

## SOCIAL ACTIVISM ANALYSIS ON THE NEWS TIMELINE SERIES OF THE JAMBI DEVELOPMENT PROJECT

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### ABSTRACT

This study aims to analyze social activism in a series of news reports on development projects in Jambi Province for the 2023–2025 period, particularly the civil society response to the implementation of 12 priority programs of Governor Al-Haris in the Jambi Province RPJMD. The study uses an exploratory qualitative approach with a literature review method and is a normative research type. Data were collected from 65 news articles in ten local online media, namely benuanews.com, Jambi One, Jambi.bps.co.id, Jambiberita.com, JambiEkspose.id, Jambiprov.go.id, Jambisatu.id, Radarjambi.co.id, Realitajambi.com, and Tribunjambi.com using the N Capture technique and analyzed with NVivo 12 Plus. The results of the study indicate that social activism in Jambi Province is a civil society response to the gap between planning and implementation of regional development policies, with news dominated by critical narratives of government performance, this can be seen from the analysis results where 21% of the news was negative compared to 14% which was positive. Activism is dominated by student movements from Batanghari University, Jambi University, and Sultan Thaha Saifuddin State Islamic University (UIN) Jambi, which exercise social control through policy advocacy, budget oversight, and mobilizing public participation. Online media has proven to be a mediator between the government and civil society, as well as a platform for legitimizing regional development narratives. Normatively, student activism serves as a crucial social control mechanism in promoting transparency and accountability in local government.

**Keywords:** social activism; news timeline series; online media; development projects; Jambi

## ANALISIS AKTIVISME SOSIAL TERKAIT RANGKAIAN BERITA PROYEK PEMBANGUNAN JAMBI

### ABSTRAK

Penelitian ini bertujuan menganalisis aktivisme sosial dalam rangkaian pemberitaan proyek pembangunan di Provinsi Jambi periode 2023–2025, khususnya respons masyarakat sipil terhadap implementasi 12 program prioritas Gubernur Al-Haris dalam RPJMD Provinsi Jambi. Penelitian menggunakan pendekatan kualitatif eksploratif dengan metode tinjauan literatur dan termasuk jenis penelitian normatif. Data dikumpulkan dari 65 artikel berita pada sepuluh media lokal daring, yaitu benuanews.com, Jambi One, Jambi.bps.co.id, Jambiberita.com, JambiEkspose.id, Jambiprov.go.id, Jambisatu.id, Radarjambi.co.id, Realitajambi.com, dan Tribunjambi menggunakan teknik N Capture dan dianalisis dengan NVivo 12 Plus. Hasil penelitian menunjukkan bahwa aktivisme sosial di Provinsi Jambi merupakan respons masyarakat sipil terhadap kesenjangan antara perencanaan dan implementasi kebijakan pembangunan daerah, dengan pemberitaan didominasi narasi kritis terhadap kinerja pemerintah, hal ini terlihat dari hasil analisis terdapat 21% pemberitaan bersifat negatif dibandingkan dengan 14% yang positif. Aktivisme didominasi gerakan mahasiswa dari Universitas Batanghari, Universitas Jambi, dan UIN Sultan Thaha Saifuddin Jambi yang menjalankan fungsi kontrol sosial melalui advokasi kebijakan, pengawasan anggaran, dan mobilisasi partisipasi publik. Media online terbukti berperan sebagai mediator antara pemerintah dan masyarakat sipil sekaligus arena legitimasi narasi pembangunan daerah. Secara normatif, aktivisme mahasiswa berfungsi sebagai mekanisme kontrol sosial yang penting dalam mendorong transparansi dan akuntabilitas pemerintah daerah.

**Kata kunci:** aktivisme sosial; rangkaian berita; media online; proyek pembangunan; Jambi

### INTRODUCTION

Regional development is one of the government's strategic efforts to improve community welfare and encourage economic growth. Arif et al., (2025), emphasizes that economic development strategies play an important role in creating sustainable growth and equitable distribution of prosperity, which reflects the success of development poli-

cies.. However, in practice, the implementation of development projects does not always proceed without obstacles, as they are often influenced by the complexity of governance, social interests, and the dynamics of community participation in the development process. Various development policies often elicit responses from the community, both in the form of support and rejection. These responses often manifest in the form of social activism carried

out by students, civil society organizations, and other community groups as part of public participation and control over development policies (Erfain, 2025).

Development in Jambi Province has shown progress in recent years, but still faces various challenges. Data from the Central Statistics Agency (BPS) of Jambi Province in 2024 shows a gap in economic growth between regions, with Tanjung Jabung Timur Regency recording growth of 2.4%, lower than Jambi City's 4.8% (Permana et al., 2024). This disparity indicates the existence of development disparities between regions, which remains a concern.

