# Political Public Space In The 2024 Election Social Media Platform; *Between Expectations And Reality*

Kamaruddin Hasan[1], Zulfadli [2], Muchlis [3], Masriadi [4], Asmaul Husna [5], Awaluddin [6]

[2,3,4 ,5, 6] *Malikussaleh University*
*Corresponding author, email: Kamaruddin@unimal.ac.id*

**ABSTRACT**

Political public space in social media platforms the 2024 election will be attention Lots circles. Conflict discourse in room public political via social media platforms of course is something common and significant in context modern democracy. However when blunt make room public in social media disturbing or not Healthy. Social media has become receptacle for individual, group and society for convey opinion, discourse, opinion, information, interact in a way wide and others. Social Media has significant role in shape, influence opinions and choices political in election. Moment election is notes important in system democracy in Indonesia. Study This aim for analyze phenomenon conflict political public space in social media platforms. Use approach qualitative descriptive with analyze various source news, reports, public opinion and social media realit. Research result show that discourse conflict public space in social media the 2024 election occurs in a number of aspect among others; conflict between party politics, team success, conflict support and inter supporters. Social media often present incident violence and provocation. Even conflict between social media platforms That Alone. Competition business and interests politics. Conflict This can influence content, discourse and narrative. Study this is also revealing that phenomenon conflict public space in social media own significant impact to the public and the democratic process. Conflict can increase polarization and strengthening extreme attitudes between public. Besides Therefore, conflict can also occur obscure issue substance and diversion attention public of the important agendas that must be done discussed in election. Needed social media literacy, digital literacy and politics No only for public, also share party politics, the government is also a social media activist. Guard ethics, politeness and present regulations media social in every elections in Indonesia. In context this is important collaboration in a way harmonious both media platforms, actors capital business, government, party politics, organizer elections, and the public for you're welcome responsible answer presents a step-by-step process the 2024 election will mature, educate, give birth to an aura of harmonization

**Keywords**: Public Space Politics, Social Media Platforms, Literacy, Elections.

## 1. INTRODUCTION

Social media become a strategic and effective media for spread information to public in a way fast and massive. We Are Social 2023 report, total user active social media in Indonesia reached 167 million people in January 2023. Total the equivalent with 60.4% of population population, equivalent to 78 percent from the total number of internet users in Indonesia reached 212.9 million.

Social media has significant role in influence view, perception, form opinion, information and knowledge public. Including in the political process and stages election general in Indonesia in 2024 which is one incident important politics in life democracy of the Indonesian nation state. Selection general 2024 in Indonesia, conflict in social media increasingly increase. Election often

comes up polarization and debate in different political public spheres view his politics.

Of course, the political public sphere in social media platforms with content politics, elections in Indonesia are always the tension increase every stages election. Well that's enlightening or disturbing public. Disturbing content related with distribution hoaxes, disinformation and misinformation.

Use and utilization of social media in public space of contestation increasingly massive and intensive depicted in the 2019 election process until with stages 2024 election. This along with increasingly its height political public internet penetration so that in a way quantity use of social media For interest electoral votes also increased, of course organizer election expected For organize campaign politics on social media through rule Specific For anticipate appearance excess negative during title party democracy.

Development technology digital era information, the presence of social media platforms, has become receptacle for individual, various groups, organizations and others in convey opinions, information, and interaction in a way wide. Refers to situations and conditions when social media platforms used in a way intensive and massive for convey messages politics, share opinion, debate issues related election general in political public space, of course phenomenon This Can covers various situation; contradiction increasingly political hot, hot heated argument between supporter party politics, team success, inter supporter, candidate president, vice president, candidate legislative and others that fulfill it room public political via social media sometimes with spread information that is not true and provocative.

Reality room public political in social media can referred to debates and disputes that occur on social media platforms; Facebook, Twitter, Instagram, WhatsApp and so on, related issues politics. In context this, social media become a place where individuals, groups, and organizations can disclose opinion about issues politics, mutual interact, and fight his view. Sometimes bring up conflict, this appears frequently. Because diverse differences and factors, incl difference ideology, belief different politics, values, and interests.

