The Role of Social Media in the 2024 Indonesian Election Campaign: Regulatory Challenges and Global Political Influence

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Abstract

Social media has become a significantly influential platform in the modern political process in many countries, including Indonesia. As Indonesia approaches the 2024 General Election (Pemilu), the role and impact of social media in political campaigns are increasingly under scrutiny. Despite the advantages social media offers in influencing public opinion and political participation, challenges such as the spread of hoaxes and hate speech also emerge. Recent studies have explored the perceptions of voters, particularly the younger generation, regarding social media in the political context. Therefore, the aim of this research is to provide in-depth insights into the role of social media in Indonesian politics, formulate policy recommendations to enhance democratic integrity, and explore the impact of social media in the 2024 General Election. It is hoped that this study will contribute significantly to understanding the modern political dynamics and the role of social media in the digital era.

Keywords: *Social media, Election Campaign, Regulation, Global political*

INTRODUCTION

Social media has become an integral part of the modern political process in many countries, including Indonesia. The 2024 election in Indonesia is an important moment that highlights the role and impact of social media in political campaigns. Previous studies and research have highlighted the importance of social media in influencing public opinion and political participation, especially among the younger generation (Safitri et al., 2023). However, the use of social media in the context of political campaigns also raises a number of challenges, including the spread of hoaxes, hate speech, and the expansion of political polarization.

A review of the literature in this area shows that social media plays a significant role in enabling political candidates to spread messages, mobilize potential voters, and expand the reach of their campaigns. However, the existence of hoaxes and hate speech on social media also affects public perception and the integrity of the democratic process. Therefore, there is a need for special attention to social media regulation and a better understanding of its impact in the political context.

Recent research, such as that conducted by Dania & Nisa (2023) and Ode Mudiani (2023), highlights the perceptions and experiences of voters, especially the younger generation, regarding the use of social media in political campaigns. The findings from this research show that although social media is a significant source of information for voters, challenges such as hoaxes and hate speech are still serious problems that need to be addressed.

The research methods used in these studies include a combination of quantitative and qualitative data, which provides deep insight into the influence of social media in political contexts. Data from both studies highlight that voters, especially first-time voters, tend to consider social media as an effective and important campaign tool in obtaining information about political candidates.

Thus, this research aims to provide in-depth insight into the role of social media in the Indonesian political context, formulate policy recommendations that can improve the integrity of the democratic process in presidential election campaigns in this digital era and further explore the role of social media in the 2024 presidential election campaign. in Indonesia. Through a holistic approach, the research will examine

the impact of social media in influencing public opinion, political participation, and the integrity of democratic processes. The research will also consider the regulatory challenges faced in managing social media as a political platform, as well as the influence of global politics that can shape the dynamics of presidential election campaigns.

RESULT AND DISCUSSION

The Role of Social Media in Public Opinion

Social media has opened new pathways in the process of forming public opinion, changing the landscape of political communication in unprecedented ways. By providing an interactive and open platform, social media makes it possible to broadcast political messages directly from candidates to voters, without the intermediary of traditional media. This direct interaction opens up opportunities for candidates to build personal connections with voters, respond to direct questions, and respond to issues that arise in real-time (Tranggana, n.d.). Apart from that, social media is also a forum where voters can interact with each other, share views and experiences, and discuss political issues. Discussion and exchange of information on platforms such as Facebook, Twitter and Instagram form

community networks that can strengthen or change a person's attitudes and opinions towards an issue or political candidate (Safitri et al., 2023).

The role of social media in shaping public opinion can also be seen through the phenomenon of virality. Interesting or controversial political content can quickly spread through retweets, shares, and reposts, creating significant momentum in shaping the dominant political narrative. Moreover, social media allows the rapid and widespread dissemination of information without depending on traditional gatekeepers such as mass media, thereby allowing political issues that were previously marginalized or ignored to receive greater attention (Dania & Nisa, 2023). However, despite its positive role, social media also brings a number of challenges in the process of forming public opinion.

Many types of digital technology are used for democratic practices in the world of politics, such as websites, blogs, social media, mobile applications, and the like. All of these can be used as tools for democratic practice. For example, general elections can now be done digitally or what is known as e-voting. Candidates can also use digital technology for outreach and campaigns, for example by creating

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websites and blogs that include their profiles and leadership programs. Support from the public can be gathered through various social media platforms such as Facebook, Twitter and Google+. YouTube media is also used for audio-visual based campaigns. This reduces dependence on printing brochures or spending large amounts on television advertising, so that digital technology provides a cheap and effective alternative as a campaign tool. (Andriadi, 2017)

