. The number of Facebook users in Jakarta was the background why the author made Facebook as the scope of this study.

However, the rapid development of social media is also followed by negative impacts such as slander, threats, defamation, hate speech and cyber bullying. The Indonesian Police (Polri) states that as much as 80% of crime cases that occur on social media is related to hate speech. Based on the data, Polri has handled 3,325 cases of hate speech. That number rose 44.99% from the previous year (Medistiara, 2017). Harefa, Syahrin and Mulyadi (2017) also states that the legal regulations regarding hate speech in Indonesia is still unclear and not as firm as in other countries such as Australia, Canada and New Zealand. This is a crucial matter because cases of hate speech on social media continue to increase every year.

In the context of hate speech on social media, there were two big cases that occurred in Indonesia. These cases had opened the eyes of social media users on how fragile the regulations of social media were in Indonesia. The first case occurred on October 6th 2016 where there was a spread of a controversial video uploaded by Buni Yani on his Facebook account. The video showed a speech by the 2012-2017 Governor of Jakarta Basuki Tjahaja Purnama or popularly known as Ahok who was explaining the cooperation program between the Jakarta Provincial Government and the High School of Fisheries in the Thousand Islands Regency. Buni Yani edited the speech into sentences that could be categorized as insulting the Quran (the holy book of Islam) and Ahok was put into jail in order to appease the condition at that time (Ramadhan, 2017).

The second case in the context of hate speech happened some time ago with the emergence of a group on Facebook called Saracen. Saracen was a group containing false accounts or having the absence of actual personal information in order to spread hatred and attack the government, especially during the time of President Joko Widodo, which made the people of Indonesia doubt the President's leadership (Santoso, 2017).

It can be seen from both cases that Buni Yani and Saracen had spread hate speech in order to achieve their interests and cause unrest in Indonesian

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society. This is contrary to the principle of transparency in social media. Sulianta (2015) defines transparency in the context of social media as a disclosure of information because the content on social media is open to the public and is for everyone's consumption. One form of information disclosure is to be honest in communicating. Furthermore, there is also the second problem of low accountability in social media (Facebook).

Based on the actions from the two cases above, it can be seen that they are unable to control their behavior and have done things that were irresponsible and contrary to the principle of accountability. Accountability is *"the utilization of social media that can be accounted"* (Kurniasih, 2013, p. 19). One form of responsibility is being able to control one's actions and behavior in social media. It can be concluded that there is no accountability in both cases. The last issue concerns the low participation on social media (Facebook), the motivation of the account is not to maintain friendship/relations but to provoke netizens on social media. This is not in accordance with the principle of participation that all citizens express their opinions (Kolk, 2008). Therefore, participation does not exist in both cases.

Based on the cases above, it can be seen that the hate speech cases that occur on social media violates the principles of transparency, accountability, and participation, which also shows that these principles have not been carefully maintained by the government of Indonesia. The absence of governance in social media is the cause of the spread of hate speech as well as other cases in social media. This was revealed by Mr. Negara as the Head of the Information Empowerment Policy Section at the Ministry of Communication and Informatics (Kemkominfo) who stated that, " Governance itself does not exist for social media and the only regulations that exist is the Law of Information and Electronic Transactions (ITE) which is for the internet".

According to Iswahyudi, Triyuwono and Achsin (2017), factors that may affect and are a common pillar of good governance are: accountability, transparency and participation. By taking note of the low transparency, accountability, and participation in social media (Facebook) in Indonesia, the author is interested in investigating the extent of the influence of transparency, accountability, and participation to the netizens of Indonesia.

Gamayanto, Nilawati & Suharnawi (2017) argued that netizens should be wise when making comments or probing information. A wise netizen is a netizen that is wise in communicating, and does not just spread hoaxes, useless information that have no benefit for the future. As a wise netizen, it must be understood that the use of social media has the purpose of providing positive comments, and that the main function of social media is to provide positive solutions rather than hoaxes or other negative things that can damage the lives of others.

The rise in the spread of hate speech cases and other cases on social media proves that Indonesian netizens are still far from wise. Mr. Negara also stated that "Much data shows that the netizens in Indonesia are unwise in using social media. One example is Ayu Ting Ting, a famous singer who has quite a lot of haters on social media. And with regard to the political year, each account has its own motives".

