What Do Opinion Leaders Share from the New Normal on Twitter?: A Qualitative Content Analysis

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Abstract

The question of what kind of content people share on social media is brought up by the COVID-19 pandemic and new normal policy. The government's well-coordinated campaign and the opposition's harsh comments are two of the reasons Indonesians actively utilize Twitter in relation to the new normal. This study intends to characterize and evaluate the presentation of new normal messages by opinion leaders on Twitter between May 16 and 29, 2020, since opinion leaders have historically been the network's active pioneers on a topic. The theories used for this study are self-presentation, opinion leaders, and the social media approach. The accounts of opinion leaders are determined through Drone Emprit's release of Top 100 New Normal Influencers, which then, generated six profiles: @haikal_hassan, @haris_azhar, @msaid_didu, @ridwankamil, @ismailfahmi, and @kurawa. The qualitative content analysis method was employed in this study with inductive reasoning. The findings revealed seven categories of new normal statements by opinion leaders, which corresponded to three key speech themes: 1) economic issues, 2) the implementation order of new normal life, and 3) negative sentiments. Additionally, we discovered that when opinion leaders create online personas, they do not aim to transcend the most fundamental parts of their backstage selves. Instead, they establish personas and personalities that are based on the same characters from the offline world. Meanwhile, this study suggests how the data might be useful for the Government, to consider the capacity of text-based platforms to help them learn about behaviors and needs during or even post-pandemic.

Keywords:
new normal; qualitative content analysis; self-presentation; social media; speech themes

Introduction

People's social life and specifically their methods of communication have undergone unprecedented changes due to COVID-19 and the new normal policy. The restriction of traditional communication has directed people to alternative means of communication, such as online platforms (Baruah & Borborah, 2021; Iivari et al., 2020; Nikjoo et al., 2021). New normal then contributed to the unrestricted use of screen time, not only due to work demands but also through the venue of social media (Boaventura et al., 2021) for example, Twitter.

The settlement of COVID-19 news in Indonesia through the new normal order strengthened on May 18, 2020, when President Joko Widodo asked the public to make peace with COVID-19 while still complying with health protocols. The news increased after President Joko Widodo explained the government's preparations to run the new normal order on May 26, 2020 (Kurniawan et al., 2020). This is in line with the results of SNA research by Drone Emprit, which uses the 'new normal' keyword. Total tweets generated before May 25, 2020, ranged from 21,000 to 28,000.

Conversations skyrocketed to 142,000 tweets on May 27, 2020 (Drone Emprit, 2020). Based on the empirical data presented, researchers decided to conduct a content analysis of 16-29 May 2020. Drone Emprit map (2020) further illustrates two reasons why Indonesians are so active on Twitter about the new normal: 1) Not only because of a well-coordinated government campaign (as evidenced by many tweets using new normal hashtags) but, also 2) the emergence of strong negative responses from the opposition.

Unlike the traditional context, in an information-rich digital environment, audiences must choose which content to absorb. As a consequence, a lot of people look to online opinion leaders to cut through the noise (Dalrymple et al., 2013; Dubois et al., 2020; Xu et al., 2014) as they share information, give advice, and increase motivation (Narbona, 2016). Given the potentially strong effects that social media users may have on the diffusion of information and attitudes of others, research is beginning to identify the characteristics of opinion leaders within the scope of new media (Schäfer & Taddicken, 2015; Weeks et al., 2017; Winter et al., 2021). Therefore, opinion leaders on Twitter no longer rely on traditional media or online media compared to users on other social media sites (Park, 2013).

There is a lack of qualitative analysis of Twitter texts (Rumata, 2017). The study about opinion leaders most often relies on surveys (e.g., Schäfer & Taddicken, 2015; Song et al., 2017). In addition, by reading a broader perspective of the COVID-19 pandemic outbreak (Kaila & Prasad, 2020; Olapegba et al., 2020; Wang & Ye, 2018), justifies social media as a platform for conducting surveys and online data mining. Insist, if social media is used appropriately, it can provide the dissemination of information effectively. New normal research in the context of public opinion has been conducted using web scraper-based sentiment analysis (Kurniawan & Apriliani, 2020) and quantitative content analysis (Alkatiri et al., 2020). However, existing studies have not explored opinion leaders' content about the application of the new normal in text-based social media. To do so, we analyzed opinion leaders' Twitter posts containing the word 'new normal' that was promoted by Drone Emprit (2020). We use Qualitative Content Analysis (QCA); a research method for subjective interpretation of the content of text data through the systematic coding classification process and identifying themes or patterns (Schreier, 2012). Given that COVID-19 is the first global pandemic since the arrival of social media, the question arises regarding the information people posted on social media sites during the pandemic (Nikjoo et al., 2021). Therefore, the contribution of this research is to offer a method that can analyze and describe the most important characteristics of data, i.e., simultaneously identify reactions from opinion leaders on Twitter, which can help better understand the pandemic situation.