The public is greatly helped by the existence of digital technology variants, because they can be used as a new means of participation. There are three forms of participation that can be carried out using digital technology: political participation, policy participation, and social participation (Suharyanto, 2016). Social media, for example, can be used for political participation. Political participation in the form of electoral activity can be done using social media such as Facebook or Twitter. For example, citizens can participate in campaigns, and do not need to go to the field. The quality of campaigns on social media can even be more effective than manual campaigns which require being present at campaign locations such as stadiums (Andriadi, 2017). Social media in political life in the

digital era has an important role. Like the US presidential election in 2008, which showed the world that using social networks can be an important tool in conducting political campaigns. On the other hand, in the last three years the world witnessed two major global protest movements that proved that social media can be a powerful weapon in the hands of political activists as well. These two events around the world show the world the importance of social media in creating political awareness and mobilizing political protests (Yunus, 2013). A research conducted by We Are Social provides data in the form of information about social media that is popular in Indonesia every year. We Are Social is a media company from England and this research collaborates with Hootsuite which is a content management service site from Canada. Based on the results of their research, the social media that are most widely used in Indonesia currently are YouTube, Whatsapp, Facebook, Instagram, LINE, Twitter, and several other social media followed. A phenomenon that shows the strategic role of social media was during the Presidential Election in 2014. In In this momentum, social media has become a favorite. The two presidential candidates Jokowi-Jusuf Kalla and Prabowo Subianto-

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Hatta Radjasa are aware that there is a special voter segment, namely beginners and young voters, who they cannot "touch" except by using devices that they are really interested in, namely social media. Both of them realize the importance of social media as a communication medium such as campaigns. Facebook and Twitter have become new "vehicles" for communication and political interaction for legislative candidates and political parties in conveying their vision and mission. In the 2014 presidential election, out of a total of 190 million voters, 11 percent were first-time voters, while young voters under 30 years reached 30%, and 23% of voters had not yet made their choice. Social media has become a kind of entry ticket for candidates to be accepted in the world of young and novice voters. If candidates only use conventional "tickets" (conventional media such as television, newspapers, posters), they will not be able to reach these young and novice voters. Therefore, the role of social media will become increasingly important in politics. (Andriadi, 2017).

The spread of hoaxes, desinformation and hate speech on social media platforms can negatively influence public perception, create polarization and blur the lines between facts and opinions (Juditha, n.d.). Additionally, the algorithms used by social media platforms to display content can create filter bubbles, where voters are only exposed to viewpoints that match their beliefs and preferences, reducing diversity of opinion and inclusive opinion formation (Rizky et al., 2023) .

Regulatory Challenges and Negative Content

The challenges of regulation and negative content in the context of the 2024 elections highlight the complexity of managing social media in responding to the spread of hoaxes and hate speech that can affect the integrity of the political process. In preparation for the 2024 Election, this challenge becomes more prominent because social media has become the main platform for political campaigns and interaction between candidates and voters (Alifya, 2023). With the increasing volume and speed of dissemination of content on social media, especially hoaxes aimed at manipulating public opinion, the existence of effective regulation becomes very important. Threats to the integrity of the political process caused by hoaxes can create tension and affect people's trust in the democratic system (Juditha, n.d.).

In addition, hate speech that targets groups or individuals based on certain

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characteristics can also trigger social polarization and conflict, disrupting political stability ahead of the 2024 elections (Safitri et al., 2023). Therefore, efforts to regulate and remove negative content are an urgent challenge for regulators, social media platforms and civil society. In the context of the 2024 Election, cooperation between the government, social media platforms and civil society is key in overcoming the challenges of regulation and negative content. Balanced and proportional policies need to be developed to safeguard freedom of speech and expression while protecting society from hoaxes and damaging hate speech. Social media platforms must also strengthen the implementation of policies and technology to identify and remove negative content quickly and effectively (Alifya, 2023).

Media Literacy as a Negative Content Filter on Social Media.

Like other countries, Indonesia is currently facing the challenges and impacts of the industrial revolution with quite high internet usage, especially for the digital native generation. The shift in mass media from conventional media to new media makes the communication process easier,

such as no longer having time and space limitations, high interactivity, so that audiences are no longer passive in receiving information, but can also play a role in disseminating information. This results in more and more information reaching the public, both with positive and negative impacts. It is said to be positive if users are able to utilize and develop new things from the convenience provided by social media. It becomes a negative thing if the convenience obtained from using social media changes behavior in a negative direction such as pornography, addiction to playing games, criminal acts, and becoming anti-social. One effort to reduce the negative impact of the shift in media in the era of digitalization is to instill an understanding of media literacy in both children and parents so that they can sort media content and be able to analyze media content more critically. If it is related to the presence of negative content, then media literacy aims to help children think critically and become wise media consumers. Meanwhile for parents, when they understand media literacy they can act quickly when they find content that is inappropriate for their children to access. In Indonesia, the concept of media literacy was developed in 1990. Media literacy in Indonesia tends to be late compared to other

