Social Media and Popularity of Prospective Candidates in the 2019 General Election

Media Sosial dan Popularitas Bakal Calon pada Pemilihan Umum (Pemilu) 2019

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ARTICLE INFORMATION

ABSTRACT

Technology has helped make it easier for people to connect without meeting in person. Social media makes it easier for humans to interact without the need to meet in person. Information that is spread via social media can also apply quickly. This study aims to determine prospective candidates' popularity through social media as a campaign stage for the 2019 General Election. The research method used is descriptive, with a qualitative approach. This study's data sources are primary and secondary. Data collection techniques used are observation, documentation, and literature study. The data analysis technique used is a qualitative descriptive analysis model. The research findings show that social media helps prospective candidates use it as a campaign tool. In addition, social media, as prospective candidates, use a platform to increase their popularity by sharing activity posts featuring promotions or career paths from prospective candidates through their social media. This influence has a good impact on society. Young people, in particular, seem to be drawn to politics via social media.

ABSTRAK

Teknologi telah membantu mempermudah orang untuk terhubung satu sama lain tanpa harus bertemu langsung. Media sosial memudahkan manusia berinteraksi tanpa perlu bertemu langsung, informasi yang disebar melalui media sosial juga dapat tersebar dengan cepat. Tujuan dari penelitian ini yaitu ingin mengetahui popularitas bakal calon melalui media sosial sebagai panggung kampanye pada Pemilihan Umum 2019. Metode penelitian yang digunakan adalah deskriptif, dengan pendekatan kualitatif. Sumber data dalam penelitian ini adalah sumber data primer dan sumber data sekunder. Teknik pengumpulan data yang digunakan adalah observasi, dokumentasi, dan studi pustaka. Teknik analisis data yang digunakan adalah model analisis deskriptif kualitatif. Temuan penelitian menunjukkan bahwa media sosial membantu bakal calon menggunakannya sebagai alat kampanye. Selain itu, media sosial sebagai wadah digunakan bakal calon untuk meningkatkan popularitas mereka, dengan membagikan postingan-postingan kegiatan yang menampilkan promosi atau jejak karir dari bakal calon melalui media sosialnya. Pengaruh tersebut memberikan dampak yang baik bagi masyarakat. Kaum muda khususnya tampaknya tertarik pada politik melalui media sosial.

Introduction

Technology has helped people do more together, primarily through social media. This makes people look good in society because these activities are quickly completed with the help of technology. Technology has also changed the way to communicate and interact with each other. This is because new media and technology have made it easier for people to connect (Mudjiyanto, 2019). Social media allows people to communicate with others without having to worry about time or space constraints. People can share information and ideas quickly and easily, and everyone can contribute their thoughts and feedback. This way, everyone can have a more interactive and informative experience (Subono, 2017).

Since social media first came out, it was created as a way for people to communicate efficiently in virtual communities and networks (Aswad, 2018; Saud et al., 2020). Social media is a way to communicate with friends and family, learn new things, and connect with others. This is very helpful for sharing ideas and information and building relationships. Social media can also be a powerful tool for promoting a business or a person or saving on communication costs (Susilowati, 2019). Social media can be used to post blogs, share photos, and talk to friends on social networks.

The public can use Social media facilities freely but still adhere to a democratic system. Democracy is closely related to liberal or individual freedom and must be responsible for what is done. In this case, the release of humans to express opinions has been regulated in the 1945 Constitution in Article 28 E paragraph (3) concerning freedom of association, assembly, and expression of views (Undang-Undang Dasar Negara Republik Indonesia 1945, 1945). then with the existence of social media, it can be said that implementing freedom has gone well, and not only that, the supporting constitution for freedom of expression has been regulated in the Indonesian body, including human freedom. Social media includes various activities for the release of society, including freedom of opinion and expression. Apart from that, social media also creates good government and community communication. Thus, social media facilities can be used by both parties, the public, and the government, for a good and healthy democracy.