There are two questions to be achieved in this study. First, it describes the speech themes in the new normal message uploaded by opinion leaders on Twitter from May 16-29, 2020. The thesis to be supported in this paper is to qualitatively interpret the structure of Twitter content (the categories and/or theme of the conversation). Second, this paper will explain the presentation of opinion leaders in the context of online identity reflected through the presentation of new normal content from May 16-29, 2020, on Twitter. It will draw the overall meaning of those themes that arise from each content.

Literature Review
Self-Presentation in The Online Environment

Self-presentation was first traced by Erving Goffman (1959) in his book, "The Presentation of Self in Everyday Life." Goffman (1959) notes that a person's self-presentation is a complex negotiation process between two positions which consists of frontstage

and backstage performances. Bullingham & Vasconcelos (2013) stated; that in the context of online identities, the online environment is seen as frontstage, while offline life is backstage. This means that the reflection of opinion leaders' content on Twitter is seen as frontstage, while who they are and the position held in the offline world, are approved backstage.

Social actors bring their own "knowledge and standards of internalization to self-regulation during the process of self-presentation" (Schlenker, 1985, p. 66). The multimodal communications provided by social media (such as text, emoticons, and emojis) have offered a new way to engage in self-presentation (Ge-Stadnyk, 2021). Users, in digital settings, modify their self-presentation to appear "better" to people who do not know them, although their peers less favor them because they know more information about the background of those users (Djafarova & Trofimenko, 2019).

Boellstorff's (2008) description detailed the relationship between Goffman's theory and online behavior. Boellstorff (2008), in his research, compiled various accounts that contribute to clarifying identity in interactions: (a) users immediately stop playing the role and then become themselves; (b) regardless of intention, people behave slightly differently when interacting online; (c) most people are found, still behaving as themselves; and (d) people online, hiding some of his personality traits, and emphasizing his character as someone else. Goffman's dramaturgical approach will be particularly useful for understanding self-presentation in a social media context, as users broadly share information about themselves with other users.

Opinion Leaders and New Normal

The concept of opinion leaders was initiated by Katz and Lazarsfeld (1955). It is known as the "two-step flow" of communications; mass media rarely exerts a direct influence on the population, but information from the media is transmitted through interpersonal communication among friends, family, and colleagues. Katz and Lazarsfeld (1955) suggested four major traits of opinion leaders: 1) having a large following, 2) being considered an expert, 3) being knowledgeable, and 4) holding a central position within their networks to influence social pressure and support.

Evidence shows that a small percentage of individuals still influence others in their networks (Graham et al., 2013; Xu et al., 2018), which shows that online persuasion is still possible. While traditional opinion leaders had greater access to information than their followers, digital media changed the dynamics of information flow (Alexandre et al., 2021). Specifically, social media allows individuals to engage not only in being consumers but also producers and sharing content (Fountaine, 2017), so the influence of opinion leaders in traditional and interpersonal settings may have diminished, but their impact in the context of social media is still felt (Weeks et al., 2017). Also, online opinion leaders can be identified by the quality of arguments they make (Lu et al., 2013).

Social media, in essence, has provided room for spontaneous, unstructured expression of opinion; however, not all users exert the same level of influence (Kwon et al., 2016). Twitter serves as an 'outlet for speakers who have belonged to the elite, or at least, those affiliated with a prominent position in the mainstream media or political life in general (Larsson & Moe, 2012), "the majority of high-end users are those who have positions as politicians, journalists, and bloggers" (p.741). Ordinary individuals who have high network connectivity and are actively involved in various issues are now also emerging as a newer type of political opinion leader on social media in creating alternative voices; either anonymously or with their real identities

(Choi et al., 2014; Larsson & Moe, 2012; Xu et al., 2014).

