

THE INTERNET AND SOCIAL MEDIA IN POLITICAL PARTICIPATION IN INDONESIA

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THE INTERNET AND SOCIAL MEDIA IN POLITICAL PARTICIPATION IN INDONESIA

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Abstract-- This research explores the Internet and social media in political participation in Indonesia. Internet and social media are tools to support the campaign of president. The candidates have marketing techniques in promoting their programs to citizen. The goal of research is to analyze the internet and social media during Jokowi's president campaign in 2014. This paper uses social media such as Facebook, Twitter and YouTube. This paper finds that these social medias supported Jokowi's campaign in the presidential election in 2014. All the activities of Jokowi were described in these social media. Based on the data, Joko Widodo was successful in taking followers to his social media.

Keywords - Internet, Marketing Techniques, Campaign of President, Political Participation, Social Media

I. INTRODUCTION

Political Parties and their candidates use internet and social media in campaigning their programs. Internet and social media are tools in marketing techniques in the commercial marketplace. Newman supports this condition in his book that Citizen in 1992 presidential election in the United States used the high marketing techniques in marketing the candidates (Newman,1994:5).Based on this argument, this paper describes the candidates of president in Indonesia especially President Jokowi used political marketing in campaigning their programs. Political marketing is one of way to make a success in a presidential campaign.

Nyarwi and Popa said that Indonesia has many parties in its system of election, therefore, political marketing through campaign will be highlighted. This way can be reduced citizen to make heavy reliance to brand image of candidates (Ahmad and Popa,2014:100). Since Post-Soeharto era, Indonesia is a country with multi party. Many political parties want to join in the presidential election. In this system, political parties and a candidate needs political marketing to campaign his programs. Nevertheless, candidates marketing are more important than political parties marketing.

Based on the above condition,There are ways in campaigning programs of candidates that make a relation between all arenas such as, media, the parliamentary,electoral, internal party, and media (Marshment, Rudd and Stromback,2010: 282-286). But this paper only focuses on the role of internet and social media as a strategy of candidates in developing their programs to society.

A candidate of president needs to start thinking globally such as political marketing. Political marketing is a technique and a concept to design varies programs. This technique is an idea to make

political communication success through online media. Adi and Lilleker in their research said that there are several steps to make our political communication become success such as first, we need to watch and check our new idea, we need to engage our selves, and to get our product. Then, this product continues to accelerate to citizen. This way is one of way to give our idea to citizen (Adi and Lilleker,2012: 16). Finally, a candidate of president can build and measure his thought and ideas through online media.

Ahmad and Popa in their research found that the campaign models of Jokowi during the election of governor in Jakarta in 2012are IPPM or the Integrated Political Marketing Model and MMOPC or the Mixed-Mediated and Online Political Campaigning. These models support Jokowi to use sources of campaign cheaper than other governor candidates (Ahmad and Popa, 2014:121). These researchers found that there is a relation between the electoral, media, political marketing, the ways of campaign of candidates and parties in winning an election. Therefore, this paper analyzes the role of internet and social media during the presidential election in 2014.

II. RESEARCH QUESTION

How does the Internet and social media use influence political participation?

III. THE GOAL OF RESEARCH

This paper analyses the Internet and social media during Jokowi's president campaign in 2014.

IV. METHOD OF RESEARCH

This paper uses social media such as Facebook, and Twitter, and also Internet such as You Tube to support the campaign of programs. This paper

explores the candidate activities in these social medias. Facebook is designed as a social networking site to connect and share our ideas to our family and friends. Someone whose the age of 13 and address of email can register this social networking. In the world, this social network is the largest with users are more than 1 billion. In the political marketing for campaign, candidates can share messages to friends and family and also can post status updates, photos and links of campaign with various types.

Twitter is a service for microblogging. As a one of a free social networking, members can register to broadcast some short posts and this way, we called tweets. Members of twitter can join other users' tweets and broadcast tweets with various devices and platforms. There are some ways for candidates of campaign to tweets and replies tweet such as they could post at the Twitter.com website, they could send text message that are limited to 140 characters to cell phone, and also desktop client. Then, candidates can deliver tweets to their followers in real time because tweets on Twitter can be search by anyone even though they are not member.

YouTube is an online video that can be watched and shared free. Candidates can upload and create their programs through their video and sharing to their supporters. This site is established in 2005 and has visitors who watch video every month around 6 billion hours. Candidates also can upload their video programs 100 hours every minute to this site so that citizen can find the new programs.

V. ANALYSIS AND DISCUSSION

Naharuddin and Seniwati in their article said that as a young country of democracy, Indonesia has a perfect approach to show the direct election namely Indonesian citizen can direct to elect their president and the People's Representative Body. This way is a step forward in a democracy country (Naharuddin and Seniwati, 2016: 169-170). Then, the candidates of presidential support their programs, they use internet and social media as a tool in political marketing.

Joko Widodo or Jokowi as Indonesia's seventh president on October 20, 2014 used blusukan or an activity the review campaign to the citizens directly. This campaign approach become popular since Jokowi conducted the directly activities from traditional markets, rivers polluted, slums, schools, and garbage dumps for Jakarta gubernatorial election in 2012.