The second point of the division, namely the protection of human values, is the position of human dignity. Safety has been regulated in the Indonesian constitution as needing attention. The rule is contained in the Criminal Code (KUHP), which discusses restrictions on freedom of expression, such as spreading slander, insulting good names, and so on (Kitab Undang-Undang Hukum Pidana, 2023). Besides the Criminal Code, it is also contained in Human Rights and ITE Law. Social media policies also protect each other's dignity and personal data, so implementing this point in social media has been well-clustered and guaranteed in state law.

The presence of social media apart from being a means of freedom of opinion, of course, social media is also a means and place for self-development. Various abilities can be developed in social media, including editing skills. Editing skills in welcoming the modernization era are certainly the skills most needed in today's world of work. Means for self-development in social media are already very available from users of how decisions are made in utilizing their respective social media.

From the three points of the division above, it can be concluded that social media has become the most realistic means of implementing democracy. In line with this, implementing democracy in social media is very appropriate. With social media as a means of implementing democracy, of course, the use of social media needs to be utilized by the government in developing its government, such as including social media as the most critical indicator in accommodating media criticism from the public other than the government, political parties and prospective candidates who are running as well as using social media to accommodate people's aspirations profitably is a good move. Social media assessment has provided smoothness for democracy and freedom of expression (Lim, 2014).

Social media has a significant impact on the way we think and act politically. This allows people to communicate and share ideas more efficiently than ever before. This makes it very easy for people to influence each other and take action on the things they care about. Some people use social media to gather information and make decisions together. It is beneficial for activists and political campaigners. Social media can be used to promote politics and news on the internet. People can visit and read information about politics and updates on political matters (Yusniyawati & Panuju, 2020). In addition, voting is a critical process that can help decide who will be in charge of our country. Voting can also be used to learn more about campaigns and events (Saud et al., 2020).

The use of social media has become commonplace for political parties to provide political information and campaign for potential candidates in general elections. Social media is a compelling opportunity for prospective candidates to use campaigning for themselves because they see that active social media users are millennial youth, so they can attract the attention of these youths to participate in the world of politics. Online activities related to politics are beneficial and encourage the child to participate in political events (Meilinda et al., 2019). Apart from giving the impression to millennials by making social media an information medium, they have carried out the functions of political communication well. Political communication occurs through different channels: interpersonal communication, organizational communication, and mass communication (Yousuf & Alam, 2021). That's. The

first function is to inform the public about what is happening around them (Sariwaty S & Rahmawati, 2019).

The general election in 2019 is the 12th to take place in Indonesia. This is an important milestone because, for the first time, voting to determine the president and vice president, members of the People's Consultative Assembly (MPR), and the central and regional legislatures were conducted simultaneously. Voting will take place on 17 April 2019 in Indonesia and abroad. Previously, legislative and presidential elections were held separately with an interval of three months. This is based on Law Number 42 of 2008, which states that presidential and legislative elections must be held at different times, but the Constitutional Court ruled in 2013 that this was unconstitutional. The Constitutional Court's decision should have been implemented in the 2014 election, but because the government did not have enough time to prepare it, it was carried out in 2019. The 2019 presidential election is also the fourth direct election for the president and vice president. The holding of simultaneous legislative and presidential elections in 2019 aims to reduce the money spent on politics, minimize opportunities for conflict between supporters and voters, and increase the number of people voting (Saptohutomo, 2022).

Charta Politika said that information on social media influenced respondents' choices during the 2019 General Election. From the survey, 24.4% of respondents said social media greatly influenced their choices, and 37.8% said it was pretty influential. Meanwhile, 19.1% of respondents said social media information influenced their choices; 13.6% considered it to have no effect, and 5% did not know or did not answer (Nasution, 2019). The data shows that social media campaigns are very influential in determining their choice.