Choi and Park (2014) point out that organizers of the Twitter political community tend to be cyberactivists who have previously participated in online political networks. It concluded that opinion leaders revolve around positions as elites, activists, and voice makers (voice makers) who are just rising (Kwon et al., 2016). Whatever position it is, Twitter's opinion leaders are becoming active movers and networks (Choi & Park, 2014). Given the important role of opinion leaders in new normal discussion networks, it will be interesting to analyze how new normal content is reflected in their social media accounts.

In June 2020, Indonesia's government opened up some sectors of the economy. People are mandated to follow specific personal protective practices (Gostin et al., 2020). President Joko Widodo presented these actions as "the new normal preparation." Yet, at the time, the spread of Covid-19 was not under control, and critics argued that the government was recklessly prioritizing economic recovery over containing the pandemic (Sparrow et al., 2020). The new normal illustrates the strong ambitions of the government in its aim to move the wheels of the economy and handle pandemics with discipline and compulsions from the Indonesian National Police (Polri) and Indonesian Army (TNI) (Kurniawan et al., 2020).

The COVID-19 pandemic disrupted not only social, economic, and political aspects but also cultural aspects. The main approach to understanding cultural change can be observed from an ecological perspective. The ecological approach considers that cultural change occurs due to pathogens or infectious disease outbreaks (Thornhill & Fincher, 2014). The ecological approach shows that culture is not formed suddenly, but rather through dialectical processes between individuals and their environment. The COVID-19 pandemic

encouraged people to create a new cultural system and adopt new habits.

Twitter as Opinion Leaders' Means of Self-Presentation

Self-presentation makes others accept the images individuals claim for themselves (Goffman, 1959). This concept is of key importance in social media as users build their social identity through the use of written and visual communication (Kim & Chock, 2015). Ouirdi, Ouirdi, Segers, & Henderickx (2014), in answering "what is social media?," conducted a content analysis of 23 academic definitions containing the term "social media" extracted from each title in the top 179 articles on the Web of Knowledge database:

> "Social media is a set of mobile and web-based platforms built on Web 2.0 technology, and allows users at the micro, meso, and macro levels to share and geo-tag user-generated content (such as images, text, audio, video, and games), to collaborate, and to build networks and communities, by enabling the outreach and engagement of large audiences" (p.123).

Social media users gain peer acceptance through self-presentation which helps to build relationships with other individuals (Chiang & Suen, 2015). The development of social media means that well-known personalities must "put on a performance" through various displays of self (Geurin-Eagleman & Burch, 2016). Goffman's framework (1959) is important for exploring identity through self-presentation in online communication, and social media offers further development opportunities to understand self-presentation theory (Bullingham & Vasconcelos, 2013).

Social media is usually associated with two well-known platforms, Facebook and Twitter (Baym, 2015). Facebook is predominantly used for social events, while Twitter is considered

an opinion-sharing and 'newsy' tool (Rastogi & Bansal, 2021; Verweij & Van Noort, 2014), as it plays an important role in disseminating information and interacting with others (Walter & Brüggemann, 2020). The opinion leaders on Twitter seem to play a new type of agenda or information disseminator, irrespective of their social, economic, or political standing (Park, 2019). Compared to other social networks, Twitter has connected ordinary people with popular, powerful, and influential ones (Graham et al., 2013; Schuster et al., 2021).

Methods

The method uses qualitative content analysis (QCA) from Schreier (2012). QCA's main strength is that it helps researchers analyze and describe the most important characteristics of a number of data. "The QCA method does so precisely because it reduces and summarizes research material and is of great value in tackling the potential loss of the diversity of meaning contained in research materials" (Schreier, 2012, p. 30). Researchers apply data-driven way (inductive) strategies. It is a process of developing conclusions from collected data, or in other words, "letting categories emerge from data" (Schreier, 2012).

The research object was chosen from the list of the Top 100 New Normal Influencers Drone Emprit (2020) by setting four criteria: 1) Limiting only Indonesian language tweets, 2) Those who have positions as elites, activists, and voice-makers who are just rising (Kwon et al., 2016), 3) upload at least two tweets related to the new normal, where the tweet includes a personal opinion; not only sharing raw photos, videos, or links related to the new normal topic, and 4) have at least 75,000 followers, as a consideration of the core aspect of influence, which is to have a widespread following and be in the position of the local community to exert pressure and social support (Dubois & Gaffney, 2014). Based on those four criteria, we found six research subjects.