The need for clear governance on social media in Indonesia is necessary; therefore the purpose of this research is to investigate the role of the three

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principles of good governance, namely transparency, accountability, and participation on Indonesian netizens in social media. To achieve this purpose, the research will answer the following questions:

1. Does transparency have a significant influence on the discretion of netizens on social media (Facebook)?
2. Does accountability have a significant influence on the discretion of netizens on social media (Facebook)?
3. Does participation have a significant influence on the discretion of netizens on social media (Facebook)?
4. Do transparency, accountability and participation have a significant simultaneous influence on the discretion of netizens on social media (Facebook)?

Contribution of the Research

Not many scholars have studied the relationship between the three principles of good governance and Indonesian netizens on social media, thus this research contributes to the literature of good governance in several ways, including:

a. This study uses the variables of transparency, accountability, and participation and its application on social media. Some previous researchers (Auger, 2014; Kleinknecht, 2014; Kolk, 2008; Luo, 2005) have only used these three variables in the scope of business corporations and their relationship to corporate governance. This research also proves that these three variables can be used as a measuring tool for governance on social media.

b. This research can enrich the literature which use the variables of transparency, accountability, and participation, not only as dependent variables but also as independent variables that can be tested as influence factors. There were several previous researchers (Virak, Xiaolin & Lanrong, 2016; Pina, Torres, & Royo, 2007) that have discussed the influence of ICT (Information and Communication Technologies) in increasing transparency, accountability and participation in the government sector. This study examines the opposite, namely that the application of the principles of transparency, accountability and participation in social media will increase the discretion of netizens.

c. This study uses a sample of individuals consisting of the people of Jakarta on social media. This differs to previous research where companies were used as samples in their research on social media (Zerfass, Fink & Link, 2012).

d. This research forms an indicator that can be used on social media. To the knowledge of the author, to date there has been no research that uses transparency and accountability variables on individuals (netizens) on social media. This research provides further understanding of the indicators of transparency and accountability that can contribute greatly to research on social media governance.

e. Previous researchers (Gamayanto et al., 2017) explained the discretion of netizens only in terms of their commenting on social media. However, this study shows that the discretion of netizens is not only assessed in terms of comments but in all activities that are the result of the application of the variables of transparency, accountability, and participation in social media.

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LITERATURE REVIEW
Transparency

According to ~~Isnaeni (2011, p. 162)~~ the literal meaning of the word "transparency" is "clear", which can be understood through the meaning of openness. Thus, transparency can be interpreted as an openness in carrying out a process of activity. In the context of good governance, UNDP (United Nations Development Program) defines transparency as a system built on the basis of freedom of information and information relating to the public interest directly obtained by those in need. While Sulianta (2015, p. 7) defines transparency in the context of social media as a disclosure of information because social media content is open for public consumption. From the various views of experts on the definition of transparency, it can be concluded that transparency in social media is the openness and freedom to obtain information related to public interests on social media.

Smiciklas (2013) states that there are three dimensions in social media transparency which are: technology, communication and identity. The research carried out by Noppari, Heinonen, & Vainikka (2014) decribes that "Openness and transparency were concepts of our respondents, both journalists and netizens, and were often referred to as being important values in social media". Based on these statements it may be concluded that transparency is influential in social media journalism. A difference can be seen from the scope of research; one covers the scope of social media transparency in the aspect of journalism, while the scope of this research is social media transparency for the public.

Accountability

Accountability is the obligation to be responsible or give answer to and explain the performance and actions of a person, legal entity, and leadership of the organization to a party who has the right or authority to request information or accountability (Adisasmita, 2011: 89). Meanwhile, according to Djalil (2014, p. 63) accountability is often used synonymously with responsibilities, which can be questioned (answerbility), blamed (blameworthiness) and has a relationship with in the hope that it can explain one aspect of public administration/government. Particularly in social media, accountability is the utilization of social media that can be accounted for (Kurniasih, 2013, p. 19).Therefore, it can be concluded that accountability is the obligation to be responsible for the actions and usage of social media to those who have rights or authority in social media.

Cohen (2010) states that social responsibility is one of the dimensions of creating the accountability of social media. Social responsibility is related to respecting and understanding the content and context of interaction, having a non-judgmental attitude, not spreading rumors and understanding that social media is a public forum so as to maintain one's behavior in using social media. Vance, Lowry, and Eggett (2015) have four indicators for measuring the accountability of information system users: identifiability, expectation of evaluation, awareness of monitoring, and social presence. Virak et al. (2016) in their research states that "netizens need the government to improve the public service at all levels because the citizens

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greatly need transparency and accountability". Their scope of research relates to governments, while the scope of this research is the public.