The success of elections depends on the government's role in providing socialization and making regulations regarding elections, as well as the role of political parties in forming good leaders. The credibility of a politician also influences society to participate in political participation. The media plays a role in transmitting messages to politicians and the public, affecting people to vote for certain politicians (Aziz, 2022; Juwandi et al., 2019). The rise of social media has helped people of all ages communicate and share information more easily. Internet-based social media is viral among this generation, such as Facebook, Instagram, WhatsApp, and blogs (Aziz, 2022; Komariah & Kartini, 2019).

Citizen participation means working together to ensure our government does its job. We can do this by voting and communicating our opinions to our leaders (Dwitama et al., 2022). Political participation means doing whatever you can to help make decisions that affect your life. This could include voting, writing a letter to someone's government, or joining a

protest group (Surbakti, 2010). Political participation can take many forms, but there are three main types: active, passive, and subservient. In active participation, a person makes suggestions about public policy. Passive participation occurs when a person obeys all government decisions. And finally, submissive participation is when Someone does what the government tells Someone to do without asking for anything. There are three types of political participation: phlegmatic, spectator, and Gladiator. Apathy means people don't care about politics and don't participate in the political process. Spectator participation implies that the public has participated in the election, but this is not always true. Gladiator participation means that people are active in the political process, for example, becoming party members, campaigning for candidates, and engaging in activism (Dwitama et al., 2022).

Social media has made it easier for people to engage in campaigns. This is because social media is where ideas and messages can spread quickly and easily. In addition, social media can be used to change public opinion about a political candidate. Finally, social media can also influence the competition for political power. Community control over politicians is much more robust in this social media era. Political campaigns are now experiencing rapid development. Meeting in person and the movement can also be done through the media. The advantages of online media are far more able to help the campaign run than meeting in person. Through online media, it is hoped that it can exceed the future campaigns expected through this online media. As a social media user, one must filter out which news is trustworthy and which is false by looking for the information in detail first. Thus, the political atmosphere is not tainted with issues that are not true.

From the explanation above, social media is essential in politics, especially regarding general division. Implementing the general election cannot be separated from the campaigns of various prospective candidates. The use of social media in campaigns is very influential in the popularity of prospective candidates. It is supplemented by data that says social media effectively determines elections. Many people in today's era believe that information received from social media and have an impact on building the branding of prospective candidates. The very high role of social media makes the popularity of prospective candidates in elections also very fast. So that it is easy for the public to find out who the candidates are from various parties in the 2019 general election. This research aims to find out the popularity of prospective candidates through social media as a campaign stage for the 2019 general election.

Method

The research method is a step that is owned and carried out by researchers to collect information or data and conduct investigations on the data that has been obtained. The research method provides an overview of the research design, which includes, among other things, the procedures and steps that must be taken, the research time, the source of the data, and by what steps the data were obtained for further processing and analysis. The research method is a scientific way of getting data for specific purposes and uses. Scientific means research activities based on scientific characteristics, namely rational, empirical, and systematic, as has been traced in the philosophy of science (Anggito & Setiawan, 2018).

This study uses a descriptive research method to look at social media as a campaign tool in the 2019 election. Data sources include official news, books, research on popularity, elections, social media, and websites related to the favor of prospective candidates through social media. This research collects data from observation, documentation, and a literature study. After that, the authors conducted a more in-depth discussion of the use of social media and the popularity of prospective candidates using data analysis techniques and qualitative descriptive analysis models (Creswell, 2017). The analysis model has six stages: processing and preparing data, reading all data, coding data, themes, and descriptions, linking articles and reports, and interpreting themes and narratives. The triangulation technique used is the source, design, and time triangulation.