Data collection is done by taking sample data from the tweets of 6 opinion leaders related to the new normal with the help of Twitter Advanced Search from Twitter.com. Data processing techniques are carried out in 8 steps: 1) Deciding on research questions, 2) selecting material, 3) building coding frames, 4) segmentation and coding units, 5) pilot-phase analysis, 6) evaluating and modifying of coding frames, 7) main analysis, and 8) interpreting and presentung the results. Coding frames are considered reliable if the analysis shows stable results over time. The retesting process of the first encoding stage can be done in the intervals of 10–14 days, or longer (Schreier, 2012), while for validity, we apply face validity. Three signs that identify low-quality validity: 1) high encoding frequency for residual categories, 2) encoding frequency for one subcategory is too high compared to other subcategories, and 3) high level of abstraction in categories making researchers lose too much information (Schreier, 2012).

Table 1.
Selected Opinion Leaders' Account

No.	Account Name	Opinion Leaders Position	Verified Account	Followers
1.	@haikal_hassan	Activist	No	615.133
2.	@haris_azhar	Activist	No	250.103
3.	@msaid_didu	Activist	No	445.779
4.	@ridwankamil	Elite	Yes	4.437.570
5.	@ismailfahmi	Elite & Activist	No	90.823
6.	@kurawa	Voice maker	No	352.258

Source: analysis results, data was taken from Twitter on March 22, 2021

JSP
JURNAL ILMU SOSIAL
DAN ILMU POLITIK

Results

Seven categories of new normal contents presentation by opinion leaders between May 16 and 29, 2020, were identified through analysis: 1) the economy of the community, 2) observations related to government policies, 3) mobilization of security forces, 4) measures to prevent the spread of COVID-19, 5) preparations to welcome the new normal, 6) real data, and 7) satire. These categories reflect three big themes of new normal talks by opinion leaders: 1) economic issues, 2) the implementation of the new normal order of life, and 3) negative sentiment.

The first theme, "economic issues," represents the 'community economy' category. It speaks of how humans manage limited resources and channel them into various individuals or groups within a society, particularly in the new normal economic context. There are production, distribution, and consumption activities to meet the needs of goods and services for daily lives. Opinion leaders share two messages in discussing economic issues: the state and economic solutions expressed by @haikal_hassan and the implementation of online motorcycle taxis by @kurawa.

Turning to the second theme, the researchers put forward "the application of a new normal order of life." The first category in this theme is "observations related to government policy," which is all observation activities by processing objects to sense and understand something from a phenomenon based on previously known knowledge and ideas. Observations made by opinion leaders in practice, created by Rudi Valinka (@kurawa) on government policy to deal with COVID-19, then he recorded conversations related to COVID-19 and COVID-19's handling, which the government used as a benchmark. There are also weekly observations from @haikal_hassan.

Table 2.
Opinion Leaders' Speech Themes about New Normal on Twitter

THEME 1: ECONOMIC ISSUES
Category 1: Community Economics
Subcategory 1: Personal Views on the Economy
• Economic circumstances and solutions
Subcategory 2: Economic Recovery Measures
• Application of bicycle-taxis
THEME 2: THE IMPLEMENTATION OF NEW NORMAL ORDER OF LIFE
Category 1: Observations Related to Government Policy
• Government policy on COVID-19
• Recording of conversations related to COVID-19
• Referral of handling COVID-19
• Weekly observations
Category 2: Mobilization of Security Forces
Subcategory 1: Rejection of the Deployment of Apparatus
• Abnormality indications of apparatus deployment
• The problem behind TNI-Polri deployment
Subcategory 2: Approval of the Apparatus Involvement
• The firmness of discipline by apparatus
• TNI-Polri must act
• TNI-Polri overcomes citizen thuggery
Category 3: COVID-19 Prevention Measures
Subcategory 1: Efforts That Have Been Applied
• Self-isolation room
• Socialization and enforcement of rules
Subcategory 2: Opinions regarding Preventive Measures
• Safety of life
• Changing the school curriculum
• COVID-19-free certificate
• Steps to ensure children COVID-19-free
Category 4: Preparation to Welcoming the New Normal
Subcategory 1: Activities to Be Done
• Opening economic activity
• Jabar road to new normal
Subcategory 2: Personal Suggestions
• A Need-to-be-safe to move
• The discipline of new normal
Category 5: Real Data
Subcategory 1: Data Serving
• Data
• Release of country data
Subcategory 2: Database application
• Accuracy of data on health systems
THEME 3: NEGATIVE SENTIMENTS
Category 1: Satire
• New Lie
• At first, it was not normal
• No protest
• Premier League new normal