Participation

According to the Cambridge Dictionary, participation is the act of taking part in an event or activity. Similarly, UNDP (United Nations Development Program) quoted in Sirajuddin (2011) states that participation requires every citizen to have the rights and obligations to take part in the state process. While Adi (2007: 27) explains more in depth, namely that community participation is the process of identifying problems and potentials that exist in society; carrying out the selection and making decisions about alternative solutions to problems; implementing problem solving efforts; and involving the community in the evaluation process. Regarding social media itself, the Ministry of Administrative and Bureaucratic Reform of the Republic of Indonesia in 2012 defines participation as the delivery of information through social media that is directed to encourage the participation and involvement of audiences by giving comments, responses, and inputs to government agencies. Based on the definitions above, it can be concluded that participation is the involvement in the process of delivering information and providing solutions in social media.

Suhari, Diartono, and Jananto (2017: 383) states that there are three dimensions of social media participation, which are: the utilitarian motivation, social motivation, hedonic motivation. Purworini (2017) states that "*The emergence of new forms of participation in community life thanks to the presence of technology, especially the internet and social media, \can encourage the exchange of ideas to be more enlightening, change the political debate, make changes to the social society, and reform the political system*". Based on this statement, we can deduce that participation is influential in social media. The difference is in the scope; one is in politics while this research is for public.

Wise Netizen

In the Cambridge Dictionary, "wise" is defined as having or showing the ability to make good judgments based on a deep understanding and experience of life; understanding a dishonest situation or way of doing something. Gamayanto et al. (2017) explain that wise netizens are the ones who gives criticism and judgment on social media by providing useful solutions to solving problems. From this explanation we can conclude that wise netizens are social media users who use social media wisely by not only expressing comments or critiques, but providing solutions to problems as well.

Based on research conducted by Gamayanto et al. (2017), there are three concepts that became the basis of the creation of Netizen Development Methodology, namely the communication, ethical - moral , and psychological - emotional intelligence concepts. Netizen Development Methodology is useful in providing positive guidance to social media users to be more positive in using social media, thus encouraging the creation of wise netizens. These three concepts are in accordance with the concepts of transparency, accountability, and participation.

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MATERIALS AND METHODS

The methodology used in this research is the quantitative methodology. The purpose is to test the hypotheses on the influence between variables that are involved in this study. The research type is associative. The method implemented in this research was through a survey. The time horizon is cross sectional, because data is gathered just once. There are four variables used in this study, which are: transparency, accountability, participation as an independent variable and the discretion of netizens as a dependent variable. The measurements of these variables are explained on Table 1.

Table 1. *Measurement Variable*

Variable	Dimension	Indicator	Measurement Scale
Transparency (X1)	Communication	• Tell the truth • Embrace open communication • Become an info hub	Likert Scale
	Identity	• Identified • Authentic • Share value • Social proof	Likert Scale
Accountability (X2)	Social Responsibility	• Expectation of evaluation • Awareness of monitoring • Social presence	Likert Scale
Participation (X3)	Utilitarian Motivation	• Share private information • Share knowledge and professional experiences	Likert Scale
	Social Motivation	• Social horizontal motivation • Social vertical motivation	Likert Scale
	Hedonistic Motivation	• Sharing • Collaboration	Likert Scale
Discretion of Netizens (Y)	Communication Concept	• Positive contribution	Likert Scale
	Psychology and emotional intelligent	• Critical person	Likert Scale
	Ethical and moral concept	• Equality	Likert Scale

The source is primary data obtained from questionnaires of 400 Facebook users in Jakarta as respondents and an interview with the Head of the Information Empowerment Policy Section at the Ministry of Communication and Informatics (Kemkominfo). Secondary data was obtained from the Facebook wall, textbooks, journals, and articles. The analysis method used is regression analysis to test the effects of transparency, accountability, and participation on the discretion of netizens. Before doing regression analysis, data is processed through various tests

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such as validity tests, reliability tests, heteroskedacity, Multicollinearity, and classical assumption tests.

RESULTS AND DISCUSSIONS

Here is the summary of results of the analyzed data, the description can be found on the figure below:

Table 2. *Summary of Regression Analysis*

Variables	R Square	Regression Equation	Effect
X_1 to Y	0.132	$Y = 2.003 + 0.455X_1$	Significant Influence
X_2 to Y	0.154	$Y = 2.113 + 0.407X_2$	Significant Influence
X_3 to Y	0.099	$Y = 2.723 + 0.284X_3$	Significant Influence
X_1, X_2, X_3 simultaneously to Y	0.217	$Y = 1.340 + 0.225X_1 + 0.273X_2 + 0.138X_3$	Significant Influence