Result and Discussion

Social media is very impactful in aspects of the order of communication between people, making communication easier and accessible to all groups. Based on this phenomenon, communication, which used to be personal interaction only limited to face-to-face, developed into the internet or social media based over time.
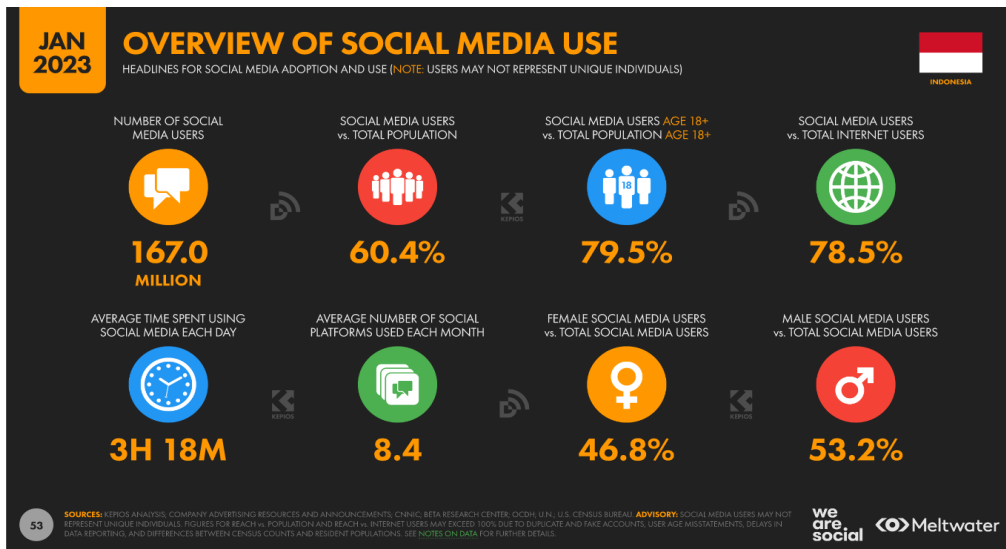
Figure 1. Overview of Social Media Use
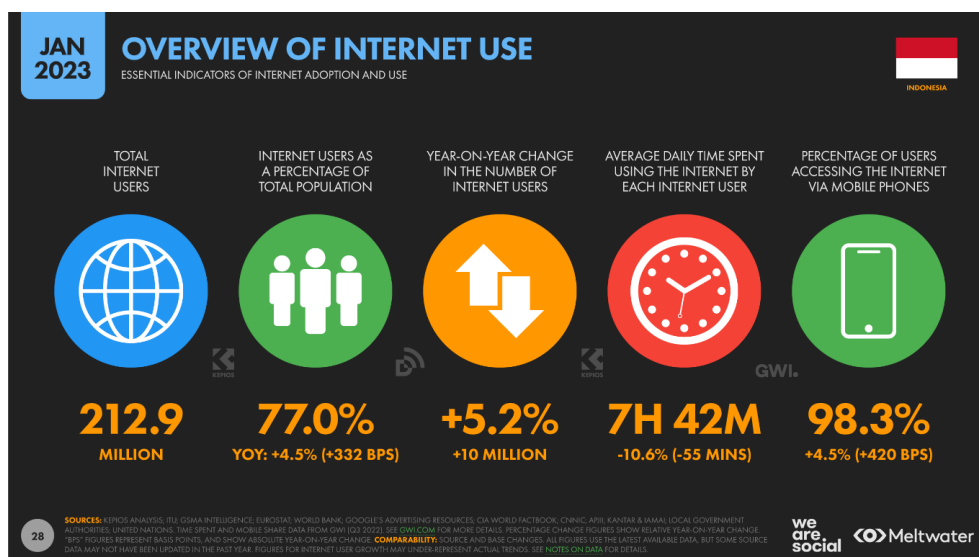Source: (Digital 2023: Indonesia, 2023)

Based on Figure 1 explains that the use of social media provides changes in changing various other things, such as the dissemination of information. Now there are two models for providing information; the first is the classic model; this model still maintains the pattern of spreading communication through word of mouth, and the second uses print media. The second model is the modern model, where the dissemination pattern is internet-based. With easy access and can be reached by all groups, internet-based or social media-based dissemination is an effective way to spread various fields, namely education, culture, economy, law, and politics, as used in campaigns to socialize vision, mission, and work programs a prospective regional head candidate for example (Ratnamulyani & Maksudi, 2018).

