

Analysis of Political Communication on The Role of Social Media Towards the 2024 General Election

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ABSTRACT:

This research was conducted to analyze the role of social media that discusses political communication towards the 2024 election. Political communication towards elections with social media is one of the channels of political communication to reach voters, especially the public. Much research contributes to digital campaigns, but it remains unclear how candidates use social media platforms as a form of digital campaigning during elections. This research will focus on discussing the role of social media ahead of the Presidential election in Indonesia in 2024 and the political strategies used by each candidate. Through four social media platforms Facebook, Tiktok, Twitter, and Instagram. This research will also examine the issues, conflicts and obstacles discussed in the four media platforms we have mentioned earlier. This research uses a qualitative approach and the data is analyzed using qualitative methods. A qualitative approach is used to analyze data obtained from various social media and other reliable sources. With the existence of social media, various news has been prepared as an official source in disseminating programs and ideas to voters through available social media platforms. In this analysis we will examine whether social media has a big influence if hoaxes or news that spread can influence people to remain committed to their choices or even believe in what is seen on social media. The results of this study will provide ideas or memories about the journey to the General Election and the results of this study will also include various moments that often occur on social media ahead of the 2024 election. That way, this research contributes to telling or giving a better understanding in social media.

Keywords: *Political Communication, The role of social media, and momentum ahead of the 2024 General Election.*

I. INTRODUCTION

Political communication is communication directed to the achievement of an influence, so that the problems discussed by this communication activity can bind all citizens with sanctions determined jointly through political institutions. Rush and Althoff (1997) define political communication as the process by which relevant political information is determined from one part of the political system to another, and between the social system and the political system.

The development of communication technology has penetrated the lives of mankind. One form of development of communication technology is new media (new media) which then gave birth to social media. The political world is also inseparable from the influence of the development of new media and social media. Social media is like two sides of a coin for political actors. On the one hand,

successfully utilizing social media can allow political actors to gain positive support. But on the other hand, failure to utilize social media risks damaging the image he has.[1]

For democracies, the role of social media is very important because it makes people receive a lot of information. Social media can shape how people interpret and observe political information, especially coverage related to elections and other political events. Social media explicitly seeks to engage the public directly in political activities, such as voting, communicating with public officials, and participation in protest movements against the government. Social media makes various politicians compete to present a good image to show in order to attract sympathizers from the public. In addition, it is likely that people's political preferences have been influenced by the political behavior of politicians through social media.[2]

The three presidential and vice presidential candidates who will compete in the upcoming 2024 general election are

Ganjar Pranowo – Mahfud MD, Prabowo Subianto – Gibran Rakabuming, and Anies Baswedan – Muhaimin, these three candidates look very – very using social media platforms such as Facebook, Instagram, Tiktok and Twitter in the campaign held. [3]

Every social media already has its favorite presidential candidate, when measured by the number of followers. On the Facebook platform, Prabowo's official account dominates decisively with 10 million followers, far above Ganjar who is only 2.3 million and Anies 1.9 million. On a twitter account that is known to be more free and hotly debated, Anies narrowly won with 4.9 million compared to Prabowo's 4.6 million. Ganjar won the 6 million followers race on Instagram, narrowly ahead of Anies' 4.9 million. Basically, winning followers on social media is very biased because there are many ways to boost the number of followers unnaturally. Namely using the services of increasing the number of followers that are found on the internet.

Social media is also a medium in the process leading to the 2024 elections, namely: first, social media provides easy access for prospective voters to directly interact with prospective voters. Secondly, social media is easily accessible and reachable by its users. Third, social media has a wide outreach because it is very easy to share the information obtained. (Gusti, 2019)

II. RESEARCH METHODOLOGY

This research uses a qualitative approach and the data is analyzed using qualitative methods. A qualitative approach is used to analyze data obtained from various social media and other reliable sources. Qualitative research is research that is descriptive and tends to use analysis. Process and meaning are highlighted in qualitative research. The theoretical foundation is used as a guide so that the focus of research is in accordance with the facts in the field. Qualitative research is research conducted in certain settings that exist in real life (natural) with the intention of investigating and understanding phenomena: what happens, why does it happen, and how does it happen? This means that qualitative research is based on the concept of going exploring which involves in-depth and case-oriented studies or a number of cases or single cases (Chariri, 2009: 9). In line with Denzin & Lincoln (1994), qualitative research is research using a natural setting with the intention of interpreting a phenomenon that occurs and is carried out by involving various existing methods. Qualitative research is necessary to find and describe narratively the activities carried out and the impact of the actions carried out on their lives. This qualitative research design can be used as a method in research, because the design is described comprehensively which is easy to

understand by researchers and academics. (Muhammad, 2021)

III. RESEARCH RESULTS

1. The Role and Influence of Social Media in Political Communication

The influence of social media is very large, especially in terms of political communication, especially in election campaigns (Chavez, 2012; Riaz, 2010; Stietglitz & Dang-Xuan, 2012). It is important for political institutions to actively participate in social media-based political communication, especially in election campaigns. Social media is further described as an ideal means and information base to find out public opinion about policies and political positions, in addition to building community support for politicians who are campaigning. Numerous studies show politicians around the world have adopted social media to connect with constituents, engage in direct dialogue with communities and shape political discussions.