Furthermore, the implementation of regional development programs has not been fully optimized. The Dumisake (Two Billion for One Sub-district) program initiated by the regional government has shown a suboptimal budget realization rate, with approximately 45% achieved by the end of 2023 (Indrawan, 2024). A report from the Jambi Province Regional Development Planning Agency (Bappeda) also showed that by mid-2024, only approximately 35% of subdistricts had reported timely completion of infrastructure projects (Bappeda Provinsi Jambi, 2024).

These conditions indicate that development implementation in Jambi Province still faces various structural and implementation challenges. This situation has given rise to various public responses, both in the form of support and criticism of development policies. These responses often manifest themselves in social activism by students, civil society organizations, and other community groups, which subsequently become part of the dynamics of online media coverage at the local level (Castillo et al., 2023).

Social activism is the deliberate action of individuals to bring about social or political change. This definition aligns with Theocharis et al. (2023), who state that activism is a form of conscious and directed participation aimed at influencing public policy, social norms, and power structures through various forms of action, including digital media. These actions support or oppose one side of a controversial argument. Student and community demonstrations demonstrate that this is not simply a misunderstanding or geopolitical manipulation, but rather a genuine expression of public discontent.

Activism is no longer limited to conventional actions, but has evolved through digital spaces as a means of mobilizing and articulating dissatisfaction with development policies (Alamsyah & Ridwan, 2023). The media plays a crucial role in construct-

ing issue framing, which then influences the escalation of social movements and public participation in collective action (Masduki & Wendratama, 2025). Development failures, particularly those related to unequal distribution of benefits and agrarian conflicts, contribute significantly to the emergence of community resistance in the form of social activism. Therefore, analyzing news timelines is crucial for understanding how the issue of development failure is not only constructed in the media but also develops into a social movement within society.

Based on this urgency, it is important to conduct a more in-depth study of social activism as a form of public response to the Jambi Provincial Government. Therefore, this study aims to analyze social activism in online media coverage, particularly that related to development projects in Jambi, with the title "Analysis of Social Activism in the Series of News about Jambi Development Projects".

## METHOD

This study uses a qualitative analysis approach with an exploratory design to examine the representation of social activism in online news reporting related to development projects in Jambi Province. This approach is considered relevant because it is able to identify discourse patterns, media framing, and the construction of social reality in digital news (Priyanata & Srikandi, 2026). This research falls into the category of normative research or library research, namely research conducted by examining library materials or secondary data consisting of online media, social media, and journals related to the research (Kusnadi et al., 2025). The data used are secondary data, namely online news articles containing information about social activities or public reactions to the 12 priority programs of Governor Al-Haris in the Jambi Province RPJMD. Data collected from online news portals (period 2023–2025), which include *buanews.com*, *jambione.com*, *jambi.bps.co.id*, *jambiberita.com*, *jambiungkape.id*, *jambiprov.go.id*, *jambi1.id*, *radar-jambi.co.id*, *realitajambi.com*, *tribunjambi.com*.

Data collection was conducted using NCapture, a supporting tool of NVivo 12 Plus software for systematically capturing web content. NCapture helps download and store news articles along with metadata (title, publication date, source link) in NVivo-compatible text format, thus facilitating data management. NVivo 12 Plus software was also used to analyze the data in this study. According to Sundari et al. (2022), these tools are easy to use and can process words and explore word fre-

quencies, attributes, and examples from large data sets. They also generate factor or sub-factor categories for journalistic and research applications related to the research topic.

In data analysis using NVivo 12 Plus, data obtained through the NCapture feature, such as online news captures, is imported into the project as a dataset ready for analysis. Next, researchers perform advanced coding by selecting relevant text sections from the captured dataset, then using the coding menu to process by selecting the text and then selecting the "Code Selection" command or by right-clicking on the selected text section. Coding can be performed not only on text fragments, but

also on entire rows or columns. Thus, NVivo 12 Plus allows flexibility in determining units of analysis, both based on content and data attributes (Mortelmans, 2025).

This approach demonstrates the systematic data coding process from N Capture in NVivo 12 Plus, starting with dataset import, initial code generation, selective coding of text sections, and finally coding the entire data unit. This procedure supports more structured thematic analysis and allows researchers to identify patterns, relationships between issues, and dynamics within the analyzed data related to the research topic (Sundari et al., 2023).