Use of Social Media as a Campaign Tool

The use of social media as a political communication strategy and campaign strategy at this time could have started in the United States election. At that time, Barac Obama received the attention of the World Public because Barac Obama and his team used social media to disseminate information about Barac Obama's campaign. To gain the sympathy and support of the people of the United States. After a few years, in Indonesia, social media began to spread as a campaign stage and started to bloom in 2014 in the Presidential election (Ardha, 2017; Ratnamulyani & Maksudi, 2018). The following is one of the thousands of examples of how prospective candidates can attract voters' attention through access to the internet or social media at a campaign stage. Information disseminated on social media refers to the core parts of things that attract voters' sympathy, socialization of the vision and mission, and other supporting matters.

The campaign journey in social media confirms the statement by Madcoms that social media has various forms that can be used to make friends with anyone, exchange information, and many others. Puntoadi also said that one of the benefits of social media is a bridge for personal branding, which applies to everyone who uses social media (Rusda et al., 2017). Based on that statement, the formation of a person's character can be read by his social media account, making it easier for someone to choose a candidate.

Socialization of party or individual campaigns for prospective candidates, on average, uses open applications such as Twitter, Facebook, Instagram, YouTube, and TikTok. The pattern of communication through social media provides a fundamental thing that the use of social media from campaigns, both from parties or individuals, is a way for them to form personal connections with other social media users—coupled with the spices of the publication of religious and social content in the community. With the addition of these positive issues, voters will immediately give a positive stigma based only on the content displayed by prospective candidates and political parties without thinking about the substance of the prospective candidate's vision and mission and the work programs presented. This phenomenon often occurs among voters. Lay voters and generation z voters or Zoomer voters plus millennial generation voters can be persuaded effectively through design processing followed by publications in media that the millennial generation often encounters, mainly social media (Abidin, 2020; Saldah, 2018).

Figure 2. Overview of Internet Use
Source: (Digital 2023: Indonesia, 2023)

Based on Figure 2 shows that Indonesia is a country whose population almost entirely uses the internet and has social media. Making decisions from parties or individual candidates using social media is undoubtedly accurate. Of course, the decision was based on the fundamentals of social media presence. Strengthening the presence of social media cannot be denied. That benefits the system of democracy and political communication (Hidayati, 2021).

Based on democratic arrangements in guaranteeing freedom in social media from expanding campaign opportunities and providing other information, human rights have been regulated and given the broadest possible rights with certain limits. The study of democracy in social media can be studied in more depth; democracy is a means of achieving political equality, which includes three things, firstly human freedom, protection of human values, and human development (Mafakhir, 2021).

Democratic parties in Indonesia use citizen involvement in elections to involve citizens in the political process and ensure everyone has equal voting rights. This helps ensure that the government is accountable to the people and that everyone has equal rights when it comes to political participation (Bentham & Boyle, 2002). In 2019, there were three different elections: the presidential election, the deputy election, and the legislative election. This election differs from previous elections, which took place one after another. This incident caused many problems, especially in terms of democracy in Indonesia. The problem arising from this election is that prospective candidates cannot campaign effectively on social media because it takes place simultaneously (Harahap, 2020).

In a democracy, political campaigns are essential to introduce potential candidates to the public. Campaigns are the activities of campaigning people, meaning they try to convince people to vote for them by conveying their vision, mission, and programs. Campaigns usually last for a certain period and are given by election organizers to all candidates. This allows them all to present their work programs and try to influence public opinion in their favor (Kurniawan, 2009). It is understood that political campaigns are a way for people interested in politics to get people to vote for them. The goal of a campaign is to convince as many people as possible to support a candidate or party. To do this, campaigns need to think about what will make people vote for them and what will make them change their minds about who to vote for. A good campaign can make many people happy or change their minds about who to vote for, which can help win elections. Thus, in the 2019 election, social media is a way to introduce and disseminate programs for prospective candidates and their supporters. This is done through social media posts that can be used to campaign for and fight for the candidate's position.