The ability to create a space for dialogue between politicians and the public and attract first-time voters / young voters makes social media increasingly important for politicians (Stieglitz & DangXuan, 2012) Before using social media, politicians already used the internet to campaign. The Internet can be a potential way to break the oppressive politics of mass democracy that voices voices from the bottom up, often with the power possessed, used by the rulers for the benefit of their groups. The internet is expected to be a medium for the interactive flow of two-way information between politicians and their supporters. The Internet promises to provide the widest possible forum for the development of interest groups and as a means of channeling opinions.[1]

In today's digital era, social media has become one of the media that is requested by a number of people because the information conveyed by social media is more accessible to the public. Not only a medium of entertainment but social media at this time has been widely used as a means of political marketing because it is considered to be more effective in disseminating information. Now we are in the digital era, especially where many millennials use technological sophistication in finding information, so everything that young people are now looking for has been sourced from the media, be it platforms that use Facebook, Instagram, YouTube and so on, so basically this media is widely used. So that related to political marketing it becomes a very good instrument to convey ideas, political ideas, or political parties that want to provide campaigns through social media is very useful and effective for the political party itself. Political Marketing on social media can make it easier for the public to find out information

about political activities carried out by political party cadres or prospective candidates from political parties. Social media makes it easier for people to see and even assess every candidate for party representation who will participate in political contestation, of course, it is a good strategy, because the development of social media is increasing day by day, and it is very accessible.

In the world of politics, the use of social media can also be an event for new political parties to be able to introduce their parties to the public. Political marketing is a series of planned, tactical, long-term dimension activities in spreading political meaning to voters (Nursal, 2004). The goal is to shape and instill the expectations, attitudes, beliefs, and behavioral orientations of voters, in order to make their choice on a particular candidate or party consistently. In the context of political activity, political marketing is meant to disseminate information about candidates, parties, and programs carried out by political actors through certain communication channels aimed at specific targets with the aim of changing voters' insights, knowledge and behavior.[4]

2. The Tiktok platform as a historical momentum towards the 2024 Election

Social media is used as a political communication strategy that is already relatively new and has become a hot phenomenon until now. For example, not only in Indonesia but abroad also used social media as a means for the most high-profile campaign, namely when the political campaign of the United States presidential candidate, Barac Obama and his successful team in 2008 used new media to disseminate information about campaign programs and activities in order to garner sympathy and support for the American people at that time. As already described that social media is an online media that uses internet-based technology that supports social interaction, thus transforming communication into reciprocal interactive dialogue. In its development, social media has become important as an effective means in the process of political communication, especially in the context of election campaigns that can mediate politicians with their constituents, namely between communicators and communicants remotely and massively

Social media has become a trend among politicians to disseminate information to the public, especially among students as first-time voters about election knowledge. This section illustrates the use of social media as a means to access knowledge about elections, which is measured by: (a) Knowing about legislative elections by accessing social media, (b) Other sources of information about legislative elections (c) The urgency of knowing legislative election information.[5]

As we know lately there have been so many reports or news that is a hot issue that has become a public conversation, such as recently there was an issue from presidential candidate Ganjar – Mahfud MD and his supporting party quoted from a tiktok account which said that at the time of the incident OSO and presidential candidate Ganjar Pranowo attended a joint healthy walk event held by the DPD East Java Hanura Party at the Proclamation Monument Square, Surabaya, East Java on Sunday (1/10). Ganjar also brought his wife, Siti Atiqoh Supriyanti to the event." Who wants a presidential candidate who doesn't use a wife?" said OSO which then went viral on social media. They found a lot of pros and cons of the video uploaded on the tiktok media, many said that OSO was immoral and unethical and also many comments that supported ganjar.

Not only from the Ganjar – Mahfud MD couple, other issues or news are widely seen on the Tiktok Platform as recently also found in a TikTok video, during the declaration of volunteer support for Prabowo, a comedian, Marchel Widiyanto said that he was amazed by Prabowo Subianto's presidential candidate, he also said that Prabowo was the most popular presidential candidate in Indonesia, As is the current trend, where all people say that Prabowo's presidential candidate is the most gemoy "Mr. Prabowo Gemoy" He also added that Prabowo is "a very sincere person for the Indonesian people" where Prabowo has lost the presidential candidate 2 times but is still enthusiastic to participate in the 3rd presidential candidate for Indonesia.⁵

Not only ganjar and Prabowo, presidential candidate Anies has also been in the spotlight because he nominated himself for president. Called breaking promises, Anies received a lot of criticism and scathing typing because he forgot his promise that he would not run if Prabowo still nominated himself as well. [6]

