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CONTENT ANALYSIS OF PUBLIC SENTIMENT ON THE DKI JAKARTA ONLINE ZONING SYSTEM 2020 USING TWITTER DATA

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Abstract. In 2018, the zoning system policy was issued for the first time in the new student admission system (PPDB) and it is still a hot debate. PPDB online with a zoning system in DKI Jakarta is one the complex. This study will analyze the PPDB Online zoning system policy in DKI Jakarta 2020 based on the theory of eight steps in the decision-making process according to Neils Noorderhaven. The goal is to see the process of evaluating a policy. The data taken comes from tweets on Twitter for the period June - July 2020, because hot topics are always the conversation there and twitter have a search-advanced which serves as a means to trace these topics again. This study uses an exploratory method with content analysis techniques and an inductive approach. Based on the results of the study, it was found that the PPDB Online policy in DKI Jakarta 2020 had applied the eight steps in the decision-making process technique. And the internet has become a media for forming virtual communities, one of which is through Twitter, and has the same power to evaluate policies as real communities.

Keywords: Equity, Strategic decision making, Twitter, Jakarta

INTRODUCTION

According to the Law Number 20 Year 2003 about National Education System, education is a basic business a conscious and planned effort to create an atmosphere of learning and the learning process so that learners are actively developing the potential for him to have the spiritual strength of religious, self-control, personality, intelligence, noble character, and skills needed him, society, nation and State. As a conscious effort that the education system in a Country should be done with good planning and structured as a form of full consciousness to develop the potential in every child without exception.

Then was issued the Regulation of the Minister of Education And Culture Republic of Indonesia Number 14 Year 2018 about the Reception of New Students, In the Kindergarten, primary School, Secondary School, Secondary School, Vocational School, or Other Shapes Which are Equivalent to article 12 regulates the presence of the prerequisites of the new in the acceptance

of new disciples that the age and distance of residence to the school in accordance with the zoning established by the local government according to its authority.

A zoning system is a system setting in the process of admission of new students according to region of residence in order not to appear a school that is considered the favorite and non-favorite (Keall et al., 2020). The zoning system itself is only used for the schools managed by the government or state schools (Gasella & Damayanti, 2019).

A zoning system is expected to answer the problems of education in Indonesia, because the purpose of the enforcement of the zoning system that ensures equitable access to education, eliminating the exclusivity and discrimination in public schools, assist in the analysis of the calculation of requirements and distribution of teachers, encouraging local governments in the distribution of education and prevents the accumulation of quality human resources only in one region (Gemawan Dwi Putra, 2019). The zoning system is not a new system because it is already applied in many countries such as the United States, Canada, Japan, and Australia.

But in Indonesia, the zoning system in different regions cause a lot of polemic in the society. According to data from the Indonesian Child Protection Commission (KPAI) that the PPDB 2020 is experiencing a sharp increase in public complaints compared to the previous year. Commissioner KPAI the Field of Education, Retno Listyarti call the year 2019 it only received a total of 95 complaints of the 37 region related to the PPDB. But in 2020 there are 224 complaints received KPAI, Retno said the most is Jakarta which is as much as 89% or 200 of the complaint as much as 24 rest or 11% originated from outside the region of DKI Jakarta (Thr/kid, 2020).

A system of zoning that is enforced by the Provincial Government of DKI Jakarta, it turns out that in the field led to many learners who did not get a quota to attend school. Polemic PPDB online DKI Jakarta in 2020 with a system of zoning is an issue that is very warm once in the mass media in June - July 2020, in media TV, radio and also social media. The hot debate associated with the issue of PPDB Online is fairly viral on social media, this research uses the data of one of the social media that twit community on twitter related to the mechanism of the zoning. Researchers using data from social media twitter to be able to capture the sentiment or public opinion against the zoning system PPDB Online DKI Jakarta in 2020, because it can not be denied delivering the opinion of the community is a lot not through formal channels. Although not through formal opinions that it is a reflection of what happened real in the community is a result of a policy.