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countries and it was only after the reform era in 2000 that media literacy activities began to receive more attention with the democratization of the media. The influence exerted by television media in that era was very large on the audience, where every television station tried to get the attention of the public in order to gain profits from these activities. The influence of television media at that time had a huge impact on the physical, mental, emotional and spiritual development of the audience, especially children and teenagers. Media literacy or in Indonesian, better known as media literacy, is considered as an answer to the many public perceptions regarding the influence and impact arising from content in mass media which tends to be negative, so that the ability, knowledge, awareness and skills are needed for the public to evaluate messages critically. . Jenkinsetal (2009), states "New media literacies include the traditional literacy that involved print cultures as well as the newer forms of literacy within mass media and digital media. Jenkins suggested that new media literacy can be a social skill that everyone has, especially the generation of digital natives who are familiar with the digital world. A person is said to have media literacy skills if they contain factors including, among others, awareness of the

impact of media on individuals and society, understanding of the mass communication process, development of strategies used to analyze and discuss media messages, awareness of media content as a 'text' that provides insight and knowledge into contemporary human culture and humans themselves, increasing enjoyment, understanding and appreciation of media content (Silverbiatt in Frederik, 2020). Critical thinking is the core of media literacy which is ultimately needed in facing the era of digital media development such as At the moment. Thoman & Jolis mention several reasons why media literacy is important for society because (a) the influence of the media in our central democratic process, (b) the high level of media consumption and people's saturation with the media, (c) the influence of the media in shaping perceptions, beliefs and attitudes, (d) the increasing importance of visual communication and information, and (e) the importance of information in society and the need to learn all the time (in Frederik, 2020). For this reason, the media literacy movement is urgently and urgently needed to be campaigned as a social movement to encourage public awareness of the importance of understanding, using and assessing media correctly and

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appropriately as part of efforts to filter negative content attacks from new media.

The Influence of Global Politics in Presidential Election Campaigns

Global political influences have a significant impact in shaping the dynamics of the presidential election campaign in Indonesia, especially through the use of social media and interactions with foreign actors. In the 2024 elections, this phenomenon will become even more striking, where social media becomes the main stage where opinions, narratives and political agendas from abroad quickly circulate and influence Indonesian voters. The presidential election campaign in Indonesia in the 2024 elections is not only influenced by domestic dynamics, but is also influenced by ongoing global events and issues. For example, the issue of climate change is at the center of attention at the international level, and Indonesian presidential candidates may respond to or adopt views on this issue in their campaign platforms. Apart from that, issues such as international trade, diplomatic relations, and conflicts in various parts of the world can also be the focus of debate in campaigns, especially if they have a direct impact or implications for Indonesia (Barokah et al., 2022).

The use of social media by presidential candidates also allows them to engage directly with voters and political actors from abroad. For example, an exchange of messages or dialogue via Twitter or Instagram between a candidate and a foreign leader can strengthen the candidate's image in the eyes of Indonesian voters or even gain support from international political actors.

However, conversely, the influence of global politics in presidential election campaigns can also create the risk of unwanted foreign interference or interference, which can trigger controversy and doubt about the legitimacy of election results. As a concrete example, in the 2024 election, there was controversy regarding the potential for foreign interference via social media in the Indonesian presidential election process.

A number of reports and research show influence efforts from foreign parties who use social media to spread hoaxes, manipulate public opinion, or even influence election results. This creates concerns about the integrity of the democratic process, triggering government action to increase regulation of political content on social media and strengthen

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cyber security to protect the integrity of elections (Tranggana, n.d.).

In this context, while global political influences can bring benefits in increasing awareness and accessibility of information, it is important to continue to monitor and manage these influences wisely. The government, electoral institutions and civil society must work together to build cyber security, increase digital literacy and strengthen regulations that ensure that the Indonesian presidential election process remains protected from detrimental foreign interference. In this way, Indonesia can ensure that domestic democracy remains sovereign and sustainable, even in an era of increasing globalization and connectivity.

CONCLUSIONS

In Indonesia's modern political era, the role of social media in the 2024 election campaign has become a highly discussed subject. Through this research, we have uncovered various aspects related to the impacts and challenges faced by social media in the Indonesian political context. We have seen how social media opens the door to direct interaction between candidates and voters, and allows for the rapid and broad formation of public opinion. However, challenges such as the spread of hoaxes and hate speech are also in the spotlight, threatening the integrity of the political process. Regulatory challenges in managing negative content are an urgency that must be addressed immediately, with cooperation between the government, social media platforms and civil society being key in this effort. In addition, global political influences also play an important role in the dynamics of presidential election campaigns, with potential benefits and risks that must be managed wisely.

Theoretically, this research provides in-depth insight into the role of social media in Indonesian politics and provides a basis for formulating policy recommendations that can improve the integrity of the democratic process. Practically, this research shows the need for concrete steps to overcome regulatory challenges and mitigate the risk of global political influence in presidential election campaigns. For further research, further exploration of the impact of social media use by candidates and voters in the political context can be explored, as well as concrete efforts in managing negative content and securing the presidential election process from detrimental foreign interference. In this way, it is hoped that this research will provide a valuable contribution to understanding the dynamics of modern

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politics and the role of social media in the digital era, as well as providing a basis for further improvements in Indonesia's democratic process.

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