

PROPAGANDA IN THE DIGITAL ERA: THE INFLUENCE OF SOCIAL MEDIA ON PUBLIC OPINION

Reza Renisa¹, Adinda Febriana Kheisa², Budiman Purba³,
Communication Science Study Program, Faculty
of Social and political Sciences,
Dharmawangsa University, North Sumatra,
Indonesia
E-mail: rezarenisa38@gmail.com,
adindafebrianakheisa@gmail.com

ABSTRACT

The development of social media is very rapid as time goes by, because over time technology will increasingly develop. One of the functions of social media is to connect one party to another party, but as time goes by, the function of social media is not only to connect one party to another party, but with social media public opinion can be changed and even adjusted to the interests of the party starting the provocation. the. Every human being has interests and these interests are the key to everything, from these interests other functions of social media emerge. Propaganda in this digital era has many roles in political issues in Indonesia.

Keywords: Social Media, Propaganda, Politics.

I. INTRODUCTION

Propaganda is an important thing to support success in political communication. Basically, propaganda is a persuasive communication technique, which has a greater impact than informative communication. Political communication itself is communication that leads to the achievement of influence, so that the problems discussed by this communication activity can bind all citizens with sanctions determined jointly through political institutions. Social media is modern media whose use is as a tool used by people in everyday life. Social media can quickly and widely disseminate information just by using a smartphone device connected to the internet. Thus, social media is widely used by political activists both to disseminate information and as messages containing propaganda, and later this will be conveyed to a wide audience who use social media.

Technological advances have changed the way of communication, including political communication. As is known, political communication is communication between political actors and their voters or the general public, the presence of communication technology, including the internet, has greatly changed the pattern of political communication between actors and the public.

With this change in terms of methods, studies have developed regarding how to seek victory in general elections through new media, which includes social media. New media or new media is non-traditional media besides radio, television, newspapers and magazines. This new media is channeled through the internet network, which has developed social media within it.

Now, new media has provided its power, including its benefits in political life, including in general elections. It has become common for presidential or legislative candidates to use social media such as Twitter, Instagram, Facebook and YouTube as well as online sites. The presence of this new media has reached many people and has provided a new understanding of political activities that are not just face-to-face in campaigning, but also

through new media, namely social media (Twitter, Instagram, Facebook and YouTube as well as online sites) to convey goals. of his political messages.

To achieve this goal, something is needed that can attract and influence society. Thus, propaganda works as a form of persuasive communication in supporting the success of political communication. Harold D. Laswell explains that the definition of propaganda is a technique of influencing human actions by manipulating representations (presentation).

Representation can be in the form of writing, speech, images or music so that advertising and publicity are included in propaganda. Apart from that, Herbert Blumer said that propaganda can be considered as a political campaign that deliberately invites and guides to influence, persuade or seduce many people to accept a view, ideology or value.

That way, to convey the goals of political activists, they must be able to carry out political communication well. That way, what you want to convey will be realized with propaganda which will be conveyed through the latest media, namely social media.

The term "social media" refers to a variety of technologies used to collaborate, share information, and interact via web messages. As the internet continues to develop, the various features and technologies available to users also continue to expand. Because of different socio-political contexts in Indonesia, it is important to understand how political opinions are formed.

Indonesia faces different challenges and opportunities in the digital era. Due to the increasing reliance on social media as the main source of information, it is important to investigate the impact of social media on the political attitudes of Indonesian society. According to the results of research conducted by Alfiyani, social media has had an impact that causes shifts in campaigns due to the emergence of new media or social media and developments communication technology is so fast. Based on this research, mass media or social media are an important component of political communication, because the media can influence the audience's thoughts about what they can convey. Even though the media can really influence the minds of audiences, there is a theory that audiences are only passive or follow what already exists.

However, in the end, this theory was rejected by other theories that emerged from community action research In a democratic country, discussions about social movements that prioritize the interests of as many people or certain groups as possible are progress in the democratization process. Such movements, which then take the banner of populism, are becoming stronger in several developed countries. Even in general elections and presidential elections, populist parties surprisingly win. One of the studies conducted by Ardipandanto from various parties stated that populist identity politics had a significant influence in the 2019 presidential election campaign and was considered to threaten national unity. The influence of populism mainly focuses on the political strategy of winning the president which is based on religious identity, creating so much disparatism between supporters of the presidential and vice presidential candidates that it makes the differences look like those who adhere to religious principles and those who do not Basically, movement. Populism is a manifestation of people's dissatisfaction with the monopoly of power and democratic inequality that cannot be corrected by the government and institutions represented by the people.

Movement demonstrations can be carried out in various ways, including social actions, social movements, or large-scale demonstrations demanding change, even with extreme political propaganda.

II. RESEARCH METHODOLOGY

This research is descriptive research with a qualitative approach. Propaganda in this digital era is the main topic of this research. The sources used in writing this journal are data

collection by means of interviews and papers and articles posted on blogs along with other documents related to the main topic of this research.

III. RESULT AND DISCUSSION

A. *Definition of propaganda*

Etymologically, according to the Big Indonesian Dictionary, propaganda means explaining (beliefs, opinions, etc.) which is true or false, which is developed with the aim of convincing many people to adhere to a particular school of understanding, attitude or course of action; usually accompanied by grandiose promises

The word propaganda comes from the Neo Latin *propagandus* or *propagare* which means spread. This word was first used by Pope Gregory. Since then, the word propaganda has begun to be widely used to refer to systematic plans and organized movements to spread a particular belief, dogma, doctrine or system.

