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Abstract:
The purpose of this study provides a description of the learning model rhetorical argumentation in social media effectively and emancipatory. Learning model used is replication of the model Toulmin argument. The research method used is a case study with qualitative methodology. The results showed that the learning model of rhetorical argumentation in social media on political decisions Jokowi case studies, during the 100-day rule, shows that many claims are built not effective, because there are many people who ask for social media Jokowi think back on that decision. The data support the residents claim is weak leadership Jokowi as party officials. Warrants used social media community is a decision that raised volunteers Jokowi Jokowi, sitting as a leader in a number of strategic positions of government.
Argument Rhetoric Learning Model in Social Media
(Analysis Toulmin Model of Jokowi Political Decision on Facebook)

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Keywords: Learning Model, Rhetoric, Political Communication

1. INTRODUCTION

The rhetoric of the argument in the digital era, or digital rhetoric, is not a new trend in the study of rhetoric at this time. Warnick and Heineman has initiated a study on the use of rhetoric in a variety of new media technologies, especially for political activity, since 1998, at which time the Internet is widely known just society.

Today the people of Indonesia also showed a tendency to read and write online. It is influenced by the development of communication technology that penetrated all spheres of life, including the lives of the people that could not be further from the gadget. Through gadgets, appeared habit to read and write new, via online. In the act of reading and writing online, which became its appeal is the visual elements in the text is as important as the text language in communication. Thus there are two tools that are used, language and images. Where, rhetoric that apply to writing also applies to speak. Equally look at the idea, attitude, stance, tone, style reading back to the author.

Rhetoric studies to date is an interesting study and necessary, because an important role in communication activities, particularly in verbal communication. Recognizing the importance of rhetoric as the skills necessary in life, taught rhetoric in oral discourse and writing for a variety of practical needs and learning activities in the classroom.

The theory of rhetoric, interesting when linked with the ability of argumentation in the community who love to write and read online. Because, when the writing publish online, it will spread to all kinds of people and communication networks. But unfortunately, not many people knew about the rhetorical argumentation. It is, look how commotion in social media in response to a particular issue, especially regarding political decisions Jokowi, as head of government. On the one hand, the authors also saw inability argue well, also there, on the side of Jokowi own leadership. Among the many political decisions Jokowi, the most interesting to be discussed in social media chatter citizens is about lack of sharpness Jokowi in the conflict between the Police and the Commission. In these conflicts, diverse arguments residents appear to respond to the arguments of the government rhetoric, whether it is represented by elements in the government, such as Setgab, or implied by Jokowi own.

Utilization of online media massively used in everyday life, requires knowledge in using online media, in particular building an effective rhetorical argumentation. The essential requirement studied by everyone, especially governments and social media community. Why? If this is not addressed, then the government can not be effective because it is filled by the commotion, while the work for the construction, improvement of existing infrastructure, to the mental revolution proclaimed himself president will not run. Of those, the author
highlights the rhetorical situation in social media argument, then try to make the learning model of rhetorical argumentation in social media to replicate the model arguments put forward by Stephen Toulmin.

2. METHOD

The methodology of this research is a qualitative descriptive research. The method used is Stephen Toulmin model of argument. Toulmin's model of argumentation used for researching aspects of emancipatory rhetoric argument.

Toulmin method, is one of the effective ways to get the how and why the level of argument is read. It is a kind of method to read a text that allows us to break the argument into different sections such as claims, reasons, and evidence, so that we can make a judgment about how well the different parts work together.