Use of Social Media as Popularity of Prospective Candidates

With rigorous guarantees by law regarding the use of social media in a democracy. Of course, it opens a broad way for various elements of politicians to express their social media, be it for the public interest or just for the sake of getting support from social media users, namely popularity. Twitter is the most commonly used platform to attract political participation (Lukmana & Sasongko, 2017). Twitter is a social media platform that can help change public opinion on important matters. Hashtags are features on the platform that help people find information about specific topics and can also help people focus on particular issues. Because tweets are limited in length, they can be a way to share quick opinions about politics. Other social media platforms are aimed at increasing political participation, including Facebook, Line, Instagram, and WhatsApp (Achsa, 2018; Saud et al., 2020).
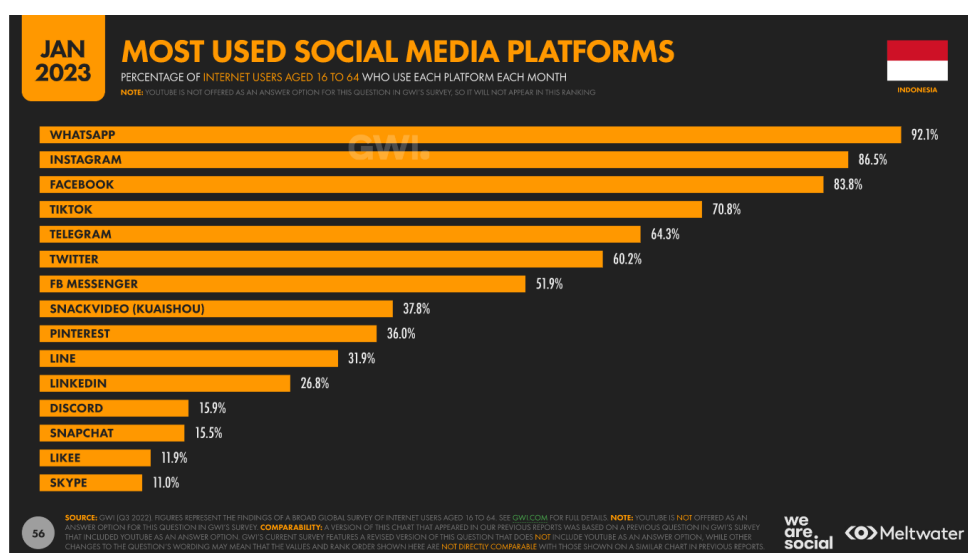

Figure 3. Most Used Social Media Platforms
Source: (Digital 2023: Indonesia, 2023)

Figure 3 shows that different social media platforms are used in Indonesia to communicate ideas, so candidates use other communication methods to get their points across. This can include anything from speeches to symbols to images. Political communication tools aren't just limited to using mechanical media (Abidin, 2020). Political parties use social media to communicate with their target audience in a way that will likely influence their opinions (Martiningsih, 2017). In general, Political campaigns and activities on social media platforms such as Facebook, Twitter, Instagram, YouTube, Linked In, Pinterest, Viber, etc., are often used by political organizations, political parties, and people in the world of politics (Selian & Melina, 2018; Yousuf & Alam, 2021).

The role of social media in Indonesian elections is important because it allows people to communicate and share ideas freely. There are six types of social media used to discuss politics: collaborative projects such as Wikipedia, blogs and microblogs such as Twitter, content communities such as YouTube, social networking sites such as Facebook, and virtual games such as World of Warcraft. These platforms allow people to share their opinions and information quickly and easily (Kaplan & Haenlein, 2010). One can use social media to see what the candidate is saying and doing and to get to know the candidate better. This can help people decide whether to support a potential candidate in elections. Social media is a way to quickly get one person's message across to many people. It has a lot of power to change how people think and behave and can be used to promote a candidate's political career (Ardianto, 2011). Thus, social media can impact the image and popularity of potential political candidates.

