

New Media Analysis In The 2024 Election

Anissa Audina^{1,*} Kamaruddin Hasan² Muhammad Yusril Busyro³ Riandy
Yudistira⁴ Khansa Alifatun Nabila⁵ Hasna Hamida Azzahro⁶

¹*Law Studies, Faculty of Law, Jakarta College of Law IBLAM*

²*Communication, Faculty of Social and Political Sciences, Malikussaleh University*

³*Communication, Faculty of Social and Political Sciences, Merdeka University Malang*

^{4,5,6}*Informatics Engineering, Faculty of Engineering, Cirebon College of Information and Computer Management*

*Corresponding author. Email: anissaaudinaaudina@gmail.com

ABSTRACT

The existence of mass media in the context of political communication has an important role. It is in accordance with the process of the authoritative political transformation to the reformation era which undoubtedly expresses freedom to be a basis of the formation of democratic citizen life. Mass media has an important role in delivering the political message to the public significantly, because the mass media has some advantages such as mass media has a broad range to the public and directly also affects the message receiver. In addition, the mass media affects the public about what they think is important. The mass media indeed cannot determine what to think, but affect what to think about. By choosing certain news and ignore others, media forms our world image as the media presents. Therefore.

Keywords: News Media, Political Communication

1. INTRODUCTION

Peresearch on the use of social media in Pilkada is interesting to do, for the following reasons. First, changes to the electoral system in Indonesia have opened up space for political participation in the form of direct elections. Winning is no longer determined based on serial numbers, but based on the number of votes cast. To get public sympathy and get the most votes during elections, traditional campaign patterns are no longer the time. People can no longer be dictated to, they have the freedom to determine their attitudes and political choices. Like it or not, the way of communicating in the campaign process must use modern patterns that are more creative and innovative, including what media will be used.

First, role of the media in politics is inevitable, because the media has a big impact on every political process. Klape (Firmanzah, 2012) states that the media has the ability to influence public opinion and people's behavior. In the context of competition that occurs in every political contest, the media plays a very strategic role. (Firmanzah, 2012) states that broad coverage in society makes the mass media considered as an effective way of communicating work programs, political

messages, forming the image of a party or person [1].

Second, the transformation that occurred in the aspect of technology utilization, social media can be said to have pioneered the birth of new trends, especially in terms of communication technology, where social media has succeeded in making the internet which used to be one-way to be more interactive and there is a two-way communication pattern.

Third, the presence of social media does not only have an impact on ordinary communication trends, but also has a major impact on the sustainability of the political process. In this case, social media is present as a channel that facilitates political communication, both between the elite and the people, the elite and the elite, or the people and the people. The presence of Facebook, Twitter, or blogs are examples that prove this development, which has a big effect on communication activities. If previously media such as the internet could only provide one-way communication options, now with the presence of social media, communication involving the use of the internet has become more participatory. Regarding this development.

Fourth, namely in several moments of political contestation, social media is often the mainstay of

the contestants to be able to win the competition. This condition is because in several ways social media has advantages that other media do not have, namely the opportunity for two-way or reciprocal communication. Therefore, social

media is often an effective tool that is considered useful for gaining public sympathy and support.

The focus of the study in general tries to answer the research question "What is the Role and Utilization of Technology in Campaigns".

Formulation of the problem

1. Can the use of social media by candidates be seen as a form of political transformation or is it merely a trend? If the use of social media is a form of transformation, how will it be managed and used to increase vote acquisition in the 2024 elections?
2. Has the use of social media supported civic competence in the 2024 election?
3. Bagawhat are the patterns of using social media in the 2024 elections?

Benefit of Study

- a. General purpose
Secin general, this research aims to identify and obtain an overview of the "*Role and Utilization of Technology in Campaigns*".
- b. Specific Objectives Specifically, this research aims to:
 1. Knowing whether the candidate's use of social media is a form of political transformation or is it just a trend. In addition, to find out how social media is managed and utilized to increase vote acquisition in the 2024 election.

Previous Teachings

In this research the author uses a descriptive qualitative method using an inductive approach. In (Machmud, 2016) stated "A qualitative research approach is research that aims to explain and analyze phenomena, events, social activities, attitudes of people individually or in groups".(2)

Theoretical and Conceptual Studies

The power of social media as a channel to influence audiences has contributed a lot to the formation of public opinion. The ability to multiply political messages on social media has an impact on changing voter behavior. Therefore, for the political elite who want to fight for the seat of power, they will try to use the media for the purpose of publication and image formation. Media in any form is a candidate's communication channel to an audience that is said to be effective and efficient in today's modern campaigning era (3).

Hamad (2004) states that the end of political communication is about this image, which depends a lot on how to construct the political power. (4)

Analyzing the use of social media to support civic competence in the 2024 election.