R Square number is acquired after completing the regression test. R Square number is used to build a regression analysis model, as seen in the model below, in which the number also represents the contribution of each line between variables.
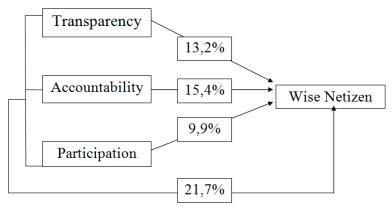

Figure 1. Regression Analysis Model

Discussion

From the results above we can see that transparency significantly influences the discretion of netizens at 13.2%, accountability is at 15.4% and participation at 9.9%,and the rest (61.5%) was influenced by other variables. However, only 21.7% of the discretion of netizens was influenced by the three variables simultaneously. The positive significant result of transparency to the discretion of netizens supports the study of Hall and Pennington (2013) that states that wise users will not only be honest and transparent but also careful to reveal themselves to the public as the users are afraid that their data will be misused by other parties. This research found that being honest was not the only indicator of transparency which influences the discretion of netizens, other transparency indicators include openness to suggestions from other users, good communication, being able to create a positive perception, and self-authenticity. Therefore this research proves that transparency principles will increase the number of users who provide information correctly so that there will be an establishment of trust between users, and a decrease in the distribution of hoaxes and hate speech

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and other disadvantages because netizens will re-check the source and truth of the information received.

Meanwhile, accountability has also been found as an effective way to minimize the violation of ISP. According to data, a responsible user of social media will be more likely to gain cognitive awareness that will increase conservative and pro-social behavior. Hence, accountable users will tend to not make emotional decisions that can obscure their judgment, so they will not to take risks to commit violations on social media. It seems that the accountability principle will deliver mutual respect among social media users, this is achieved by being not excessive in expressing comments (balanced), being able to understand the meaning of a comment, and reducing the spread of gossip and other irresponsible information. For social media governance, accountability will contribute to the concepts of responsibility (overseeing and correcting other users' mistakes in social media), inspiration (educating and inspiring other users to be better), evaluation (self-reflection on activities carried out on social media) of the foundation of the design to be carried out by the management.

A positive influence of the participation variable to the discretion of netizens shows that user participation by showing interest (ex using a hashtag #) on the subjects which are against their values and culture will give a positive impact to social-media governance. This research also found forms of participation in social media other that just sharing personal information with the usage of hashtags, but there are also other forms such as sharing professional knowledge and experience, maintaining the relationships of family and friends , creating new social connections, sharing entertaining content, and participating in a community or group on social media. All of this will help netizens to develop critical thinking (sharp research skills and broad knowledge) when using social media, increase the giving and caring for one another, create solidarity and creativity of netizens, and also make netizens more responsive to problems that occur on social media.

CONCLUSIONS
Conclusion

The final results of this study show that there is significant influence between transparency, accountability, and participation on the discretion of netizens on social media (Facebook). Transparency, accountability, and participation are the fundamental principles of social media. Especially for Facebook users in Jakarta, accountability has the greatest influence on the discretion of netizens. Accountability relates to the netizen's obligation to be responsible for their activities on social media. This principle will prevent the widespread of rumors or incorrect information that have become the main cause of the cases that have happened on Indonesian social media.

These three principles will eventually have an effect on netizens in becoming wiser because the results of this study show that transparency, accountability, and participation significantly influences the discretion of netizens. Eventually, wise netizens will make the social media in Indonesia more manageable.

Recommendation

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Based on the analysis of the results and conclusion above, recommendations will be provided to the netizens, government, and readers. For netizens, they should apply these three principles when using social media. Regarding transparency, netizens can start by telling the truth when sharing information. For accountability, netizens can contribute by not over criticizing or saying harsh words when carrying out activities on Facebook. Where participation is concerned, netizens can also contribute by sharing useful information to other users. By applying these principles, netizens will not be easily agitated by hoaxes, spread hate speech, and other things that can cause harm to themselves as well as others. Therefore, the wise use of social media will have an impact on the creation of a healthy social media environment.

For the government (Ministry of Communication and Informatics), considering the frequent cases that happen on social media in Indonesia, social media governance needs to be applied immediately as this research shows that the three variables of social media give a positive influence on the discretion of netizens. The principles of transparency, accountability, and participation are able to explain the behavior of netizens when using social media. Additionally, wise netizens will create an increasingly peaceful environment and may make collaborations amongst them. In terms of further research, future research is expected to be able to add "the rule of law" variable because the law is fundamental in governance, especially on social media. While for Facebook, the recommendation is for them to develop new policies relating to educating users in using their services and adding new features such as fact checking for news distribution, breaking news features, and other useful features to minimize hoaxes and hate speech.

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