Prospective candidates and political parties efforts to use social media can be seen from the nearest social media platforms. Apart from campaigns, one of the uses of social media is to increase popularity and build communication. One sample of the strategy of a political party by one of the political parties in Indonesia, namely PSI (Indonesian Solidarity Party), in building communication among millennials to attract millennials or Generation Z to support them in the DKI Jakarta Provincial DPRD Legislative Election in 2019. There are five strategies carried out by PSI in seeking to gain millennial support in DKI Jakarta, especially in the West Jakarta 10 electoral district, namely: a) utilization of group roles, b) distribution of constituent cards, c) use of social media and the internet; d) promotion through influencers and advertisements on national TV; and e) an internship program organized by the DKI Jakarta PSI Regional Leadership Council (Azizah, 2019).

Table 1. Social Media for Candidates for the 2019 Election
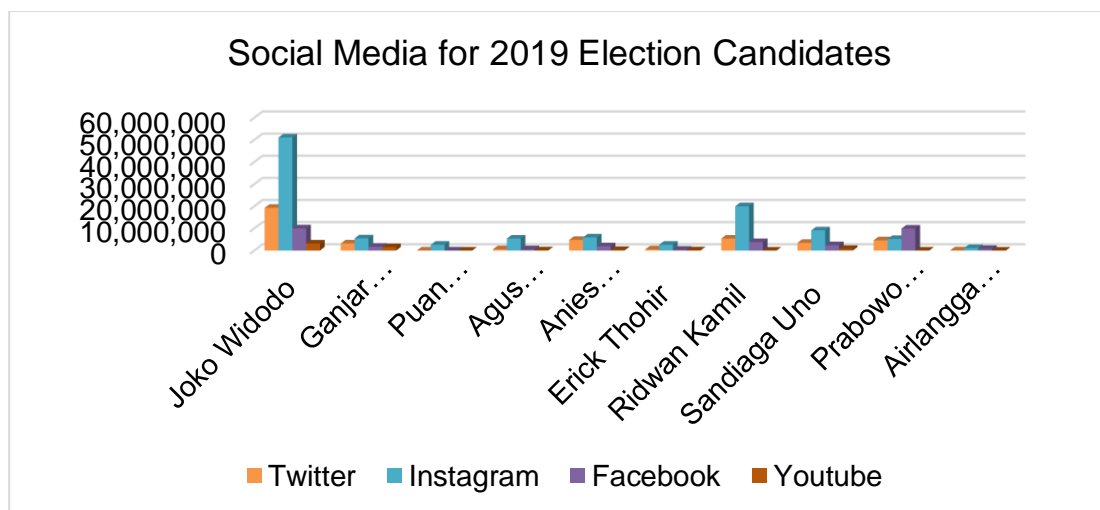
Source: Author Processed Results (2023)

Based on Table 1 explains that the power of social media is very high and can increase the popularity of prospective candidates. Some examples of social media created by prospective candidates, Twitter, Instagram, Facebook, and YouTube, have high followers. This can benefit prospective candidates to increase their popularity by sharing content on their social media. The range of prospective candidates can influence the public and attract the public's sympathy to vote for prospective candidates in elections. In addition, the popularity of prospective candidates on social media makes people who initially do not know them become interested in learning more about prospective candidates through content shared on social media.

Recently, the enthusiasm of various prospective candidates and political parties in welcoming the elections in 2024 has been seen to be active in establishing relationships with citizens and creating religious and social content. The following digital electability data from Drone Emprit based on consideration of positive sentiments (supporters/loyal) and neutral emotions (sympathizers) summarizes the order of famous political figures: First, Ganjar Pranowo 89.5 Second place is occupied by Puan Maharani 67.7 K, third position Agus Harimurti Yudhoyono with 59.5 K, fourth place Anies Baswedan 49.9 K, fifth position Erick Thohir 24.5 K, sixth position Ridwan Kamil 13.1 K, seventh position Sandiaga Uno 6 K, the eighth position is occupied by Prabowo Subianto 3.8 K, and ninth position is Airlangga Hartarto 3.7 K (Barus, 2021). Information submitted from political parties and various prospective candidates running in general elections tries to carry out a horizontal flow of information through two-way communication between social media users (Adiwilaga, 2018). So that prospective candidates can easily interact and even receive direct responses from social media users about policies and discuss policy proposals. Prospective candidates and political parties can easily measure people's political satisfaction (Yodiansyah, 2017). From these samples, it is easy for political parties to swiftly provide solutions through the visions and missions of prospective candidates and work programs in a designated area to socialize their candidates for the upcoming elections. And political oversight (Wihayati, 2016).