As released by We Are Social, in 2020 mentioned that there ³ 175,4 million internet users in Indonesia, and if compared with the total population of Indonesia, amounting to ³ 272,1 million, then that means that 64% of half of the population of INDONESIA has felt the access to the virtual world (Agus Tri Haryanto, 2020). According to We Are Social, internet users in Indonesia by 2020 has increased very sharply compared to the previous year as many as 10 million people are active on social media. Where the order of social media most often used by users of the internet, namely ¹³ YouTube, WhatsApp, Facebook, Instagram, Twitter, Line, FB Messenger, LinkedIn, Pinterest, We Chat, Snapchat, Skype, Tik Tok, Tumblr, Reddit, Sina Weibo.

In a content analysis study of sentiment public, twitter is considered social media that is most fitting because of the topic-hot topic is always being discussed there occur also the interaction with the policy makers because many government agencies have official twitter account. In addition, twitter also has search-advanced which serves as a means to explore the topic back. The question in this research is: How is the response of the Government of DKI Jakarta against the polemics of many of the learners who did not get a quota to attend school on PPDB online by 2020?.

This research is expected not only beneficial for the government related with mekanime evaluation of a policy but also to add knowledge for the public as well as advanced materials or introduction to the scientific study that is new for the further research with the same substance by using a variety of media, formal and non-formal. This study limits its scope to the tweets with the issue of PPDB Online DKI Jakarta with some indicators such as cognitive, affective, and cognitive as the knife of analysis in dissecting the posts or tweets written on twitter in the time span June-July 2020. In addition, this study also uses official data, in the form of policy rules in the process of PPDB online DKI Jakarta in 2020 as well as the deployment of questionnaires and interview to the parents of the students who participated in the process as the data in the processing.

In this study the theory will be used analysis is the opinion of Niels Noorderhaven about the eight stages in the preparation of a policy. In drawing up a public policy course the opinions or views of society are very influential. According to Niels Noorderhaven in making a decision there are eight stages that should be done (eight steps in the decision-making process) (Noorderhaven, 1995: 23-35), i.e:

1. Recognize the problem (recognition) is the stage to identify or determine the actual problem instead of just glued on the issues of the wild growing in the community.

2. Formulate the problem (formulation), i.e the advanced stage of recognizing the problem. The process of formulating a will produce a step-step what to do and who to help in the process of subsequent decision-making.
3. Determine a common goal (goal setting), i.e. the stage where the interests of the individual should be set aside and the birth of a common interest or the interests of the organization.
4. Generate options (generating options), i.e the stage of choice-the choice alternative policies to realize a common interest.
5. Evaluate options (evaluation options), i.e the stage when the authorities already determine policy options, then each choice alternative the policy should be in the analysis or in the evaluation.
6. Choose a decision (the act of choice), i.e the stage of determining the policy choice of the most excellent of the various alternatives that exist as a way to realize mutual interests.
7. The implementation of a decision (implementation) i.e. the stage of implementation a policy officially in the community.
8. Control (control), i.e., the stage where the process supervision of the implementation a policy must still be done.

III. METHODS

Type Research

In this study, researcher uses the qualitative research method used is the method of exploratory. According to (Moleong, 2012) qualitative research is a research which intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action. The phenomenon of the subjective of the research subjects examined overall, analyzed by way of description in the form of words and language, in a specific context natural by utilizing various scientific methods. And qualitative research is more flexible when faced with a reality of the field current which is previously unexpected.

The use of methods of explorative aims to facilitate the authors explore the research on the analysis of the contents of the sentiment of the community through a tweet on twitter in the period June-July 2020 which is the period of the ongoing process of PPDB Online DKI Jakarta in 2020. And in this research using an inductive approach, i.e. an approach that

bases itself on thinking is inductive. Think inductive is the process of thinking that is grounded in the things that are special (the field), then take a general conclusion, whether these facts fit with the theory or law.