Utilization of social media for party politics, team success, inter supporter, candidate president, vice president, candidate legislative and others for interact with its constituents Already started before stages 2024 Election. Space for contestation for 24 parties political namely 18 parties political national and 6 parties political local Aceh headed the 2024 election is like that diverse. Social media, become party "battle" room political for targeting candidate voter.

Campaign period starting on November 28, 2023 to February 10, 2024, however its reality party political before November 28 2023 already start approach voters with diverse strategy. Politicians want to proceed as candidate president and vicepresidential candidate has utilize social media for increase electability. Social media become option for build popularity, reach selector, and change image self.

Often blaspheme and insult each other attack between supporter party politics and figures political No Once recede. Until appear guesswork, all That done by a organized team with money and network capital information. An era of openness, of course just all That ordinary things only, but very unfortunate is If various shared information to room public That in the form of slander. Slander will easy consumed when accompanied spices sentiment politics and SARA sentiments that present conflict room public in mass media.

Information, news, opinion and engineering and slander of all mingle difficult differentiate between what is right and what is wrong. That's all Lots incident Law and crime are also linked with opinion political in social media space. Politics and fighting struggle power fulfil social media spaces. That happened is understanding state, nation, and democracy That only scramble power with justify various method. It means No election For advance

development, however victory elections are the main agenda every five years.

How then, social media presenting reality contemporary political public space 2024 election, which smells conflict own potency for divisive public and makes it worse atmosphere politics. So, it's important for the state, media and public to each other guard attitude, respect, critical in sort information, and dialogue with wise for avoid escalation more conflict big in election.

Challenge The 2024 Indonesian Election is not only How engineering social media become room healthy public democracy or not disrupt information for selective, but also empowering regulations, for example campaign finance reporting in the digital space, and encouraging transparency advertisement politics by social media platforms. Social media of course help make it easier Lots things, incl campaign politics. On the side on the other hand, there are also impacts the negatives, especially with increasing information Lie or hoax during the election period.

From background above, be problem in study This First, how political public space in medical social ahead 2024 election; between expectations and reality, incl what is the strengthening process media literacy and public politics. Objective from study This is for analyze political public space in social media and the amplification process media literacy and public politics are approaching 2024 election.

Method study used studies considered literature appropriate used for analyze and solve problem study. This study nature analysis descriptive, with the way the data has been obtained described, analyzed and given explanation to provide understanding to the data that has been obtained. Literature review is collecting research the data done with collect data from various literature. Researched literature No limited to books but can also be ingredients documentation, magazines, journals, internet and letters news.

## RESULTS AND DISCUSSION
### a. Social Media as channel communication Public Political

Social media as one of the channel public communication used For convey information to wide audience, covering various Media types include digital media such as websites, social media platforms, and apps news .[1] Mc Quail ( Adhi Iman Sulaiman, 2013), divides the function of the giving media information; giving comment or helpful interpretation understanding meaning information; formation agreement; correlation parts public in giving response to environment; transmission inheritance culture; and expression values and symbols necessary culture For conserve identity and continuity public .[2]

Manuel Castells (1997), sociologist communication famous has do in depth research about public information and social change.[3] In his famous book, " *The Information Age: Economy, Society and Culture".* Castells analyze transformation social and political issues resulting from the digital revolution. Castells, stressed importance more access equally to technology information and mass media as means for strengthen democracy and participation public. Pay close attention risk manipulation information, domination corporations, and consequences social from economy based information about public network.

A society in which functions and processes are dominant arranged around network, can be internet, intranet, network cooperation various

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[1] Dedi Kusuma Habibie, 'Functions of Mass Media', *Interaction: Journal of Communication Sciences* , 7.2 (2018), 79.

[2] Adhi Iman Sulaiman, 'Political Communication in Democratization', *Center for the Study and Development of*

*Communication and Informatics* , 11 (2013), 119–32.