Figure 1. Data Analysis Methods

Source: Compiled By The Author, 2025

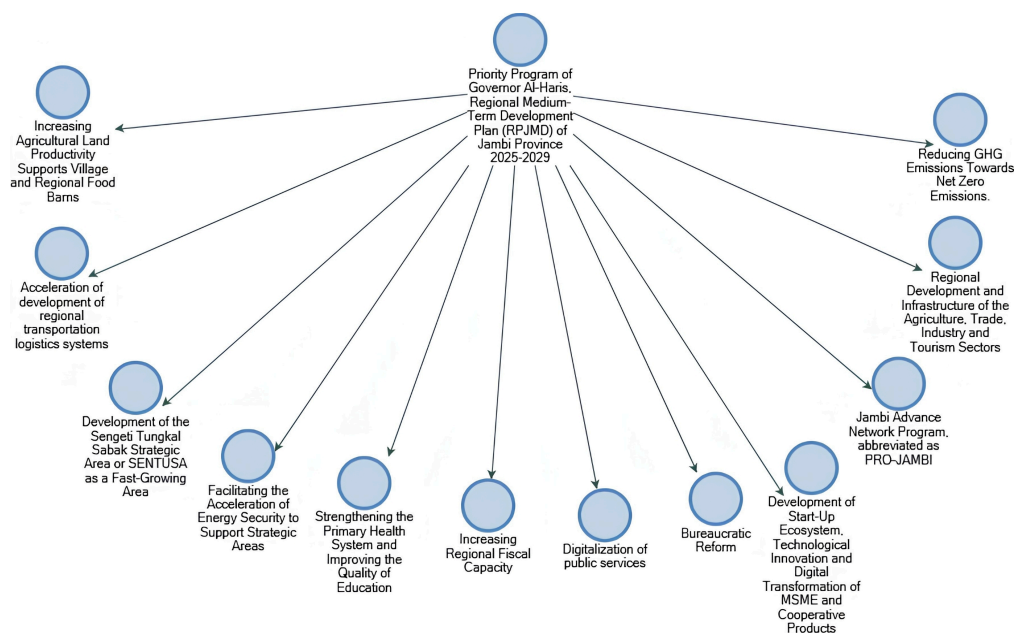
## RESULTS AND DISCUSSION

### *Priority Development Programs in Jambi Province*

In facing the dynamics of the times and increasingly complex development challenges, the Jambi Provincial Government, under the leadership of Governor Al-Haris, continues to strive to implement policies that support all levels of society (tempo.co, 2025). Through 12 priority programs, Governor Al-Haris of Jambi Province strives to realize economic growth and ensure prosperity, social justice, and environmental sustainability. Each program is designed to meet the needs of the community, so that the goal of realizing a developed, safe, and competitive Jambi can be achieved gradually (Annisa, 2021).

Figure 2. Explains the 12 Priority Programs of Governor Al-Haris in the Jambi Provincial Development Plan 2025-2029. To build a more advanced and prosperous Jambi Province, these programs were born from the aspirations of the people, regional needs, and the challenges faced by Jambi today and in the future (Ardiyanti et al., 2023). The first step emphasized is (1) Bureaucratic Reform, the Government wants to ensure that public services run effectively, transparently, and are free from corrupt practices. With good governance, the

public is expected to feel the direct benefits of every policy taken. Furthermore, (2) Digitalization of Public Services is the key to providing easy and fast access to services. This digital transformation touches the licensing sector and various administrative matters that previously required manual processes and took a long time. With a digitally integrated system, Jambi residents can take care of various needs more efficiently, wherever they are. (3) Increasing regional fiscal capacity is a primary concern. The Jambi Provincial Government seeks to optimize revenue sources, both from regional taxes and asset management, so that the development budget can be utilized optimally. In addition, (4) Regional development in the fields of agriculture, trade, industry, and tourism is encouraged as a new locomotive for the regional economy. This program not only creates jobs, but also increases local potential that has not been optimally explored. (5) In an increasingly competitive era, with the development of the startup ecosystem, innovation, and digital transformation, MSMEs and cooperatives are very important. The government wants to ensure that technological developments do not neglect small and medium enterprises in Jambi. They are provided with training, access to capital, and mentoring so they can compete in a wider market, even at the national level. (6) Agricultural land productivity is also a strategic target. Jambi, known as



**Figure 2. Twelve Priority Programs of the Governor of the Jambi Province RPJMD for 2025-2029**

Source: Modified With NVivo 12 Plus, 2025

an agricultural region, is expected to be able to become a food barn that not only meets the needs of its own region but also contributes to other regions. The government continues to support agricultural innovation, starting from the use of modern technology and fertilizer assistance to opening market access for farmers. (7) The development of the SENTUSA (Sengeti-Tungkal-Sabak) strategic area is a long-term step in creating a new center of economic growth.