The role of social media in democratizing media participation, which its proponents herald as ushering in a new era of participatory democracy, with all users able to contribute news and comments (Sofian, 2020). This participatory differentiator from traditional and social media, namely social media, opens opportunities for many groups or individuals to be involved in political communication (Juditha & Darmawan, 2018). Of course, establishing good communication or invitations from prospective candidates and political parties gives the community a new stigma about prospective candidates and political parties. It impacts political

communication, significantly influencing netizens' social learning (Heryanto, 2018). Establishing transparent communication between prospective candidates and fine political parties lowers the fear of forthcoming candidate tactics that previously often occurred due to political mobility and lack of access to transparent political communication (Komara, 2016). The use of social media by prospective candidates and political parties in campaigns enables political communication to meet political communication needs (Adiwilaga, 2018).

Based on the statement above, using social media in campaigns is commonplace in strengthening one's potential in terms of popularity and can help attract voters. The dissemination of political information is indeed something that political parties must carry out, be it through classical media or other media. This mandate is inherent in the political profession; it is essentially a specific job that demands unique and special requirements to convince and gain the parties' trust which need it (Habib, 2013). Apart from the first objective, to get support from voters, various things need to be considered by prospective candidates. Political parties, in developing their campaigns or disseminating information, namely, all information is provided in the form of actual news. The point is that built information or communication goes according to the course of the 1945 Constitution, namely aiming for "Educating the Life of the Nation" (Undang-Undang Dasar Negara Republik Indonesia 1945, 1945). The dissemination of information that is not actually in the midst of society certainly confuses us. The government has also regulated the spread of hoax issues to avoid which will create chaos and even conflict in social dynamics in society. Legal firmness in this dissemination is threatened to prevent unwanted and certainly detrimental things. The threat of the perpetrators of the spread was in the form of imprisonment or fines, but it was emphasized again that the space of hoax issues would be snared by a myriad of articles (Diandra, 2017).

Conclusion

Social media is a practical step for prospective candidates in building popularity wrapped in political communication. The stigma formation of one's perspective on prospective candidates can be quickly formed through posts from social media so that the construction of views on prospective candidates and political parties can support a person in making decisions in conducting elections in general elections. Opening up opportunities to express oneself on social media certainly brings positive things to the enthusiastic spirit of prospective candidates and political parties to increase their popularity. Prospective candidates and political parties efforts to use social media can be seen from the nearest social media platforms. Apart from campaigns, one of the uses of social media is to build communication.

The use of social media is indeed a new era in campaigning in the world of Indonesian politics. Still, social media can be said to be a medium that disseminates information much faster than other media than media to support political campaigns. The principle of the rapid dissemination of data has had many impacts on politics. One of the results of this impact is the dissemination of confusing information in society, even information that contains advice that aims to drop a positive stigma on the political opponents' camp. Stage campaigns on social media are indeed an effective way to increase popularity. Still, there are things that information disseminators need to pay attention to, namely providing factual information as well as providing news or forming political communications both in campaigns and with other intentions; it must be in line with the 1945 Constitution, educating the nation and increasing unity between citizens.

Recommendations for further research can be further developed regarding what social media will be used in the general election campaign for prospective candidates. So, it can be known that social media is the most effective and efficient in increasing the popularity of prospective available election candidates, and it can be easy for the public to get to know more about the prospective candidates and the special programs.

Acknowledgment

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