

THE IMPACT OF SOCIAL MEDIA PROPAGANDA IN POLITICS IN INDONESIA 2024

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ABSTRACT

Social media has now become a platform for individuals to communicate with each other around the world, exchange ideas and voice their opinions on various topics. Propaganda illustrates the consequences of social media after World War I. Propaganda combined with social media would have a tremendous effect. Social media has had a significant impact on the way the public and netizens view the weaknesses of current government initiatives. This research aims to gain a deeper understanding of social phenomena by using qualitative methodology to understand them holistically. The influence of social media on Indonesian politics is the main topic of this research.

Keywords: *Social Media, Propaganda, Politics, Indonesia*

I. INTRODUCTION

Social media has become an important part of everyday life in today's digital era. Initially, social media was only a means of communication and sharing information, but has now developed into more than that. Social media has now become a platform for individuals to communicate with each other around the world, exchange ideas and voice their opinions on various topics.

Propaganda illustrates the consequences of social media after World War I. Propaganda combined with social media would have a tremendous effect. Propaganda can work by simplifying complex issues and repeating them continuously. Propaganda is controlling opinion by using strong symbols or by illustrating the opinions of trustworthy people through stories, rumors, photos, and other forms that can be used for social communication. (Fathullah, 2020 in (Firzani & Harahap, 2024, #))

The use of social media not only influences the way people communicate, but also the general public's beliefs and behavior. Social media, with its growing user base and expansive reach, has the ability to shape stories, drive trends, and even influence political outcomes. As a result, social media can be used to influence people's opinions and attitudes in addition to disseminating information. (Muhajir, 2024, #)

Political propaganda often occurs in Indonesia, the hottest issue recently is discussing the National Capital (IKN) of the Archipelago which continues to be linked to the existence of the current National Capital. With DKI Jakarta no longer serving as the National Capital, this cannot be separated from the complex, diverse and active social life of the DKI Jakarta Province. Then, considering that East Kalimantan Province is one of the largest provinces after Papua, we can quickly mention it as the location designated as the capital of the archipelago. ratification of the IKN Bill which designates East Kalimantan Province as the new IKN, of course carried out by strengthening scientific justification. Apart from that, the National Capital

Law Number 3 of 2022 which is intended for the Sepaku Regency, East Kalimantan Province, Penajam Paser Utara Regency, and Kutai Kartanegara Regency has been officially signed by President Joko Widodo (Jokowi).

Regarding the academic justification for the desire to move the national capital, it is stated that the Special Region for the National Capital of Jakarta faces many challenges, and additional problems are also posed by areas that are buffer areas for Jakarta, such as Bogor, Depok, Tangerang and Bekasi. The rapid pace of urbanization, extreme traffic jams and congestion, the adverse impact of pollution on poor air quality or air pollution due to combined exposure to lead, vehicle exhaust and dust, as well as increased levels of carbon dioxide and monoxide, are factors that cause air pollution. All signs the nation's capital needs to be relocated. There is a decrease in the supply of raw water, or water suitable for human consumption, and annual flooding occurs so that there is no effective strategy for preventing it. Apart from that, due to land subsidence, the possibility of earthquakes, an increase in criminal activity in Jakarta, and other concerns, this change in the IKN was also carried out as an effort to prevent the emergence of a sense of injustice in the national development process which is likely to be Java Centric or only centered on regions on the island of Java. Just. Many people have positive opinions about this, but there are also negative opinions, depending on our point of view whether social media netizens think it is good or bad. (Bachtiar, Persadha, and Supriyadi 2023, #)

Social media has had a significant impact on the way the public and netizens view the weaknesses of current government initiatives. He also played an important role in the development and socialization process of the National Capital of the Archipelago, starting from the initial discourse until the start of the development process.

II. RESEARCH METHODOLOGY

This research aims to gain a deeper understanding of social phenomena by using qualitative methodology to understand them holistically. The influence of social media on Indonesian politics is the main topic of this research. Written papers posted on blogs, Facebook, Twitter, and other websites are sources of research data. These documents are analyzed in the context of political propaganda arising from abnormalities on social media.

III. RESULT AND DISCUSSION

All humans in the world, both normal and abnormal, must communicate in their lives. Nearly eighty percent of people communicate verbally and nonverbally to maintain direct contact with the surrounding environment. Therefore, the main human activity in everyday life is communication. (Purba & Muttaqin, 2021, #)

Today's communication media is very fast, we no longer need a long time to send and receive news. This is due to the existence of social media which is increasingly growing rapidly and is in demand by people all over the world. Based on (Ketik.co.id 2024) Indonesia itself is one of the countries with a high number of social media addicts, namely 191 million users and is ranked 4th in the world.