The candidates used social media such as Facebook and Twitter in their campaigning. The below table shows the address of social Media Account of Candidates of President.

Table 1. President and Vice President Used Social Media Accounts in the 2014 General Election

No	Candidate	Facebook	Twitter
1	Prabowo Subianto	PrabowoSubianto	@Prabowo08
2	Joko Widodo	JKWofficial	@jokowido2
3	Hatta Rajasa	M.Hatta.Rajasa	@hattarajasa
4	Jusuf Kalla	MUH-JUSUF-KALLA	@Pak_JK

Source: Abdillah, 2014: 501

The data result of Facebook Suara Indonesia shows the result of Facebook tracker namely 53,77% talking about Jokowi and 43,5% talking about Prabowo (Business Lounge Journal, 2014).

The 2014 Presidential Election gave face booker an euphoria to use Facebook as one of social media in cyberspace to welcome democratic party.

There are several advantages if the candidates campaign through Facebook such as the candidate's programs is accessible to the public. Citizen from the upper-middle to middle to bottom middle also adult and students can look the Jokowi's programs. Campaign through Facebook is a very efficiently introduce program of campaign. This way is not expensive because we can open through our hand phone or notebook.

Facebook and Twitter supported Jokowi's campaign in the presidential election in 2014. Jokowi's campaign has messages and issues that are clear. All the activities of Jokowi were described in this social media such as facebook, twitter, youtube and other social media. Jokowi's Programs are creative because it has new ideas about the theme of program, content of video, the production of shirt box and the audience of program. He is a winner after voting result (Gammon, 2012). Based on survey national data, in early June 2014, Jokowi defeated Prabowo with the score 47.8 to 41.5 percent when the campaign of presidential begin, and when the campaign in middle, Jokowi got score 46.5 percent and Prabowo got score 44.9 percent (Mietzner, 2015: 39). The table below shows the result of Jokowi and Prabowo during the presidential campaign in December 2013 to June 2014.

Table 2. The Polling Results of the Presidential Elections in 2013 to 2014 based on Data SMRC

Time Period	Joko Widodo, %	Prabowo Subianto, %	Margin, %
December 2013	62.0	23.0	39.0
March 2014	56.0	27.0	29.0
April 2014 (Post-Legislative Election)	52.0	36.0	16.0
May 2014	48.0	39.0	9.0
June 2-9, 2014	47.8	41.5	6.3
June 16-19, 2014	46.5	44.9	1.6
June 30 - July 3, 2014	47.6	44.9	2.7

Source: Mietzner, 2015: 40

Based on the candidate-centred marketing and campaigning, strategy of Jokowi was successful in using the Internet and social media. Jokowi's campaign teams, consultants and voluntary campaigners and placed Jokowi's name as the top personal political brand. This strategy is a political marketing strategy. In making personal contact with hundreds of thousands of volunteers and swing voters, Jokowi's campaign team used Twitter, Facebook and Youtube.

Table 3. Presidential candidates' Twitter's Tweet, Photos/Videos, Followers, and Favorites (July 2, 2014)

No	Political Party	Tweets	Photos/Videos	Followers	Favorites
1	Prabowo Subianto	8.165	347	950,658	21
2	Hatta Rajasa	1,179	14	636,968	14
3	Joko Widodo	927	24	1,676,380	12
4	Jusuf Kalla	2,710	634	929,536	15

Source: Abdillah, 2014: 502

Based on the table above, as president candidate, Joko Widodo has the most followers. This shows Jokowi's campaign had much success in using social media. On social media, Jokowi is the most likeable candidates of president. News of Jokowi caused a sensation to his followers such as, his video on YouTube with his son Kaesang, his tweet about a picture draws his effort to paint an art but not success and he called his painting with abstract painting.

Based on data above, on his account, Jokowi has many followers. Jokowi's team delivers program messages through his social medias. This way is a simple campaign to deliver message to people that relate other people. Burson-Marsteller in their study that called Twiplomacy Study 2016 said that for the 50 most influential world leaders category, Jokowi gets the ninth rank because if he posts on his account, every tweet, there are around 1,224 retweets (Parlina, 2016). On the account @jokowi_do2, Jokowi conducted a campaign of president. His message is clear through his expert advisers. They also formulated Jokowi's programs through social media as a political campaign. Jokowi's team has idea to society through economical and education sectors.

Conclusion

Jokowi is the winner of the presidential election in 2014. There are several reasons make Jokowi has higher popularity than Prabowo namely Facebook, twitter and YouTube as a tool in social media can give a good image so that citizen especially electors

interested to his programs. Volunteers of Jokowi have a high network from the rural poor people, middle and high classes. Then, they support Jokowi based on the campaign programs through political marketing. Moreover, Jokowi's team has a clear formulation of policy to support the economical of citizen and to increase of economical the rural poor people. All these messages are clear in Jokowi's Facebook, twitter and YouTube. Jokowi's team also found to easy influence elector with give an example condition in Solo when Jokowi as a mayor. YouTube can give description about Solo situation during Jokowi as a mayor. Then, these social medias also promoted the benefit of cards of health and education especially for the poor people.

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