Identify patterns of using social media in the 2024 election.

Benefits of research

1. Theoretical benefit of research is to contribute to the scientific development of Civics, especially in the political education of citizens as a characteristic of good citizens.
2. Practical The practical benefits of research are as follows:
 - a. Political Practitioners, this research can be used as material for study and reference that social media can play a role and be used in political communication activities, namely campaigns.
 - b. The results of this study can be used as reference material, provide suggestions and input and evaluate in absorbing and fighting for aspirations and processes, especially regarding political communication.

3. THEORETICAL AND CONCEPTUAL STUDY

While the mass media has a significant power in political communication to influence the audience. As a result, the imaging carried out by the media will have a major impact in reaching a large audience, Arifin (2006) reveals that various mass communication science literature explains that the political message conveyed by the mass media is not a real reality, but is a media reality, namely an artificial reality or reality. Second hand reality, namely the reality created by journalists and editors who process political events into political news, through a selection process and screening. (5,6).

3. RESULTS AND DISCUSSION

Undoubtedly, social media occupies a very strategic role in conveying political messages to the public. Because it doesn't take a long time to just introduce the agenda, it can even change the previous choice, of course with the Strategy that the media has to continuously influence the audience. Of the various media used, of course there are advantages and disadvantages, as well as containing positive and negative influences on the audience. Screening and control of all news published in the media needs to be done so as not to make the wrong choice.

Through the media, it is easy for communicators and political activists to hypnotize audiences with images that are displayed at any time through the media. Various issues are well packaged to get a place in the public space so that their target audience can recognize them and then vote for them.

However, it seems that politicians who often use the media as a means of branding to form their self-image must be able to adapt a little to the continued transformation that occurs in the media, where developments in the field of technology and information take place so quickly, and have spawned new communication trends that are common. referred to as social media.

The emergence of social media has in fact succeeded in bringing quite dramatic changes to the development of information and communication flows. If in the past the process of conveying information tended to go in one direction, where the media or more commonly referred to as journalists acted as the subject of the message (communicator), then the public always acted as the object of communication (communicant), it seems that this is no longer relevant to the flow of communication that occurs. at the moment.

The political campaign cannot escape the influence of the mass media, both print and electronic media. As a consequence, the analytical approach he uses in turn uses more analysis of the mass media, especially with regard to theories of the relationship between the media and society, such as theories about messages, mechanisms for the dissemination of information that occur, and the psychological and sociological effects it generates. Related to this, Kraus and Davis in their book *The Effects of Mass Communication on Political Behavior* emphasized that the theme of political communication has been carried out and published since 1959, providing information that the media also constructs political reality in society (7,8) Besides that,

Meanwhile, the media is now changing people's lives so as to form hyper reality which

is a functional part of various social structures, especially the presence of television and the internet which take over human social functions. In this study it is confirmed that the media needs to be controlled to provide political education, in the form of building public awareness through media information channels. Thus it is clear that the media has an important role in circulating political messages to the public. Through the media, a politician can build his image so that he has a high electability rate.

3.1 CONCLUSION

The conclusion that can be, the benefits of research from a policy perspective are that it is hoped that it can become input for political parties or political elites that social media can be used as a means of political communication activity to increase vote acquisition in the 2024 general election. With this information, writers and readers will be able to ascertain the extent to which social media is used in political communication activities and its role as a form of transformation of political communication. With the development of the times, technologies have developed that can assist in the realm of political communication or elections.

Political communication is not just a theoretical and conceptual study, but has become an applied science in the dynamic field of communication. The presence of new media in political communication positions the study of communication science and the use of social media to really need to be understood as well as strategic to master and implement when facing the upcoming 2024 elections, social media ethics, political communication and communication strategies on social media, and the millennial generation in the vortex political. In addition, it also adequately reviews the use of new media in political communication, and social media buzzers in political communication.

CLOSING

In the context of modern politics, the mass media is not only an integral part of politics, but also has a central position in politics. Policy drafts must be disseminated so that people know and participate in discussing them in various forms of public discussion forums. The diverse demands or aspirations of the community must be articulated. Everything needs a channel or medium to convey it. Mass media is a political communication channel that is widely used

for these purposes. This is due to the nature of mass media that can lift messages (information and imaging) massively and reach diverse, distant, and widely dispersed audiences or publics. Political messages through mass media will very strongly influence people's political behavior. The importance of political behavior in supporting the success of political development is evident from the attention of political scientists who remain great on this issue. The general assumption shows that democracy can be maintained and maintained because there is active citizen participation in civic affairs. Their active participation in political life cannot be separated from the availability of information, and the most effective channel or medium for disseminating information is the mass media.

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