This area was chosen because of its strategic location and significant development potential. The government is committed to building supporting infrastructure, such as roads, ports, and electricity networks, so that investment and economic activity can grow rapidly in the region. (8) Energy security is also a priority. The Jambi Provincial Government is striving to accelerate energy availability, especially in strategic areas, so that all economic activities and household needs are met sustainably. This effort is also supported by the development of environmentally friendly renewable energy sources. (9) Transportation and logistics are the backbone of economic movement. Therefore, the Provincial Government is focusing on developing an integrated transportation logistics system, so that the distribution of goods and services between regions in Jambi can run smoothly and efficiently. This is expected to reduce logistics costs and increase the competitiveness of local products. (10) The government wants to ensure that all citizens receive quality services in the health and education sectors.

Strengthening the primary health system, such as community health centers and clinics, continues to be carried out so that public health services can run optimally. Meanwhile, improving the quality of teachers, infrastructure, and equal access to education are priorities in the education sector to produce a superior and competitive young generation in Jambi. One of the important breakthroughs is the implementation (11) of the Jambi Advanced Network Program (PRO-JAMBI), an initiative to strengthen sectors and regions in development. This program connects various government, private, and community stakeholders so that development runs more effectively and measurably. Commitment to environmental preservation is realized through this program (12), reducing greenhouse gas (GHG) emissions towards net zero emissions. The government invites all parties to work together to preserve nature and resources, for a greener and more sustainable future for future generations (jambione.com, 2025).

### ***Percentage Analysis of Development Programs Based on Online Media Coverage***

As a rapidly developing region, Jambi Province has launched various initiatives that have received extensive online media coverage. Through this coverage, the public obtains information and assesses the extent to which these programs meet local needs and aspirations (Ramadhani, 2024). This research aims to delve

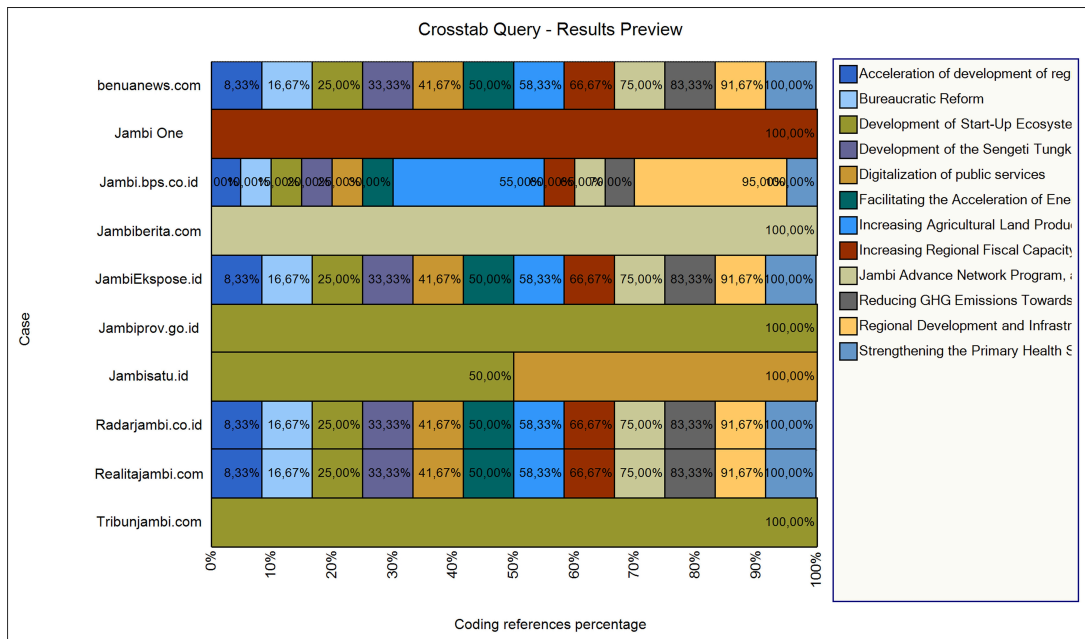


Figure 3. Crosstab Query

Source: Modified With NVivo 12 Plus, 2025

deeper into the successes, challenges, and public responses to ongoing programs, thereby making a tangible contribution to the development of more targeted policies in the future. Figure 3. The results of this Crosstab Query visual

Figure 3. The results of this Crosstab Query visualize the distribution of news coverage regarding the 12 Priority Programs of the Jambi Governor across various online media. The vertical (Y) axis displays the data sources, which in this study are various online news sites such as benuanews.com, Jambi.bps.co.id, Radarjambi.co.id, and the official government website Jambiprov.go.id. The table on the right displays the 12 priority programs in the 2025-2029 Jambi Provincial Medium-Term Development Plan (RPJMD).