There are many issues and news aired on the TikTok platform that make net citizens able to determine their choices. Not only hot news or issues, the excitement and excitement about presidential candidates and vice presidents displayed on Tiktok also make netizens more familiar with their presidential candidates and vice presidents.[7]

3. Social Media as a Means of Branding

The weakness of political parties and politicians in Indonesia is that they only "greet" ordinary constituents/ordinary supporters every five years, namely before the general election. If not close to the general election, parties or politicians only greet wealthy supporters (Wasesa, 2011). Even ordinary people need to

be accosted. In the process of branding to the public, various ways are needed so that the delivery of messages can be effectively embedded into the minds of the public. One way that is considered effective and efficient today is through the use of new media. By relying on the ability of the internet to spread messages many to many, these personal figures can quickly feel the positive effects provided by new media.

Branding using new media represented by social media can have a positive effect on the company as well as in this case personal. This is supported by the internet's ability to reach people who were previously neglected through branding in the old way. This research is also complemented by the ability of social media which in daily life can use community language so that the quality of messages can spread widely to the public (Aino Majja Toppi, 2012) The success of branding through social media is determined by managing social media up to date and always maintaining communication consistently by using conversation structures that are developing in the community environment (Lipiainen & Karjaluoto, 2012). Maintaining social media management that is always up to date and serving the public in providing information is not easy. Consistency is a keyword that all parties need to understand. In addition, politicians also face other challenges related to the use of social media as an effort to form branding, namely presenting personal in accordance with public expectations (Guervitch, et.al., 2009).

Based on growing research, the use of social media has several strategic advantages. Broadly speaking, the benefits generated from branding using internet-based media are easy, cheap, practical, and effective (Anshari, 2013). The easy concept carried from the use of social media is the convenience highlighted by the internet system and the use of social media. With a single press "push" from one place, a message can quickly spread and be read and known by a thousand or even all people. Imagine using an old branding model that takes up space at several important points. Not to mention having to spread it to all cities in Indonesia. Through social media, the spread is enough from one point but the reach directly spreads to all corners that are still covered by internet power.

The price that must be spent is also the main consideration of using social media as a branding tool. Simply by optimizing the role of features on social media, the message will automatically reach the minds of the public. Only with the power of the internet can one message be spread to many parties, in accordance with the nature of the internet, namely many to many. But there are still many political figures who prioritize old fashion branding with the installation of baleho, banners, and posters that

highlight the abilities and advantages offered by him if elected. This is because many political figures still believe that voters who live in remote areas are not proficient and do not understand the use of the internet. Imagine with the use of social media, how much price can be saved. The cost of installing banners and the like can be minimized with agility and diligence in providing information on social media.

Practical is also an advantage in itself, the nature of branding is quite practical because it can reach all circles, without the need to compartmentalize citizens. Quite practical when compared to old fashion branding which must break the concentration and type of message to be conveyed to the upper class, middle class, and lower class citizens who are not yet able. But with the number of social media users in Indonesia reaching 75 million users, it is clearly a more practical way if branding is focused on the use of social media. However, in terms of effectiveness, it cannot be seen properly, because the focus of this study is not the effectiveness of branding using social media. Effectiveness can only be measured after the election of the political figure. However, from the many studies and examples of case studies that occur in the field, it can be seen that the use of social media as a means of branding can run smoothly. By taking the example of a case study of the DKI Jakarta gubernatorial election in 2012, which passed Jokowi – Ahok as a tranquilizer.

The campaign process to the branding that they run uses a lot of social media assistance such as Facebook, Twitter, to YouTube so it is not wrong if the possibility of branding that is run with social media can reap positive results.⁷

IV. CONCLUSIONS AND ADVICE

The conclusion and advice that can be conveyed in this paper is that Politik communication can analyze how Social Media plays a role in the upcoming 2024 elections. Based on this analysis, it can be concluded that the role or influence of Social Media is very large in the 2024 election, not only as a campaign carried out but also social media can channel and become a historical printer of momentum, both good and bad for the presidential candidate and Vice President who will soon arrive. The number of social media platforms used by presidential candidates and vice presidents can also make campaigns and the vision and mission of candidates channeled.

Related to political marketing, it has become a very good instrument to convey ideas, political ideas, or political parties that want to provide campaigns through social media so that it is very useful and effective for the political party itself. Political Marketing on social media can make it easier for the public to find out information about

political activities carried out by political party cadres or prospective candidates from political parties. In the context of political activity, political marketing is meant to disseminate information about candidates, parties, and programs carried out by political actors through certain communication channels aimed at specific targets with the aim of changing voters' insights, knowledge and behavior. The advice that we can give in this paper is that many social media platforms that are so big are a great opportunity for candidates to express their aspirations as good leaders, but it would be good for the media to be used as well as possible, provided that the media can print or make history on the way to the upcoming elections then from iu if not used properly, then the bad or good will be etched into history not only in Indonesia but in various other countries.

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