Data Analysis Techniques

Data analysis is the most important part in a study because one of the nature of the research is to use the scientific method in the way of the mind. With the analysis, a data is able to deliver the meaning and intent that can be useful when solving problems in a research. The initial stage of a process of data analysis that is by reviewing all the data obtained from a variety of sources that exist so that this stage is very important in research. In the process of analysis the data is processed in such a way so as to produce a conclusion based on scientific methods so that more can be accounted for the truth in answer to a question in the community.

In this paper, the researcher use qualitative research with a content analysis technique that is used to process the data obtained so that a conclusion can be drawn that can answer the questions. The technique of content analysis is a technique that is discussed in depth towards a content or the information written in the mass media or social media. According to, (Holstri, 1969) ²⁴ content analysis is a research technique for making inference conducted in an objective and systematic identification of the characteristics of the message.

The main purpose of a ¹¹ content analysis is to describe the characteristics of a message or information. But content analysis can also be used to analyze the background of the emergence of a message. As stated by (Holstri, 1969) that content analysis is divided in two groups: descriptive and comparative. ¹¹ Content analysis deskriptif is content analysis that is intended to describe in detail a message, or a specific text. In line with (Eriyanto, 2011) that the descriptive approach aims to give a description of aspects or characters of a message or text. Whereas, the analysis of the contents of the comparison consists of four design analysis. First, the analysis that is used to describe messages from the same source but in different time. Second, the analysis of which is used to view the message in different situations. Third, the analysis used to describe the message on different audiences. Fourth, the analysis used to describe the messages from the communicator are different.

Content analysis can use quantitative methods or qualitative. Qualitative methods in content analysis begins by criticism Krippendorff against Berelson that intrepetasi is part of the absolute from an analysis of the contents because Barelson only focus on data that looks just. As described in (Rumata, 2017) that the excess content analysis for qualitative not just spiked on the contents that appear or only the test analysis statistics alone. But also focuses on the intrepetasi researchers to the concepts, themes or models through the reading of a narrative or text.

So the design of the content analysis with the focus of the qualitative descriptive does not aim to seek the relationship or test a hypothesis. Hence, this study further illustrate aspects of, context, or characters from the twit-twit using the keyword “PPDB Online DKI Jakarta”. This research use analysis is inductive, i.e. the ability intrepetasi researchers to find a context, a theme or a particular model. Although qualitative, the reliability of data is also a concern. Related to data analysis, Miles & Huberman (1992) say that data analysis consists of three grooves simultaneously, namely data reduction, data presentation, and conclusion/verification. So the stages of the data analysis conducted by the researcher, i.e., first: the collection of data where the data in this study were collected through the results of questionnaire followed by interview, observation and documentation of media data and the results of public policy associated with PPDB Online DKI Jakarta in the year 2020.

Second, the data reduction, i.e. the process of selection, simplification, pengabstrakan and transformation of raw data. And data reduction takes place continuously during the project qualitative lasts until the report is composed (Milles and Hubberman, 1992:16). The researchers conducted the coding of data (data coding) to keep the data so measured. According to Saldana in (Saldana, 2009) that coding in qualitative is words or short phrases that symbolically are to summarize, highlight the message, capture the essence of a portion of the data, whether the data based on language or visual data. So in simple language, the code is a word or short phrases which contain the essence of a data segment being studied.

The primary Data of this research is the interview with the parents of the students who follow the Online PPDB and narrative are taken from the twit from twitter about the issue of PPDB Online from June - July 2020 as an illustration of the opinion or sentiment of the community against the zoning system. Twit of twitter is processed with a system advanced search in ie with twitter advanced search with the word filters PPDB Online DKI Jakarta

in 2020 and 10 June - 10 July 2020. Twit is coming from twitter then in the coding in the form of excel. The Coding is done by grouping the words or short phrases which contain the essence of a data segment in the form of excel. As described in Saldana that pengkodeaan simple can be done by dividing a narrative sentence in three groups, i.e one column for raw data, one column to the beginning, and one more column to the end. While the secondary data i.e. documents or official regulations issued by the Department of Education of DKI Jakarta Province as the Decision Letter of the Head of the Jakarta Education Agency on Technical guidelines for the Acceptance of New Students as policy-makers associated with the implementation of PPDB Online by 2020.