Source: obtained from primary data (Puluhulawa, 2021)

The category of "mobilization of the security apparatus" is a category that debates the deployment of TNI and Polri by the government in controlling the new normal policy. This can be seen from organizing hundreds of thousands of TNI and Polri personnel to 'secure' and 'discipline' citizens against the implementation of the new normal carried out through massive operations at that time in 4 provinces and 25 districts/cities. This category is divided into two camps of opinion leaders: contra and pro. The counter camp falls into the subcategory "rejection of the deployment of the apparatus" by activist Haris Azhar (@haris_azhar), while the subcategory of "approval of the involvement of the apparatus" is expressed by Rudi Valinka (@kurawa).

The next category in this second theme is "preventive measures for the spread of COVID-19." This category includes content that addresses all preventive efforts in tackling the COVID-19 pandemic at every level of society and the environment throughout Indonesia. This category consists of two subcategories. The first one is 'efforts that have been applied' found through socialization and enforcement of rules. There is also the provision of self-isolation cubicle facilities to facilitate the process of self-isolation. The second subcategory is the opinion related to preventive measures, which are measures to prevent the spread of the virus formulated by the opinion leaders themselves so that it is still in the form of input and has not (it could be 'will') applied in the field, such as the safety of life from @msaid_didu. There are also suggestions to change the school curriculum that should only be entered three times a week by @kurawa and questions about how to ensure children are free of COVID-19 in the education environment, considering children who still do not understand the health protocols. It also found @ismailfahmi opinion regarding COVID-19 free certificates for workers.

Switch to the category welcome preparation for the new normal." Adaptation is also one of the things that still requires preparation. This category has a definition that people can move back productively where all business and office sectors are reopened. Examples can be seen in the form of Guidance from the government related to the new normal in offices/industries/services/trade; preparation of the opening of business activities; socialization of 5 phases in the new normal scenario; trial step; or machinery/facilities checking of the factory, and the proportional things that need to be prepared. The conditions found in this category are divided into two subcategories: "activities to be done" and "Personal Advice." @ridwankamil opened economic activity ahead of the new normal, where one of the provinces that began to implement it is West Java. There are also personal suggestions that come from opinion leaders themselves, such as preparing the need to safely move from @ismailfahmi and the new normal's discipline from @kurawa so that later the implementation of this policy can take place in earnest.

The next category is "real data." It contains various facts derived from measuring or observing a variable which can be processed into more complex forms, such as information, databases, or solutions to specific problems in the field. This category speaks in the context of data and accuracy, not just observations of an opinion. The category is entirely proposed by @ismailfahmi, who works as a data journalist. The subcategories contained in this category are divided into two. The first subcategory is "data presentation," which includes data and release data from countries that most actively discuss the new normal on Twitter (see DroneEmprit, 2020). The second one is the "application of databases." There is an accuracy of data on health systems on how openness and accuracy of data by the German state are applied to various scenarios to the health system owned.

Now let us shift to the next theme: negative sentiment. Negative sentiment is an

opinion or view contrary to negative thoughts because of feelings that arise and exaggerate something. This theme accommodates one last category in this study: satire. It is a style of language that uses humor, irony, behavior, or speech that leads to ridicule intending to expose and criticize ignorance, the ugliness of behavior, doctrine, or institution. Satire found in this category is new lies, initially abnormal, should not protest, and new normal Premier League, which is entirely thrown by the government opposition, M. Said Didu (@ msaid_didu).

Discussion

Bullingham & Vasconcelos (2013) says that when reviewing self-presentation in the context of online identities, the online environment is seen as frontstage, while offline life is backstage. We will describe the relevance of the new normal message period of May 16-29, 2020, by Twitter opinion leaders with Goffman's Self-Presentation idea (1959) in the context of online identity, to see how opinion leaders present the frontstage side of social media, from their backstage side.