Based on the analysis using NVivo 12 Plus through the crosstab query feature, it appears that each media outlet has a distinct tendency in highlighting priority government programs. In general, media outlets such as benuanews.com, jambiungkape.id, radarjambi.co.id, and realitajambi.com tend to cover all priority programs relatively evenly. This indicates that these media outlets report the program list comprehensively, based on official government press releases. Some media outlets tend to focus on specific issues. For example, jambi.bps.go.id predominantly reports on agricultural land productivity improvement programs (around 55%), which aligns with its institutional function as a provider of sectoral statistical data. Meanwhile, jambiberita.com, jambiprov.go.id, and

tribunjambi.com highlight specific programs such as PRO-JAMBI (100%), indicating a narrative emphasis on the government's flagship program. This suggests that the analysis of these sources exclusively discusses the network's programs (Poluan & Lung, 2022). Furthermore, Jambi One media outlets were identified as solely discussing the theme of Regional Fiscal Capacity Improvement. Based on the Crosstab Query graphic analysis, it can be concluded that this graph maps the focus of online media coverage on 12 priority programs of the Jambi Provincial Government (Bangun & Aristya, 2024).

This indicates that the media actively covers the government's development agenda, albeit with varying emphases. These differences are inseparable from the characteristics of each media outlet, including institutional interests, audience orientation, and the communicative function they perform (Rodelo, 2020). Some media outlets provide comprehensive coverage of various development programs, while others such as official government websites and statistical agencies tend to emphasize specific issues in accordance with their institutional mandates and focuses. This situation indicates that the news agenda is not neutral, but rather influenced by the editorial priorities and framing constructed by each media actor (Masduki & Wendratama, 2025).

Governor Al-Haris's government program, which refers to strategic issues and the Vision of a Steady, Competitive and Sustainable Jambi in 2029 with the blessing of Allah SWT, has three missions

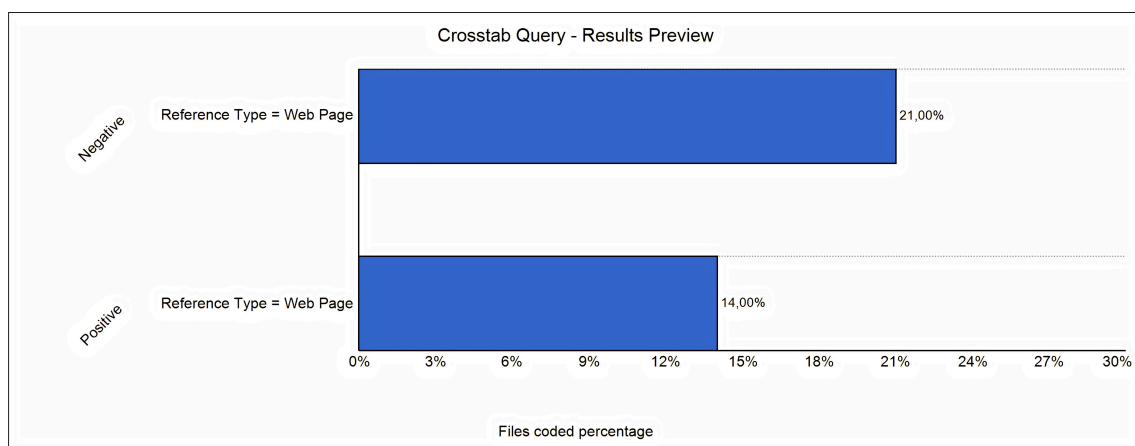
to be implemented. The three missions to be implemented are: (1) Strengthening Effective and Efficient Governance, (2) Strengthening Regional Competitiveness and Productivity in the Fields of Agriculture, Trade, Industry and Tourism, and (3) Strengthening the sustainability of development and the quality of human resources (AksesNews, 2024). The first mission aims to realize accountable, transparent and adaptive governance. The second mission aims to increase regional competitiveness by optimizing leading sectors. The third mission has two objectives: first, realizing a low-carbon, resource-efficient and socially inclusive economic system. Second, realizing high-quality, cultured and gender-equal human resources.

### *Development Failure in Jambi Province*

Robert Charlick defines good governance as the effective management of all public affairs through the creation of legitimate regulations and/or policies to promote societal values (Hansson & De-

paula, 2025). Good governance theory emphasizes the importance of transparency, accountability, responsiveness, and public participation in governance. When these principles fail, such as unclear project information, weak oversight, and minimal response to public complaints, public dissatisfaction arises, triggering social activism. In the context of development in Jambi, media coverage of problematic projects highlighted the government's failure to meet good governance standards, prompting students and the public to engage in criticism and social action as a form of public control over development.

This study identified 12 flagship development programs in Jambi Province. These programs were then reanalyzed by examining the positive and negative responses of the public, communities, and organizations in Jambi Province. Furthermore, the analysis examined sentiment toward the Jambi Provincial government's programs for sustainable development.