The third, stage presentation of the data is the flow which is very important in a research. The process of data presentation is the process of collecting a number of information that have been arranged so that then can provide the possibility of the presence of a conclusion or making an action. And the fourth, namely the stage of withdrawal of conclusion or verification. Where in this stage, researchers strive to test, check back or understand the meaning or significance, regularity, patterns, explanations, and flow from there in the medium of twitter and the birth of a public policy related with PPDB Online DKI Jakarta in the Year 2020.

IV. THE RESULTS OF RESEARCH AND DISCUSSION

Twit on twitter associated with PPDB Online very much at all, because this theme belongs to one of the themes of heat in various regions in Indonesia. The complexity of the problem is very large because it can not be denied that education nowadays has become a primary need, where a good education in the hope that can be a bridge change and a better life for a family. According to the research needs of hundreds of twit related with PPDB online the researchers do the filtering of the twit on the machine advanced search twitter advanced search with restriction keywords “PPDB Online DKI Jakarta 2020” and restrictions June 10 – July 10, 2020. With consideration a few days before the beginning of the opening and completion of the process of PPDB Online DKI Jakarta in the year 2020.

Based on the Decision of the Head of the Department of Education of DKI Jakarta Number 501 2020 On Technical Guidelines for the Acceptance of New Students academic Year 2020/2021, the stages of pre-registration opened June 11 to July 3, 2020 online except

Sundays and national holidays where the parents of the students have to register themselves to get the token by attach file administration according to level of education. For the Elementary School level i.e. birth certificate, KK and the statement of accountability absolute about the validity of the document of a parent or guardian of the student duly stamped Rp6.000. While the prospective middle and high SCHOOL students, the terms document for pre-registration PPDB DKI Jakarta 2020 i.e. birth certificate, KK, report card, class 4, class 5 and class 6 semester 1, report card grade 7, grade 8 and 9 semester 1. The other requirement that the certificate of accreditation the school of origin and the statement of accountability absolute about the validity of the document of a parent or guardian of the student duly stamped Rp6.000. The terms document for prospective students of SMK, i.e. the birth certificate, KK, report card grade 7, grade 8 and grade 9 semester 1, certification of accreditation the school of origin and the statement of accountability absolute about the validity of the document of a parent or guardian of the student duly stamped Rp6.000.

Schedule of Registration of New Students academic Year 2020/2021 to the stages of the implementation of the registration of each level of education i.e. schedule PPDB early childhood education and PPDB SLB DKI Jakarta 2020 from 22 June – 4 July 2020, and for ELEMENTARY, JUNIOR high, high school and VOCATIONAL SCHOOL schedule PPDB Online start from 15 June - 3 July 2020. Stages of registration PPDB Online DKI Jakarta in the year 2020 consists of six lines, i.e:

1. The path of Inclusion in the date 15 - 18 June 2020
2. Line of Affirmations For the Foster Children of the Orphanage and Child Health Workers Who Died In the Handling of the Covid-19 in the date 15 – 18 June 2020
3. Line of Affirmations For the Child Of Card Holder Workers in Jakarta as well As the Driver of the Jak Lingko And the Child is Registered In the DTKS in the 19 -24 June 2020
4. The path of Displacement of the Parents and Child's Teacher on the date of 15 June -6 July 2020
5. Strip Zoning is Based on the Village in June 25 – June 30, 2020
6. Line Zoning-Based Province And Outside DKI Jakarta in the date of 1 July To 6 July 2020.