Starting the analysis of the first opinion leader, Haikal is a preacher in a backstage setting and is also known as a Muslim politician. Haikal is actively a speaker and guest star who discusses public issues. Examining the context of Haikal Hassan's (@haikal_hassan) online identity that is no different from the backstage side, he presented the frontstage with his tweets regarding weekly observations and economic circumstances and solutions.

The second opinion leader, Haris Azhar, is an Indonesian advocate. Through his tweet, Haris Azhar (@haris_azhar) from the frontstage analysis discussed indications of abnormality of the deployment of the apparatus and the problems behind the deployment of the TNI-Polri. Haris argued this because indications of abnormality in the deployment of the apparatus indicated something was wrong. This can be seen from the problem behind the TNI-Polri deployment in the form of the torture of 1 child in East Nusa Tenggara and the death of 1 person in Papua. This is evidenced by 651 cases of violence involving police during the pandemic from June 2020 to May 2021, where the most violent acts are shootings in handling criminal acts (KontraS, 2021, p.3). Haris' backstage side, was no different from the frontstage he presented. Haris is a person who has contributed greatly to human rights litigation and the public interest. Haris was reported with accusations of defamation by Polri, TNI, and BNN officials in 2016 related to posts on the official Twitter and Facebook accounts of KontraS, entitled "Rotten Stories from a Bandit" (Kompas.com, 2016). This description is in line with Djafarova & Trofimenko's (2019) statement, where their peers favor the users in offline contexts less because they know more information related to the user's background.

Turning to the third opinion leader, M. Said Didu, in terms of backstage, was once a civil servant who had tasted top-official positions and leader in bureaucrats until finally applying for retirement to be more objective in assessing government performance. Looking at the frontstage side of Said, it was found that Said's tweet (@msaid_didu) filled in all selected messages on the theme of "negative sentiment." The satire expressed by Said is a new lie, initially abnormal. In the third tweet, the people should not protest about the new normal, which is a form of disappointment said from the life safety tweet when responding to the statement of the Coordinating Minister for Economic Affairs, Airlangga Hartarto, who said it would stop the new normal if the COVID-19 case rose. The fourth satire was aimed at football clubs competing for a position in the Premier League, namely the new normal Premier League, "Liverpool have to wait again to be champions, hopefully not 30 more years."

Shifting to the frontstage side of the fourth opinion leader, Ridwan Kamil (@ridwankamil).

In his first tweet, Ridwan asked questions related to the audience's opinion on preparing the new normal and opening economic activity in West Java. Ridwan also informed that as of May 28, 2020, there are no more regencies/cities in West Java in the red zone, as West Java is preparing for a new normal. Reviewing Ridwan from the backstage side, what he said in his tweet represented the character of a Figure Ridwan Kamil, who has a fresh leadership style. He has achieved so many awards that, later, he applied these smart ideas to his administration as governor.

Moving on to Ismail Fahmi (@ismailfahmi), in frontstage analysis with his tweets related to "efforts that have been applied" can be found through messages of socialization and enforcement of rules and provision of self-isolation room facilities. Regarding preventive measures, Ismail questioned the certainty of COVID-19-free children in the education environment. Ismail also gave his opinion on measures to prevent the spread of the virus in COVID-19 free certificates for workers. There are also personal suggestions, such as preparing to be safe to move. Reviewing tweets in the category of "real data" is entirely stated by @ismailfahmi, who is indeed a data journalist from the backstage side. The subcategories contained in this category are divided into two. The first subcategory is the "data presentation," which includes data and releases data of the countries most actively discussing the new normal on Twitter (see Drone Emprit, 2020). The second subcategory is the "application of databases" in which there is data accuracy to health systems.