**Figure 4. Crosstab Query Sentiment Analysis**

Source: Modified With NVivo 12 Plus, 2025

Figure 4. Results of sentiment analysis using Crosstab Query show a predominance of negative news coverage of development projects in Jambi Province. Of the total news files analyzed, 21% contained negative sentiment, while only 14% were positive. This difference indicates that narratives of criticism and public disappointment are more prominent than narratives supporting or praising the government. This predominance of negative sentiment reflects how the media plays a role in shaping the construction of social reality, where issues considered problematic tend to receive greater and more repeated exposure.

This negative sentiment is predominantly related to major projects such as the Islamic Center Project, the Swarnabhumi Football Stadium

Project, and the Angso Duo Green Open Space. This situation indicates that the public and the media are focusing more on failures or obstacles in the implementation of development programs than on their successes. In the context of digital communication, emphasizing negative issues often reinforces certain framings, which then influence the public's collective perception of government performance (Alamsyah & Ridwan, 2023).

This phenomenon has important implications in the context of social activism. The dominance of negative narratives creates an information environment conducive to the emergence of public dissatisfaction, which can then develop into social mobilization. Hasna (2022) shows that intense media exposure to issues, particularly critical ones, plays a

role in increasing public participation in collective action, including those led by students and civil society groups. Furthermore, in the context of development conflicts, repeated negative narratives can also strengthen awareness of structural injustice, which then encourages the formation of resistance movements against policies deemed detrimental.

Thus, negative news coverage not only reflects public perceptions of development failure but also serves as a catalyst that accelerates the emergence of social activism. The media, in this case, is not merely a reflector of reality but also contributes to shaping the dynamics of social movements through the production and distribution of narratives that influence how society understands, responds to, and acts on development issues.

In this context, this study identifies various failures of mega projects in Jambi Province through the collection of data from news articles sourced from credible online media, especially related to the construction projects of the Islamic Center, Swarnabhumi Football Stadium, and Angso Duo Green Open Space. These articles contain information about the implementation process, various obstacles faced, and polemics that develop in the community. Furthermore, all the data that has been collected is processed and compiled systematically by the author, then presented in the form of a table to facilitate reading, comparison, and analysis of problem patterns and factors that contribute to project failure.

**Table 1. Failure of the Jambi Province Mega Project**

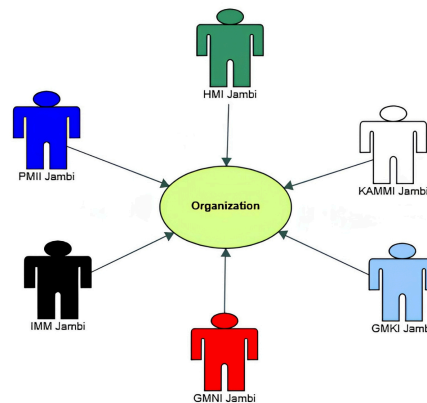
Cluster Project	Chaos	News
Islamic Center	<ol style="list-style-type: none"> <li>1. Failure in planning</li> <li>2. Too many addendums</li> <li>3. Design revisions and RAB (Cost Budget Plan) continue to increase, while building designs are actually being simplified</li> </ol>	Penyimpangan Proyek Islamic Centre Jambi Bakal "Dirujak" Aktifis Jambi <a href="https://www.jambi24jam.com/2025/06/penyimpangan-proyek-islamic-centre.html?m=1">https://www.jambi24jam.com/2025/06/penyimpangan-proyek-islamic-centre.html?m=1</a>
Football Stadium	Seats for 10,000 spectators have been installed, but the roof is not yet there	Dugaan Penyimpangan di Stadion Swarnabumi: Kursi Terpasang, Atap Menghilang? <a href="https://www.wartapembaruan.co.id/2025/05/dugaan-penyimpangan-di-stadion.html">https://www.wartapembaruan.co.id/2025/05/dugaan-penyimpangan-di-stadion.html</a>
Angso Duo's Green Open Space	<ol style="list-style-type: none"> <li>1. Suspicious Offers: PT DBH's price offers are almost entirely close to the Own Estimated Price (HPS)</li> <li>2. Equipment Specification Mismatch: There is a mismatch between the equipment specifications in the auction documents with the equipment offered by PT DBH</li> <li>3. Problematic E-Tendering Process: Overall, the e-tendering process through LPSE is deemed not to be in accordance with regulations</li> <li>4. A discrepancy in technical specifications worth RP3,420,226,939.67 was found</li> </ol>	Dugaan KKN Proyek RTH Angso Duo Jambi Resmi Dilaporkan PPWI ke Kejaksaan Tinggi Jambi <a href="https://patroli86.com/home/2025/06/23/dugaan-kkn-proyek-rth-angso-duo-jambi-resmi-dilaporkan-ppwi-ke-kejaksaan-tinggi-jambi/">https://patroli86.com/home/2025/06/23/dugaan-kkn-proyek-rth-angso-duo-jambi-resmi-dilaporkan-ppwi-ke-kejaksaan-tinggi-jambi/</a>