With the passing of the registration process PPDB Online, polemics related to the rules of zoning and selection based on the age of the students increasingly heated. For the needs of the research, the process of data reduction performed to obtain the contents of the tweet tools that reflect the thinking and the state of the field associated with the process of the implementation of PPDB Online. In accordance with the method of qualitative content analysis using analysis is inductive, i.e. the ability intreptasi researchers to find a context, a theme or a particular model. Obtained more than 100 tweets in twitter using machine advanced search twitter advanced search with the theme “PPDB Online DKI Jakarta” as well as the filter 10 June-10 July 2020, but that later will be analyzed as much as 100 twit then the process of coding the data (coding data). This method is also done on the previous research related to the research content analysis qualitative text on twitter. Like Vience Pearl Rumata choose 50 of 368 of the twit results that discuss the topic of the content of twit users ' opinions “#amnestipajak” and “#taxamnesty”.

Tabel 1 Coding Data Sheet

(Raw Data)	(Preliminary Codes)	(Final Code)
<p>Hi #friends disdidik, PPDB Line Affirmations for ELEMENTARY, JUNIOR high, high SCHOOL, and VOCATIONAL school started on Friday 19 June 2020 08.00 Yuk listened to the groove registration!</p>	<p>PPDB Line Affirmations for ELEMENTARY, JUNIOR high, high SCHOOL, and VOCATIONAL school started on Friday 19 June 2020 08.00</p>	<p>The registration mechanism</p>
<p>KPAI still receiving complaints PPDB online DKI Jakarta. There needs to be improvement so that the system PPDB does not harm the parents of the students such as the rule of life is more important than value. Should age restrictions be eliminated?</p>	<p>KPAI receive complaints of PPDB Online system zoning based on age</p>	<p>Problems PPDB</p>
<p>The department of Education of DKI Jakarta has opening stages of Acceptance of Students New (PPDB) for the academic year 2020/2021. Want to know how and what are the requirements to register PPDB online? Check out the following article https://martcity.jakarta.go.id/blog/523/cara-mendaftar-ppdb-online-di-tengah-pandemi-korona...</p>	<p>Explanation the Department of Education related to the registration PPDB Online</p>	<p>The registration mechanism</p>
<p>Applicants New Students in the DKI has Already Reached 100 Thousand More: DKI Jakarta Education Department noted 100,000 people have signed up the process of acceptance of students new (PPDB) to 10.30 PM, today. Registration is done online</p>	<p>The number of applicants PPDB</p>	<p>The phenomenon of PPDB</p>
<p>#SahabatDisdik the following Layout mechanism registration PPDB Online. Registration online this will be done simultaneously</p>	<p>Registration information online this will be done simultaneously for all levels of</p>	<p>The registration mechanism</p>

for all levels of education, starting June 11 - July 10, 2020. Let's support PPDB Jakarta online with remain at home.	education, starting June 11 - July 10, 2020.	
Please dong answered. This is how, huh? Include the disagreements I, numbers I've input it correctly. School time first reading like that. my sister's high SCHOOL gap year?	Website eror	Problems PPDB
This is not just slow,..troubled system PPDB? There is notification ""While this is not a registration schedule" ,..???? PPDB online not start this year but why??.	The system is problematic	Problems PPDB
Registration of New Student (PPDB) in the Thousand Islands entered into force by a number of schools from ELEMENTARY level, JUNIOR high to high SCHOOL level. through the online (online) or can come directly to the school with regard to the protocol of health.	Registration in the Thousand Islands through online (online) or can come directly to the school with regard to the protocol of health.	The Registration Mechanism
Server PPDB SMP DKI Jakarta error @aniesbaswedan, @DKIJakarta, @Disdik_DKI	Server PPDB Online error	Problems PPDB
Dozens of parents went to the city hall of DKI Jakarta to protest against the implementation of PPDB online. They demanded the stage of zoning will be implemented the day after tomorrow were selected based on the distance instead of age. #CariBeritaditvOne #diRumahNontontvOne #PPDBOnline	The protests of the parents with a mechanism PPDB zoning based on age	Problems PPDB
Mimin want to share Frequently Ask Question related to Pre-	Mimin want to share Frequently Ask Question	The registration mechanism