[3] Castells, Manuel (1997), second edition, 2004). The Power of Identity, The Information Age: Economy, Society and Culture Vol. II. Cambridge, MA; Oxford, UK: Blackwell. ISBN 978-1-4051-0713-6.

companies, organizations, countries, up to network association. Logic network define and modify morphology social, production processes, power, culture and experience daily.

I'm grateful Kholil (2015) in his book "Issues Communication Contemporary" wrote that along with developing era of media convergence, then the growth of new media does not avoided. The emergence of related new media tightly with the presence of the internet though in the development of new media is not only limited to the internet.[4]

However in the reconstruction process democracy via Media, Castells remains optimistic. He saw three possibility reconstruction democracy. First, creation return political local. Second, communication electronic for strengthen participation politics and communication horizontal inter citizen, incl current information as control to government. Third, strengthening community grass roots or *grassroots* as balancer with the internet as tool information and communication.

Social media possible individual with diverse ideology political for interact and share view. Difference This often triggers conflict and debate fierce between those who have conflicting views.[5] Social media has also become possible container spread disinformation, hoaxes, and theories conspiracy politics. When information false or no verified spread broad, this can create conflict between social media users who have different understanding about something issue.[6]

Including social media algorithms tend to strengthen the filter bubble, select and display consistent content with view politics and preferences user. This matter can narrow down view someone and cause lack of understanding and tolerance to corner different view. So that bring up content insults, online harassment, violence discourse, happens in conflict politics on social media. The anonymity and distance created in hindsight screen often make the public feel more free for utter harsh words or attack.

Marshall McLuhan in his book *Understanding Media the Extensions of Man* (1999), suggests idea that *A medium is massage@*. Consider media as expansion humans, that different media represent different messages. Media also creates and influences scope as well as form relationships and activities man. The influence of the media has develop from individual to public. With media, every parts of the world can connected become global village. Such media influence big to public deliver McLuhan's thoughts on convey Theory Determinime The original technology reap Lots criticize and spread various accusation.

Social media also facilitates this formation groups with view similar politics. This matter can leading to more polarization big, that is group the the more isolated and increasingly difficult For reach understanding and agreement together.[7] Happen manipulation politics, incl propaganda campaign, attack cyber, and influence foreign.[8] This matter can trigger conflict in room public politics, creating distrust, and damage climate political in a way whole.

Conflict room public political in social media own significant impact to order social and political. Including How then social media can form identity political individuals and conflict political happen

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[4] I'm grateful Kholil and Maulana Andinata Dalimunthe, Issues Communication Contemporary, Cet. I, (Medan: Perdana Publishing, 2015), p. 75

[5] Chadwick, A. (2017). The hybrid media system: Politics and power. Oxford University Press.

[6] Tufekci , Z. (2017). Twitter and tear gas: The power and fragility of networked protest. Yale University Press.

[7] Sunstein, C.R. (2017). #Republic: Divided democracy in the age of social media. Princeton University Press.

[8] Benkler, Y. (2017). Network propaganda: Manipulation, disinformation, and radicalization in American politics. Oxford University Press.

in context the.[9] Although social media can also become place for share information, mobilize support, and build movement positive social, important for remembered that conflict and polarization in room public political can hinder constructive and obstructive dialogue effort reach consensus and agreement together.

**b.     Public Space Politics Social Media Platforms between Expectations and Reality**

When observed, observe and listen discourse and performances that occur in space public politics presented in social media, almost majority information, content dominant nature negative, no quality, even tend damage. Political public space as reality symbol form public discourse in Indonesia is increasingly No comfortable inhabited, seen, watched and listened to every stages election.

For Habermas (Yadi Supriadi, 2017), space public own quite a role means in the democratization process. Public area is room democratic or vehicle discourse society, citizens can state opinions, interests and needs they in a way discursive.[10] It means room public become condition important in democracy. Public area is place inhabitant communicate about anxieties political public. Public area receptacle citizen with free can state attitudes and arguments. Public area must nature free, open, transparent and not There is intervention and easy accessed.