Source: Compiled By The Author, 2025

***Social activism as a response to the failure of development programs in Jambi Province***

In the context of regional development, various programs have been designed and implemented to improve the overall well-being of communities. However, these programs often encounter obstacles and failures, resulting in suboptimal development outcomes. In response to this situation, social

activism has emerged as a significant phenomenon, where individuals and community groups actively participate in critiquing, monitoring, and promoting change in development policies and practices. Social activism is not simply a manifestation of social concern; communities advocate for their rights and address the failures of development programs that have so far failed to meet real needs.



**Figure 5. Organizations involved in Social Activism, such as the Jambi Development Project**

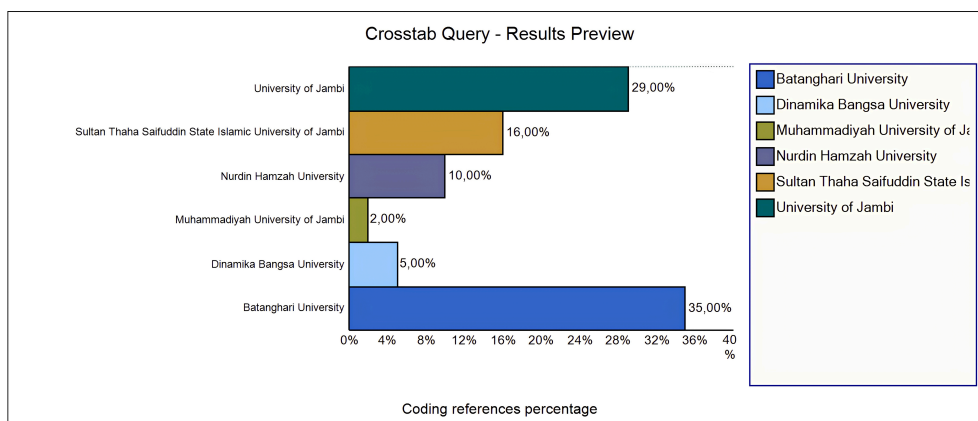
Source: Modified With NVivo 12 Plus, 2025

Based on Figure 5 above, there are six organizations that are actively involved in social activities and have a significant influence on development projects in Jambi Province. These organizations include First: The Jambi Islamic Students Association (HMI) is an Islamic student organization that develops students and the community in Jambi. HMI was founded by Lafran Pane and several other figures in Yogyakarta on February 5, 1947. HMI Jambi, as part of HMI, was born from the spirit of realizing Islamic values in the context of student and community life (Azhar & Achiriah, 2023). Second: The Indonesian Islamic Students Movement (PMII) Jambi is an Indonesian Islamic student movement which is a student organization based on Ahlulsunah Waljamaah Islam and aims to develop student potential in the intellectual, social, and religious fields. PMII Jambi is very important in guiding students to become agents of positive change. Through education, cadre formation, and various activities, PMII Jambi strives to shape students with a moderate understanding of religion, broad insight, and high social awareness (Suhardi, 2025).

PMII Jambi also functions as a forum for students to develop their potential and contribute to regional and national development. Third: The Muhammadiyah Student Association (IMM) is an autonomous organization under the auspices of Muhammadiyah that operates in the fields of religion, student affairs, and society, especially among students. As part of the national IMM, IMM Jambi has a role in developing the potential of Muhammadiyah students in the Jambi region, both in Muhammadiyah Higher Education Institutions (PTM) and other universities. IMM Jambi is an important forum for Muhammadiyah students in Jambi to develop themselves, contribute to society,

and achieve Muhammadiyah's goals together. Fourth: The Indonesian National Student Movement (GMNI) in Jambi cannot be separated from the history of the national student movement in general and the development of student organizations in Jambi. GMNI Jambi, as part of GMNI, emerged as a student struggle forum based on Marhaenism, which aims to create a society and state that sides with the interests of the people (Cemerlang, 2021).