Here are six basic components, Toulmin model of argument:

<table>
<thead>
<tr>
<th>Claim</th>
<th>Evidence</th>
<th>Warrant</th>
<th>Backing</th>
<th>Rebuttal</th>
<th>Qualifier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Someone wants to prove</td>
<td>Support or reason for prove</td>
<td>reasons of evidence supporting the claim; shows the fundamental relationship between evidence and claims</td>
<td>Tells the reader is a rational reason warrants</td>
<td>disclaimer objection to the claim</td>
<td>Adding limitation, specification claims, help deal with denial</td>
</tr>
</tbody>
</table>

Figure 1. Model Toulmin Argument

The latest studies, using Toulmin's theory was written by Derek et al, they developed a model that determines the legitimacy of rhetoric and communication structure of the underlying cognitive treatment and changes in an institution. In particular, they theorize, how to use the form of rhetoric intrafield and interfield in assumptions reflect social actors create legitimacy on two different levels. Rhetoric intrafield used more to do with institutional maintenance, while the use of rhetoric interfield more related to institutional change.

Meanwhile, a recent study on social media using the Toulmin model was written by Cummings. The study of social media has changed the way people communicate and collaborate both within and outside the organization. The results showed that social media has the potential to change the way organizations interact internally. The information available in an intra-organizational social networking impact on the perception of social capital among members of virtual teams.

3. RESULT AND DISCUSSION

Toulmin argumentation model development based arguments findings in social media, this time in Indonesia, not too needed the logos in the message body. Logos or logic used is replaced with the number of followers who follow claims made by Facebookers. Here's the picture:

There are 9 political decision Jokowi in the performance of the 100 government, Facebookers spotlight, namely: 1. The increase in fuel prices, 2. Polemic on Chief of Police nomination, 3. Governance Reform in Oil and Gas Sector, 4. Aviation Industry Debate, 5. Exchange Rate Volatility, 6. The increase in fuel Compensation Program, 7. Policy to Sink Illegal Fishing Ship, 8. Attorney General Election Debate, 9. Death Penalty for Drug Convicts. 9 Decision of the above, reap polemic in social media. The description of this polemic presented in the table below:
<table>
<thead>
<tr>
<th>Political decision</th>
<th>Claim</th>
<th>Evidence</th>
<th>Warrant</th>
<th>Backing</th>
<th>Rebuttal</th>
<th>Qualifier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rise in fuel prices</td>
<td>Government policy to increase the price of fuel oil (BBM) aim to build better infrastructure</td>
<td>The increase in fuel prices will contribute more money to the state treasury</td>
<td>The money will be used to build more roads and public schools</td>
<td>Every two month fuel prices will adjusted based on average global oil prices as such prices may fall and rise at any time.</td>
<td>People were disappointed, government policies do not defend the interests of the minor, and made a sudden.</td>
<td>Promulgated by Mr. President as a measure to eliminate fuel subsidy, although Director General of Oil in the Ministry of Energy and Mineral Resources made the announcement</td>
</tr>
<tr>
<td>Chief of Police nomination polemic</td>
<td>President Jokowi cancelled Commissioner General BG nomination although he had passed hearing before parliament. No detail explanations were provided</td>
<td>Council members questioned the contents of the letter of cancellation.</td>
<td>House of Representatives need to ask for clarification of the President about the cancellation</td>
<td>Commissioneer General BG was nominated by Jokowi and already passed fit and proper test from parliament</td>
<td>Dissatisfaction from some members of the House to the letter and the President of the lack of communicatio</td>
<td>The nomination of the Chief of Police is the authority of the President. Parliament may approve or disapprove</td>
</tr>
<tr>
<td>Oil and Gas Governance Reform</td>
<td>Question around Oil and Gas Governance Reform Team’s performance established by the government.</td>
<td>The weakening of the rupiah against the dollar, cannot serve as an excuse to raise fuel prices</td>
<td>There does not appear managerial capacity of government in managing oil resources</td>
<td>The proposal from the team is merely a discourse and not even one translated into policy yet</td>
<td>Previously, a SOE Reform team had made recommendati on on how to manage national oil and gas deposit</td>
<td>Pertamina (National Oil Company) can only do few oil related activities</td>
</tr>
<tr>
<td>Aviation Industry Polemic</td>
<td>The minister should focus on regulatory reform, not on policy like removing low fare ticket</td>
<td>Regulators are always audited by international bodies</td>
<td>Regulators must ensure fair competition</td>
<td>It is necessary to reform the ministry prior to freezing a license</td>
<td>The government is not prepared to deal with the airline industry that is growing very rapidly in Indonesia</td>
<td>The railway company is lost the competition to low cost airlines</td>
</tr>
<tr>
<td>Exchange Rate’s volatility</td>
<td>Weakening of IDR’s exchange rate because economic</td>
<td>Indonesia’s import value is much greater than the value of</td>
<td>BI assessed to tackle these conditions</td>
<td>The market started tired of the negative sentiment</td>
<td>The government will launch eight economic</td>
<td>Weakening rupiah turmoil is expected to continue</td>
</tr>
<tr>
<td>The increase in fuel Compensation Program</td>
<td>Compensation fund called the Family Welfare Programme Deposit (Program Simpanan Keluarga Sejahtera/PSK) was comparable to the impact on the fuel price hike.</td>
<td>If people should choose, people choose not receive aid, but no rise in fuel origin</td>
<td>Obtained compensatio n fund is not comparable with the impact caused by the increase in fuel prices.</td>
<td>Price increases due to rising fuel prices even more difficult for many people's lives</td>
<td>The government has positioned itself as a trader to the public. Good governance not only think profits benefit to the people.</td>
<td>The whole community needs are soaring, while income has not increased.</td>
</tr>
<tr>
<td>Sinking Ship used to do illegal fishing</td>
<td>The issue of burning and sinking as if the government makes firm</td>
<td>Australia is firmly in illegal fishing by throwing fishermen into the sea at the border</td>
<td>Jokowi’s government hoped not only once such a policy, but an ongoing basis. So that no foreign fishing vessels that carry out illegal fishing</td>
<td>In fish thieves crack down on the ship, the Navy will promote caution so as not to cause new tensions with other countries</td>
<td>The existence of an old photo reproduction arrest foreign fishermen in the Suharto era were reused for false imaging</td>
<td>Foreign Ship Sinking Fish Thieves are not new</td>
</tr>
<tr>
<td>Attorney General Selection polemic</td>
<td>Promise previous Jokowi ensure that the Attorney General does not come from politicians.</td>
<td>The Attorney General is a law enforcement agency that requires an independent figure and integrity</td>
<td>People whose background parties are always suspected, either because of corruption cases many politicians twist.</td>
<td>People whose background politicians usually have a conflict of interest, attorney general is Nasdem active politician to be a member House of Representatives</td>
<td>Good or relevant work as attorney general can not in value. Just look at what kind of performance, when good is supported, if not, critics</td>
<td>Selection of the Attorney General is the prerogative of the President</td>
</tr>
<tr>
<td>Asian Conf.</td>
<td>Indonesia has now entered into the category of countries with emergency drugs. Therefore, a wide variety of efforts to reduce drug trafficking in the community.</td>
<td>Delaying the implementation of the execution of death row inmate drug cases, it will worsen relations between Indonesia and international world.</td>
<td>Indonesia as a country will not be affected to anyone who threatens, the execution of a plan related to foreign nationals on death row</td>
<td>Andi Widjajanto Cabinet Secretary admitted that the policy of the death penalty in Indonesia have some pros and contra</td>
<td>Kejati Central Java: Failed Execution, State Authority Stake To that end, it requested that the prosecutor's team remain vigilant and anticipate the worst</td>
<td></td>
</tr>
</tbody>
</table>

Based on the table above, are summarized in political communication model of government to the people, there is always a reason, or justification given in anticipation of unpopular policies. On the one hand, the learning model of political communication, as designed to show the disjointed relationship between the executive and the legislative. With all due respect to the leadership of the country, according to the authors, this communication is not good models to study because not teach balance and harmony in the argument. Debate or polemic coloring Political Decision Jokowi communication models. According to the theory of learning, debate or polemic avoided as much as possible, because it can damage a conducive learning environment, and does not appear exemplary figure in the learning model.

References