Social media has become strength separately in change social. Social media can form, give focus and speed up opinion public. So that There is *dictum* that says the media creates, but also destroys image.

Dictum creates image positive and destructive image, this is what happened in the world of social media.

R Mansel (Sucahya, 2013), mentions development and growth communication always related with system economy political a country. Where it happened change system politics, that's where it is happen changes in the communication process. Because, politics inside a country always related with relation between government, public and what about the media then carry out the communication process between government and public.[11] Here seen How policy government will influence the media and how opinion public do critics on various state policy. Development economy politics is not always harmony in a country of course just will impact How communication public with maker policy happened and will give changes to the communication process in the media.

Including it includes the process of controlling the media as factor politics, media use for control public in context discourse, interests and tastes. Jurgen Habermas, mentioned the control process This Then lots used power for engineer awareness public. Change from communication normative to functional media, will show that real politik will change method thinking and strategy communicate. Connection between government, public, media as well media owner with interest economy his politics as well as change communication the more explain How change political in a country.

Even tension conflict political public space in social media every election the more increase, potentially for divide the public and make it worse atmosphere political in stages election. Social media has put room democracy in half new. [12]Social media as means communication own role bring its users for participate in a way active with give contribution and feedback open, fine For

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[9]  Papacharissi, Z. (Ed.). (2016). A networked self and platforms, stories, connections. Routledge.

[10] Yadi Supriadi, 'The Relation of Public Space and the Press According to Habermas', *Journal of Journalism Studies* , 1.1 (2017).

[11]  Sucahya, 'Public Space and the Political Economy of the Media', *Journal of Communication* , 2.3 (2013), 15–23.

[12]  Muhammad Qadri, 'The Influence of Social Media in Building Public Opinion', *Qaumiyyah: Journal of Constitutional Law* , 1.1 (2020), 49–63

share information nor give response online in _ fast time. Party politics, politicians utilize social media can build communication political with group or organization politics and its supporters.

Matthew A. Baum and Tim Groelling (sukma Alam, 2021), social media users potential become *opinion leaders* new ones will get his followers each. [13] Therefore, party political needs social media so that its cadres who sit as member legislative Can give information to public in a way honest and transparent.

That system political framed in network various media type depends with technology information. Source power is the process of generating, processing and broadcasting information. Whereas public get information and shaping opinion through the media. Party politics, politicians, supporters and others Of course will use media for get support. Competition between part, debate heated politics tendentious reporting and debate Presidential and vice presidential Candidates. Competition strict politics, elections general often become event competition very political strict between various party politics and candidates.

Social media role as distributor information and messages political from various party.[14] Of course in situation This is managed social media tend give lacking content balanced or even support one party, who can trigger conflict between supporter different groups.

Including negative propaganda and attacks, accusations between participant elections, between candidate or party politics often become part from campaign politics. Social media presenting attacks This For get attention public. So that cause conflict and polarization between supporter each party.[15] Deployment information false or hoaxes, every election, deployment information false or hoax in a way widely on social media and mass media can become source conflict.[16]

**c.      Ethics, Politeness in Public Spaces Social Media Politics**

Evolution field technology nor Internet innovation causes No only gave rise to new media, however various type aspect life man like communication or interactions also occur shift culture and its decay norms politeness in all thing, so give effect bad for public. No politeness intertwined languages, however violence physique or symbolic that happened. Supposedly, values are formed in public there is a number of rules that have objective For set procedures communicate between fellow human and uphold tall values the.

Information that is not accurate or it could be wrong influence public perception of candidate or party political certain, and trigger tension between different groups. Conflict sort of This can own impact quite negative big, good to election general That Alone as well as on stability social and political countries. Considering, media social have strength in influence opinion public. Raising support become more fast in convey message.