Registration PPDB DKI Jakarta which will be held starting June 11, 2020 to July 3, 2020 let's take the time to read		
because there is a child with a young age who have good grades and earnest in learning to be able to compete in the Online PPDB with a child that age is old, be in expectation value is obtained because learning is really really unused in the competition PPDB	The protests of parents with a zoning system based on age	Problems PPDB
Citizens Complaining about lack of Access to PPDB Online DKI Jakarta. Complaints came from residents that are submitted through the social media Twitter related to the difficulty of accessing the site PPDB DKI.	The Website PPDB difficult to access	Problems PPDB
Easy to Pass HP! Here is the Official page of PPDB (Acceptance of New Students) academic year 2020/2021 https://ppdb.jakarta.go.id/#/	Registration is easy because it can be through HP	The registration mechanism
Implementation terms of minimum age in PPDB Online used private schools to attract new students who have achievements. Some private schools, such as SMA Muhammadiyah 4 Cawang, East Jakarta began to increase the number of classrooms for registration of new students. (Joi)	Implementation terms of minimum age in PPDB Online used private schools to attract new students who have achievements	The phenomenon of PPDB
This afternoon, the Fraction of the PDI-P received a complaint from the parents of the students about PPDB Online. These aspirations received by the council are also some council from a Commission E such as Mr. Jhonny Simanjuntak and Ms. Waode Herlina..	The fraction of PDI-P received a complaint from the parents of the students about PPDB Online	Problems PPDB
Hai #SahabatDisdik, the following information for #SahabatDisdik who have already done the pre-registration or submission of the token, please be listened	Information for those who already do pre-registration or submission of the token	The registration mechanism

<p>KLIK http://ppdb.jakarta.go.id, This Way and Qualify the List of PPDB Online SD Line Outside DKI Jakarta</p>	<p>The official Website of the Department of DK Jakarta and terms list of PPDB outside DKI</p>	<p>The registration mechanism</p>
<p>PPDB ONLINE zoning @DKIJakarta drain energy Electability</p>	<p>PPDB ONLINE zoning energy drain</p>	<p>The phenomenon of PPDB</p>
<p>Disdik DKI Added PPDB Line Zoning Bina RW, a Private School Screaming https://suara.com/news/2020/07/15/110041/disdik-dki-tambah-ppdb-jalur-zonasi-bina-rw-sekolah-swasta-menjerit?utm_source=twitter.dlvrit&utm_medium=twitter&utm_campaign=suaradotcom...</p>	<p>Private school screaming because of the addition of the quota PPDB Online DKI Jakarta 2020</p>	<p>The phenomenon of PPDB</p>
<p>The head of the Department of Education of DKI Jakarta Nahdiana said it adds a new point to the PPDB, namely the Zoning Bina RW School. #TopNewsMetroTV</p>	<p>The addition of the path PPDB Online DKI Jakarta with the Zoning Bina RW</p>	<p>The phenomenon of PPDB Online</p>
<p>Still, there are elements who are trying to extortion though all the mechanisms already online all. Please government DKI Jakarta respond to related to the reports of citizens against the attempt of extortion in the path of the PPDB zone development RW.</p>	<p>The person who is trying to extortion on the PPDB Zone Development RW</p>	<p>The phenomenon of PPDB Online</p>
<p>Hallo #sahabatdisdik Acceptance of students based on the value is socio-economic inequality. When received based on the zoning and date of birth then the students from the family of the able (rich) and not afford (poor) have an equal opportunity to be able to school. Why? because from KINDERGARTEN up to high SCHOOL level is education for all.</p>	<p>The reason PPDB-based on age according to the Education Department of DKI Jakarta</p>	<p>The phenomenon of PPDB Online</p>

If to go to College, then it is a privilege : can values-based Let's check out the video below which illustrates the above opinion <https://facebook.com/801289353407025/posts/1448071568728797/>

Of 100 the type of twit who are selected from the process of data reduction based on the keywords PPDB Online, and after coding with the table according to Saldaña, the researchers then categorize tweets into three types of narrative. This is to facilitate researchers in looking at the aspirations of the community as well as the steps taken by the Department of Education of DKI Jakarta over the policy PPDB Online DKI Jakarta in the Year 2020.