GMNI emerged nationally as a student organization with a Marxist ideology, initiated by Sukarno. Marxism is a teaching that seeks to create a socially just society and state for all people. After GMNI was established nationally, GMNI branches began to form in various regions, including Jambi. GMNI Jambi then became part of the student movement in Jambi, which was active in various social, political, and academic activities. GMNI Jambi was active in various student movements in Jambi, addressing national and local issues. They were involved in various demonstrations, discussions, and other social activities to fight for the interests of students and the community. Fifth: The Indonesian Christian Student Movement (GMKI) Jambi is inseparable from the history of the national GMKI. GMKI was founded on February 9, 1950. After the formation of GMKI, GMKI branches began to appear in various cities throughout Indonesia, including Jambi. Sixth: The Indonesian Muslim Student Action Association (KAMMI) Jambi, like KAMMI in other regions, was born in response to the 1998 national crisis, particularly the crisis of confidence in leadership. KAMMI Jambi and KAMMI throughout Indonesia were founded by campus da'wah activists who felt called to make a difference (Amaliyah et al., 2023). KAMMI Jambi plays an active role in the student movement



**Figure 6. Crosstab Query Percentage of Universities Involved in Social Activism in Jambi**

Source: Modified With NVivo 12 Plus, 2025

in the region to bring about positive change based on Islamic values. KAMMI Jambi is also involved in various social, educational, and religious activities in its community.

Based on the results of Figure 6, several universities that are frequently involved in social activism in Jambi Province are described. Data analysis shows that universities are frequently involved in social activism, which triggers group movements to support or oppose policies made by the Government (Fithriyatirrizqoh & Zhanaty, 2024). This graph plays a very influential role in monitoring the Jambi Development Project. This graph is the result of a Crosstab Query in Nvivo 12 Plus, its function is to compare and show the proportion or frequency of mentions (reference coding) of various universities in the context of the theme of "social activism" analyzed from online news data. This graph shows the universities that are most frequently involved or associated with social activism actions in Jambi according to the data collected.

This graph visualizes the percentage of involvement or mention of six universities in Jambi in news about social activism related to development projects. This graph clearly shows the three most dominant universities in media coverage about social activism First University of Jambi (UNBARI), occupying the most significant percentage with 35% of the total coding references. This shows that UNBARI is the university most frequently involved in the context of Jambi's social activism. Second University of Jambi (UNJA) is in second place with 29%, indicating its role is also very significant in various social activism actions. Third Sultan Thaha Saifuddin State Islamic University of Jambi (UIN STS Jambi) is in third place with 16%. Fourth Nurdin Hamzah University of Jambi 10%. Fifth Dinamika Bangsa University 5%. Sixth Muhammadiyah University of Jambi 2%.

Thus, student social activism in Jambi, as reported by online news media, was largely driven by students from Batanghari University (UNBARI), Jambi University (UNJA), and Sultan Thaha Saifuddin Jambi State Islamic University (UIN STS Jambi). These three universities accounted for 80% of the total activism identified in the research data. This graph quantitatively maps the centers of student movements in Jambi, providing strong visual evidence that these universities are key actors in monitoring and responding to the Jambi provincial government's development projects. For the researchers, this graph validates that the data collected from online news media effectively identifies the main actors in social activism. This graph provides a strong foundation for further analysis regarding the forms of protest, the issues raised, and the student organizations involved that originate from these campuses. Overall, this graph does not measure sentiment but effectively visualizes various universities as centers of social activism on development issues in Jambi Province.

Social activism is not always destructive, but is often directed at improving policies and ensuring more inclusive and effective development programs. These activities include project monitoring, publicizing criticism through social media, and dialogue with government stakeholders. In the context of Jambi Province, activist groups leverage negative news coverage as evidence and a legitimate reason to demand accountability, creating a clearer connection between perceived development failures and structured social action.

Overall, these findings confirm that social activism in Indonesia, particularly in Jambi, is fueled by a combination of failed development programs and critical media coverage. The interaction between public perception and online media forms a social oversight mechanism that is crucial for

democracy and more transparent development governance.

## CONCLUSION

This study found that social activism in Jambi Province is a civil society response to the gap between planning and implementation of development policies. Although the Jambi Provincial Government has designed 12 priority programs in the RPJMD to realize sustainable and competitive development, its implementation is considered less than optimal by various elements of society. This is reflected in the dominance of critical narratives in the news, as seen from the analysis results, where 21% of the news was negative compared to 14% positive. Where most of the news content contains public perceptions that question the effectiveness of local government performance, while narratives that appreciate development achievements appear to be more limited in the news analyzed.

Based on the frequency of appearance in news reports coded through NVivo 12 Plus, the identified social activism was dominated by student movements from three major universities, namely Batanghari University as the source of the most activism news, followed by Jambi University, and Sultan Thaha Saifuddin Jambi State Islamic University. The six student organizations involved consistently carried out social control functions through advocacy actions, budget oversight, and mobilization of public participation in the governor's priority programs.

The research findings also validate the strategic role of online media as a mediator in the relationship between government and civil society. The nine local media platforms analyzed serve not only as information outlets but also as arenas for legitimizing public narratives that shape collective perceptions of the direction and quality of regional development. In this regard, the media play an active role in strengthening or challenging the policy discourse developed by the government.

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