Turn to the sixth opinion leader, Rudi Valinka. Rudi (@kurawa), in his front stage tweet, made observations on the government's policy of dealing with COVID-19, which he then released through recordings of conversations related to COVID-19 on his personal Instagram. Rudi also added a discussion about the referral of handling COVID-19. There is also Rudi's

opinion regarding preventive measures to change the school curriculum that should only enter three times a week. Rudi informed the implementation of online motorcycle taxis. He also had time to write suggestions in the form of discipline of the implementation of the new normal. Related to the mobilization of the security forces, Rudi entered the pro camp. Rudi expressed the importance of strict discipline by the apparatus. TNI-Polri must act because Rudi judged those persuasive ways were no longer working. Persuasive ways easily create citizen resistance that is increasingly considered ordinary, so it requires security assistance from the TNI-Polri to overome citizen thuggery. Rudi acknowledged the need for firm discipline by the authorities so that the outbreak did not spread until it gave rise to a second wave.

Judging from the backstage side, Rudi joined the Teman Ahok Community (Ahok's Friends). When Ahok was exposed to a blasphemy case, Rudi appeared with a book titled "A Man Called Ahok." Knowing that Rudi is Jokowi-Ahok's promoter, related to the 'mobilization of the security apparatus' tweet, researchers have an interpretation that this tweet has a link to the good image of the government and recall memories in 2014. Rudi created a surprise in his tweet through dogmatic imagery. TNI-Polri's tweet must act this impressive to approve the government's desire to restore the economy by regulating the community through a security approach.

The description above answers how opinion leaders present their frontstage on Twitter from their backstage side. Haikal Hassan, Haris Azhar, M. Said Didu, Ridwan Kamil, Ismail Fahmi, and Rudi Valinka behaved like themselves in delivering the new normal messages from May 16-29, 2020, on Twitter. This is in line with Boelstorff's (2008) study that says that the type of identity most commonly found in self-presentation interactions is that most people still behave like themselves.

The study's findings are also in line with Schlenker's (1985) statement; that social actors bring "their own internalized knowledge and standards to self-regulation" during the process of self-presentation (p.66). Opinion leaders, in their presentation on social media through new normal messages period 16-29 May 2020, apparently did not try to go beyond the most basic aspects of their offline self. The users, by contrast, bring it into one whole body, persona, and personality framed according to the same character as their backstage.

Waggoner (2009, p.1) also said that the 'virtual identity' created and maintained by the non-virtual identity of the users could be as 'real' as their nonvirtual identity. Meanwhile, the study proves that the opinion leaders in their presentation related to new normal content, presenting the same characters between frontstage and backstage. The actors use supporting attributes in their tweet posts, in this case, their work. The frontstage brought by opinion leaders to Twitter reflects the normative role and work the user carries out.

Conclusion

Speaking in the context of a new normal in Indonesia, this research was limited to the tweets from opinion leaders who used Indonesian in Drone Emprit's list of 100 new normal global influencers. This study analyzed the theme of speech and self-presentation of opinion leaders in the context of online identity reflected through new normal messages from May 16-29, 2020, on Twitter. The results reflect three big themes of the new normal message shared by opinion leaders on Twitter: 1) economic issues, 2) the implementation of a new normal order of life, and 3) negative sentiment.

Therefore, the implementation of a new normal order of life was the most common content. Opinion leaders tended to share the observations related to government policies, mobilization of security forces, and measures to prevent the spread of COVID-19; some others tried to do preparations to welcome the new normal, even sharing data information. As opinion leaders reflect on their social media pages, the relevance of satire, as well as the attention to economic issues, should lead the government to carefully consider the community's economic condition in their policies and critics as a disenchantment towards government response. Given that people are more dependent on online platforms for their communications, the Government must encourage the public to share solutions and social support on their social media pages. We believe that social media are important in understanding the COVID-19-related issues; policymakers, and government should, therefore, consider the capacity of text-based platforms to help them learn about behaviors and needs during or even post-pandemic. In addition, the study indicates that opinion leaders in their self-presentation on Twitter (frontstage), apparently did not try to go beyond the most basic aspects of their offline self (backstage). Instead, the opinion leaders bring their online identity into one whole body, persona, and personality framed according to the same character as their backstage.

This research is still limited to the pre-new normal period, May 16-29, 2020. Further research may expand the period and/or use more social media tweet objects to find the bigger picture related to new normal messages through social media communication actors. Research at the macro level, at audience locus, for example, can be done to see the response of recipients of the new normal on Twitter. The findings can evaluate how the audience's tweet reflects on responding to opinion leaders' tweets on the related issue. More research in analyzing global hashtags or specific keywords will surely contribute to discovering the pandemic impacts on different aspects of human life and how it is reflected on social media.

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