Tabel 2 Definition Category Type Of Twit

Type Of Narrative Twit	Definition	Example
Mekanisme pendaftaran	A narrative containing twit about time, website and also how as well as the requirements of registration	<i>"The department of Education of DKI Jakarta has opening stages of Acceptance of Students New (PPDB) for the academic year 2020/2021. Want to know how and what are the requirements to register PPDB online? Check out the following article. https://smartcity.jakarta.go.id/blog/523/cara-mendaftar-ppdb-online-di-tengah-pandemi-korona..."</i>
The problems of registration	A narrative containing twit about the website error or various types of protest zoning based on age	<i>"because there is a child with a young age who have good grades and earnest in learning to be able to compete in the Online PPDB with a child that age is old, be in expectation value is obtained because learning is really really unused in the competition PPDB"</i>
The phenomenon of PPDB	A narrative containing twit about in addition to the mechanisms and problems of PPDB	<i>"Hallo #sahabatdisdik Acceptance of students based on the value is socio-economic inequality. When received based on the zoning and date of birth then the students from</i>

Online, examples of why zoning based on age or policy of a private school because of the zoning system.

the family of the able (rich) and not afford (poor) have an equal opportunity to be able to school”

“Implementation terms of minimum age in PPDB Online used private schools to attract new students who have achievements. Some private schools, such as SMA Muhammadiyah 4 Cawang, East Jakarta began to increase the number of classrooms for registration of new students. (Joi)”

Source: Data processed

Based on the second table, after analyzed based on 100 twit categorized by the researcher get the result that as much as forty-nine (49) twit in the category of the registration mechanism, thirty-two (32) twit in the category of problems PPDB and nineteen (19) twit in the category of the phenomenon of the PPDB. Categorization is to facilitate the researchers to analyze the contents of the narrative are written on twitter about the implementation of PPDB Online DKI Jakarta in 2020. If analyzed tweets based on categories of problems, there are two problems that exist in the implementation of PPDB online is a website that is often problematic and zoning-based life that cause many students can not enter schools because of the age is still young, although academically capable.

This is also similar to the results of interviews with parents of participants PPDB Online, following the example of the opinion of the parents of the students as follows:

“Nia Budiyaniti (42 years old) housewife who follow PPDB Online SMP:

Age as the benchmark of student to get accepted into the school very, very unreasonable so as to make children who are diligent and who has been trying to get the best value mental all down, as if the effort and work of the children is not appreciated”

“Yuanika (38 years old) teacher follow PPDB Online SMP:

Area zoning can be expanded, not only based on the village but can be based on the district, value of school Accreditation also need to be considered, cause that has a value of high is the private schools expensive”

“Yulianti Ratna Puspita (49 years) of housewives who follow the Online PPDB SMA:

Remove the age requirement for JUNIOR high and high SCHOOL. Cause already passed ELEMENTARY school.”.

“Rina Ernawaty (43 years) of CIVIL servants who follow PPDB Online SD:

Hopefully related to the system more practical and not constrained systems”.

“Andry (39 years) ASN follow PPDB Online SMP:

Create the favorite school”

4 From the results of the analysis based on the twit and the results of the interviews, that the policy of zoning based on age is a policy that needs to be evaluated because the field causes a lot of polemic. This is also recognized by the Government of DKI Jakarta Province, so that through the Department of Education to evaluate the policy implementation of PPDB Online by 2020. According to the researchers, the steps taken by the Department of Education of DKI Jakarta Province has been applying the theory of eight stages (the eight steps in the decision-making process) by Niels Noorderhaven. This study did not examine the overall eight stages

in the order process evaluation of public policy related to the implementation of PPDB Online DKI Jakarta in the Year 2020 so that it can be investigated by further research other.