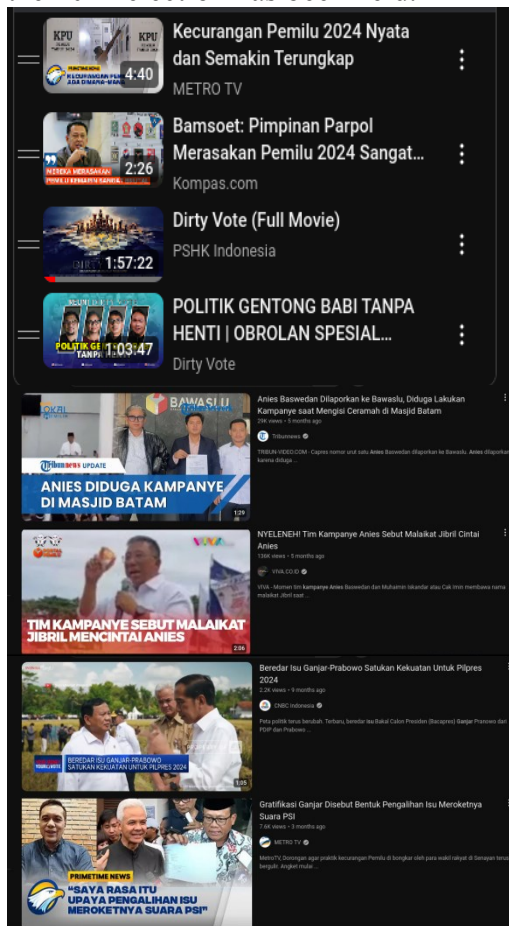
Social media is a website feature that allows individuals to connect in a community and network. Through visual and audiovisual writing on social media, we can collaborate and engage in various exchanges and get to know each other. Twitter, Facebook, Instagram, WhatsApp, YouTube, TikTok, blogs, Foursquare and many more are some examples. Many social media platforms are often used as marketing tools. Due to its sophistication, this social media platform can connect with people in all walks of life. (Aulia, Batoebara, and Purba 2022, #)

The Impact of Social Media in Indonesian Politics 2024

A. Building Public Opinion

Social media can shape public opinion, thereby providing the ability to influence and determine political behavior as a political communication channel. Winning the struggle for societal influence requires effective management of public opinion. (Qadri 2020, #)

2024 is a year full of hot political issues, one of which is the 2024 Election. The emergence of social media has changed people's perception of political campaigns and has the potential to influence election results. Public opinion continues to waver during the 2024 election period, hot issues that corner the Presidential Candidates continue to emerge even after the 2024 election has been held.



B. Increasing Political Interest of Young People

Social media can easily reach a wider social audience and increase political awareness among younger generations who previously may not have been very interested or involved in politics. This is one of the benefits of using social media to encourage political engagement. However, the impact of social media on youth political participation is not always positive. Therefore, political literacy and social media are very important in influencing the impact of social media on youth political participation.

Reporting from (General Election Commission, 2023) Mellaz estimates that Generation Z and Millennials (55%) will be the majority of voters in the 2024 election. Therefore, the younger generation must help the KPU organize the 2024 Election by getting to know,

understand and examine the vision and mission as well as programs offered by election participants, such as political parties, legislative candidates, president and vice president candidates, and regional head candidates.



C. Hoax Prevention

As one of the countries with the highest percentage of internet users in the world, some privileged people often use social media in Indonesia to carry out their political agenda. Hate speech, SARA attitudes, and hoaxes are even spread through social media. The importance of social harmony is often overlooked in the spread of hoaxes via social media. The proliferation of hoaxes online also has the potential to increase conflict offline. Because this creates horizontal conflict in society, agitation arises. (Yani, 2019, #)

D. Democratic Transparency and Freedom to Express Opinions

Social media users can choose how to work and use digital technology based on their own needs. The main function of social media by the informants was mostly for interactions related to friendship, but as time went by, social media also functioned as a platform for sharing opinions, as well as a way to criticize political issues and express goals. (Susanto & Irwansyah, 2021, #).

Currently, almost all state officials have personal social media accounts, on these accounts they share their personal and political activities. The public as netizens use comment pages on the accounts of these state officials as a means to monitor and criticize these officials. This also applies to the highest state officials, namely the President of the Republic of Indonesia, Mr Joko Widodo.

The following is one of the posts of the President of the Republic of Indonesia on one X application (formerly Twitter):



The following are comments left by the public, from ordinary people to public figures, in the comments column of the number 1 person in Indonesia:



Even though the public is free to express their opinions on the social media pages of state officials, there are still limitations to this. Law of the Republic of Indonesia Number 19 of 2016 concerning Amendments to Law Number 11 of 2008 concerning Information and Electronic Transactions regulates these restrictions.



develops, s generation new way for Indonesian people, ambitions. The widespread use of social media makes public opinion easier to influence. The spread of hoaxes via social media also often occurs just for political purposes. Social media is considered the most practical and efficient way to express opinions and criticize government policies. The emergence of social media as a realm of democracy has given birth to a new culture of sharing ideas and opinions. Social media for politics in Indonesia does not only have a negative impact, because basically social media also makes it easier for people to voice their opinions and also makes it easier for the government to clarify hoaxes circulating in society.

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