Conflict that, drowning information about various achievements and progress nation. Truly the conflict that arises from realm political That reasonable and logical. That happens in any country. However if that is what is dominant and makes the public tired due to lack of inspiration, motivation, and exemplary situations This very detrimental and dangerous for the future nation Because will lost generation tough and smart.

[13] Sukma Alam, 'The Use of Social Media as a Political Communication Tool', *Avant Garde* , 9.1 (2021), 67

[14] Musfialdy Musfialdy, 'The Role of the Mass Media in Supervising or Supervising General Elections', *Journal of Minutes* , 26.2 (2015), 69–76.

[15] Dudi Rustandi, 'Dynamics of Political Communication Leading Up to the 2014 Election', *Journal of Communication and Information* , 11.2 (2013), 93–173.

[16] Amilin, 'The Influence of Political Hoaxes in the Post-Truth Era on National Resilience and Its Impact on the Sustainability of National Development', *LEMHANNAS RI Study Journal* , 39.September 2019 (2019), 5–12.

Stages Clean 20204 elections should capable accommodate rights public politics *political right*. Ensure right every citizen for organize. Of course election as forum and formal arena of competition politics, must appreciate and respect tall rights and freedoms civil-public, freedom opinion and expression, protect media freedom and rights race minority.

reality, virtual communities, and virtual identities and more is phenomenon along the presence of social media. Social media enables public users For use time space widest possible network as widely as possible, as well show an identity other than the one you have user that is in the real world. For that, important for the state, media and public to each other guard attitude, respect, critical in sort information, and dialogue with wise for avoid escalation more conflict big in election.

**d. Public Space Regulations Political Indonesian Election**

Regulations room public politics in Indonesia is urgent presented, of course This very problematic Because besides of course the information this is a lie make decreasing trust public to democracy, incl to organizer election. Nothingness rule law adequate about use of social media in every stages election including campaign politics during election times suspected be one _ factors that make spread hoax difficult controlled. Regulation organizer and supervisor elections, that is Commission Election General Affairs (KPU) and Supervisory Body Elections (Bawaslu), also not yet provide mechanism effective in prevent and respond spread hoax during election.

The Indonesian Institute does research in West Sumatra and South Sulawesi about importance handling stages including campaign elections and politics on social media from December 2022 to March 2023, results research, two aspect that is regulation and implementation policy. Aspect regulation, research take notes

There is three lack in KPU Regulation (PKPU) concerning campaign Elections and Pilkada and Regulations Bawaslu (Perbawaslu ) about Supervision Campaign Elections and Pilkada . First, settings about campaign politics on social media at PKPU and Perbawaslu No synchronous about definition campaign, campaign on social media, material campaigns, and advertising campaign. Second, the existing settings moment This Not yet adequate in overcome challenge from use of social media for campaign during the election period. Third, sanctions to violation regulation Not yet adequate.

In aspect implementation regulations, differences regulation give rise to difference perception between organizer election in supervise campaign politics on social media and dealing violation. Inadequate existing regulations also make supervision and handling campaign politics on social media not optimal. In essence, from second aspect That need similarity perception between organizer elections, namely the KPU and Bawaslu, for make specific arrangement about campaign on social media, don't until rules the become excessive and so boomerang For freedom expression.

**e. Social Media and Political Literacy as one of the solution**

Technology information and communication has take switch a number of function social man. Every moment watched reality new in public spaces, where reality that No just a reflective space life real and analog maps or simulations from something public certain living ones in media and nature thought human, will but A space where humans Can live in it. Social media is one of them very strength influence people man moment this.

As solution in study this related with How strengthening social media, digital and political literacy for all party. Literacy as related activities with attitude critical to digital world activities, social media and politics ahead election. Social media literacy is ability somebody For access, analyze, evaluate, and use information found on social media with smart and critical way. social media literacy become the more important along with growth rapid use of social media.

Literacy can done with campaign awareness, training and education For push social media users become more wise in use the platform. Social media literacy refers to ability somebody for in a way critical and wise consuming, understanding, and participating in scattered content widely across various social media platforms. A number of aspect related social media literacy, among other things, that Indonesia is one population largest internet user in the world. Minimize spread content fake and hoax, the importance verification information as ability For verify truth information before spread it more Far. Public public must Study recognize signs content false or manipulative.