According to the researchers, the provincial Government of DKI Jakarta has conducted the process evaluation of the policy PPDB Online by 2020, if viewed from the theory of eight stages (the eight steps in the decision-making process) by Niels Noorderhaven as follows:

1. Recognize the problem (recognition) is the stage to recognize the real problem not just glued on the issues of the wild growing in the community. This is reflected in the 100 tweet for categorization problems in the get a problem that there is a website error and the policy of zoning-based on.²³
2. The stage of formulating the problem (formulation), namely the advanced stage of recognizing the problem, according to the researchers that the Department of Education of DKI Jakarta has formulated that the polemic policy zoning-based on age is a matter of the most urgent to be.
3. Phase evaluate options (evaluation options), this stage is performed by evaluating a state. At this stage according to the researchers, the Department of Education has to evaluate “is it still maintained a policy of PPDB running is the ¹² Decision of the Head of the Department of Education Number 501 on Technical guidelines for the Acceptance of New Students academic Year 2020/2021 or change it”
4. The stage of choosing a decision (the act of choice), this stage determines the policy options most well as the way to realize common interests. In this stage the Department of Education of DKI Jakarta decided to change the rules but still uses the age on the process of acceptance of the PPDB, such as tweet the official @Disdik_DKI:

“21 Juni 2020: Hallo #sahabatdisdik Acceptance of students based on the value is socio-economic inequality. When received based on the zoning and date of birth then the students from the family of the able (rich) and not afford (poor) have an equal opportunity to be able to school. Why? because from KINDERGARTEN up to high SCHOOL level is education for all. If to go to College, then it is a privilege: can values-based. Let's check out the video below which illustrates the above opinion <https://facebook.com/801289353407025/posts/1448071568728797/>.”

5. Stage of implementation of the policy officially (implementation), namely the stage of implementation of a policy officially in the community. On June 30, 2020 the Department of Education of DKI Jakarta issued the ¹² Decision of the Head of the Department of Education of DKI Jakarta Number 670 2020 on amendments to the Decision of the ¹² Head of the Department of Education the Number 501 on Technical guidelines for the Acceptance of New Students academic Year 2020/2021 with the addition of a line of bina RW, and an extension of time. Based on changes in the Decision letter of Head of Education Department of DKI Jakarta in the year 2020 there is the addition of lanes bina RW July 7 -9 July 2020 as well as the addition of a quota of students. Changes in the Technical guidelines Admission of New Students academic Year 2020/2021 not be denied because of the insistence of the community, this also reflected from the contents of tweets on twitter related PPDB Online DKI Jakarta. As also written in the official page of the Department of Education of DKI,

“30 juni 2020 : the Issue about the Acceptance of Students New (PPDB) in DKI Jakarta is still hot. The head of the Department of Education of DKI Jakarta Nahdiana

*said it adds a new point to the PPDB, namely the Zoning Bina RW School.
#TopNewsMetroTV”*

V. CONCLUSION

The concept of conventional thinking considered the data through social media one twitter is still not considered a thing that can be used as the basis of consideration of a process evaluation of public policy. But as the changing times, there has been a very big change to the way the public to participate and argue in a process of evaluation of public policy. The current internet can be considered as a new media that is very influential on the process of policy evaluation.

According to Rheingold in McQuail (McQuail, 2010), that some of the individuals who join via the internet on the basis of the choice of their own to respond to a problem or stimuli including a virtual community (virtual community). And now this virtual community also has the power to push change on an issue as the real community. This is in line with this research, that the internet has become the media where the growth of virtual communities that actively participate in evaluating public policy. Although it must also be a crosscheck into the field against the results of the data and findings in the virtual world.

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