The role of parents and teachers is important in teach generation about wise and safe use from social media. Then for governments, non governmental organizations, and companies technology must often stage campaign social media literacy For increase public awareness and knowledge about method using social media with good and right. Social media literacy No only about How operate the platform, but also about How recognize and respond information with wise. Therefore that's, effort Keep going continuously required for increase related public understanding and awareness social media literacy.

Social media and political literacy, inviting the political public and social media users to analyze the message conveyed, consider objective commercial and political behind something image or order, and research who is responsible on message or idea implied by the message or image.

Public social media users who have literacy will endeavor give reaction and judge something media messages with full awareness and responsibility answer. Literacy provide knowledge, information, and statistics about media and culture, as well give media users with One unity equipment For think with critical to ideas, products or image.

Literacy politics, is aspect important in consolidation democracy. Lack of understanding about issues politics and activities political No seldom causing public apathy to various democratic processes and dynamics politics. Fluctuation level participation political often related tightly with low literacy politics. In context This literacy political understood as understanding practical about the concepts taken from life everyday from political language, around issue politics, beliefs and tendencies influence. Literacy political is compound from knowledge, skills and attitudes about politics.

Literacy political involve education depicted politics from level of, participation political active nor passive Participation active when the public is involved active in formulation policy. Whereas participation political reflective passive public obedience to decision government. Understanding critical of the public things related political concerning understanding about political That itself and related aspects with the state, power, elections, decision-making decisions, policies general, division and allocation which constitute matter the main thing is to do it understood by citizens for participate active in politics.

Can said when low understanding public critical of issues political contemporary often followed by a decline participation public in election processes. Approach in increase literacy public politics, yes done among others; need to information politics, related with information what is needed for know in a way clear information about party politics and candidates; formal education, career, family, vision the mission. Literacy political can improved with socialization and education good and correct politics.

With the right approach, social media literacy and politics can give opportunity big for the political public for become consumer intelligent and active information in the digital era. Social media and political literacy very important For ensure that the public can use it in a way wise, critical and responsible answer, so can get benefit from technology this without trapped in impact possible negative arise.

## Conclusions and recommendations

First, money public political in the 2024 Indonesian election social media platform as reality symbolic form political public discourse the more No comfortable inhabited, seen, watched and listened to every election process including 2024 election. Public space conflict political this can influence content, news and narratives conveyed. Of course, a phenomenon conflict public space in social media own significant impact to society and the democratic process. Conflict can increase polarization and strengthening extreme attitudes between voter. Besides therefore, conflict can also occur obscure issue substance and diversion attention public of the important agendas that must be discussed in election. In context this is important for the parties for responsible answer in a way ethical and prioritizing professionalism and critical. In matter This very needed, principles ethics, politeness, manners, objective, accurate, and independent.

Second, digital literacy, social media and politics felt neglected; it should all element including public equipped with digital literacy, social media and politics. In order to understanding, selective, capable criticize and interpret in a way wise. Help all party For No easy provoked by a potential narrative cause polarization and tension social politics. So that capable differentiate between facts, opinions, political propaganda, can minimized conflict political public space, the presence of a healthy, mature and democratic political process can awake.

Literacy this no only for party politics, candidate participant Elections, however the public must too literate with Good. Wisdom and intelligence media social become the more needed. Manager or social media users must careful, intelligent and wise in managing, sharing, and utilizing social media especially approaching Election 2024. Important for state, media and public for each other guard attitude, respect, critical in sort information, and dialogue with wise for avoid escalation more conflict big in election.

Third, Regulation room public political on social media platforms in Indonesia urgently presented. Nothingness rule adequate regulations about use of social media in every stages election including campaign political can be one factors that make spread hoax difficult controlled. This matter urge as effort restore trust the public in the election process, democracy, including the organizers election.

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