B. *Propaganda techniques*

a. *Name Calling*

Name Calling is propaganda by giving an idea or a bad label. The goal is for people to reject and view certain ideas without correcting and examining them first. One of the characteristics inherent in this technique is that the propagandist uses bad names for the target opponent. This is intended to bring down or lower the status of a person or group. With various names. One example is the statement by the President of Indonesia (at that time) Abdurrahman Wahid which could be classified as a Name Calling propaganda technique when attending the National Consultation Forum on July 1 2000.

Today signed an agreement that several members of the MPR/DPR will be questioned because the evidence is sufficient. There is one person who is a big deal but until now we have not found any evidence. The culprit of all this is him. If he comes in, everything will be fine. A governor of Georgia, Lester Maddox once used the Name Calling technique in a campaign to oppose his colleague Jimmy Carter who was running for president.

b. *Glittering Generalities Glittering Generalities are*

Associate something with something "words of wisdom" are used to make us accept and agree to it without checking it first. This technique is used to highlight propagandists with identifies himself with everything that is sublime and sublime.

The phrase "for justice and truth" is one of the characteristics of this propaganda technique. This technique is also often used in the commercial sector, various products.

c. *Transfer*

Transfer involves power, sanctions and influence of something that is more respected and revered than something else in order to make something more acceptable. This technique can be used by using the influence of a person or figure who is most admired and authoritative in a particular environment. In this case, the propagandist has the intention that the recipient will be psychologically affected by the thing being propagated. Transfers can also be used using symbolic means. For example, a little-known presidential candidate from Chicago named Lar Daley used to campaign wearing an American flag on the front of his shirt neckline.

d. *Testimonials*

Testimonials contain the words of people who are respected or hated that an idea or program/product is good or bad. This propaganda is often used in commercial activities, although it can also be used for political activities. In this technique, the names of prominent people who have high authority and social prestige are used to suggest and convince something by stating that it is supported by prominent people.

e. Plain Folk

Plain Folk is propaganda using a way of identifying an idea. This technique identifies what is propagated as belonging to or serving the communicant. The "populist" nature is often featured in this propaganda.

f. Card Stamping

Card Stamping includes the selection and use of facts or falsehoods, illustrations or confusion and the plausibility or implausibility of a statement that will provide the worst or best possibility for an idea, program, person and thing. A propaganda technique that only emphasizes the good things or aspects, so that the public only sees one side.

g. Bandwagon Technique Bandwagon Technique is performed

By heralding the success achieved by a person, an institution or an organization. In the economic field, this propaganda technique is used to attract buyers' interest in a particular product that is selling well on the market.

h. Reputable Mounthpiece

Reputable Mounthpiece is done by stating something that does not match reality. This technique is usually used by someone who flatters the leader, but does not pass muster. This technique is also carried out because of the ambition of a person or group of people who want to be safe in circles of power. Or it could be that this technique is to undermine the leader by saying what is good, so that the leader forgets himself.

i. Using All Forms of Persuasion

Using All Forms of Persuasion is used to persuade other people with seduction, appeals and "lures". This technique is often used in election campaigns. In Indonesia, to gain public sympathy,

There is a political party that promises people to receive free education if their party wins.

J. Propaganda Media In communication,

Media factors play a very important role in the process of spreading messages. It could even be said that a message can be effective or not, spread widely or not, depending on the accuracy in choosing the media. The wrong choice of media will certainly result in the message conveyed being less effective. For this reason, using lots of media can reduce the shortcomings in question.

THE INFLUENCE OF SOCIAL MEDIA ON COMMUNITY POLITICAL THINKING

Social media such as Twitter, Facebook, and Instagram are used as propaganda tools because they allow users to follow topics of interest easily. Politicians and political

parties use hashtags to influence the perceptions of social media users. Hashtags become symbols to mobilize users and are often used to influence people's opinions.

Bots and fake accounts are used to spread propaganda on social media. They can send fake and inaccurate news, as well as disrupt discussions and influence people's opinions.

Every social media platform has users who come from groups with different backgrounds. There is a kind of grouping of society with levels seen from the majority of users of the platform. For example, on people's Instagram tend to use the application as a place to show off and call it personal branding. Sharing photos and videos with followers is the main goal of Instagram, whereas on Facebook people are more about narrating their lives naturally and sharing happiness, Facebook prioritizes versatile social connectivity, allowing users to share content and connect with friends, family and their communities. On WhatsApp, people tend to prioritize the WhatsApp application as a communication medium that is more private than Facebook or Instagram, so WhatsApp focuses on individual or small group communication.

Quoted on the GoodStats website. It was found that the most effective or most accessed social media was WhatsApp with a percentage of 92.1%, second was Instagram 89.15%, third was Facebook 83.8% and TikTok was fourth with a percentage of 70.8%.

Internet users in Indonesia reach 78% and are active users of social media. As of January 2023, at least 167 million people in Indonesia use social media. This constitutes 78% of the country's 212.9 million internet users, or about 60.4% of the 276.4 million people.

One of the most significant technological contributors to the transformation of various aspects of human life is the internet, especially social media, which has now become an essential part and main foundation in human life. One way social media influences politics is through the rapid spread of news, poll results and rumors. The impact of polls and political opinion polls is very significant in every political campaign. Because people often encounter several conflicting poll results posted on the same day.

With the advancement of social media, many organizations including political institutions and The government utilizes this platform to improve their performance and encourage progress in nation building. This practice can be utilized on an ongoing basis by corporations, private companies, government institutions, officials, political institutions, or political figures to establish good relationships with society as a whole through social media. The freedom to convey ideas on social media encourages users to be more active and critical of news and issues that arise. This marks a significant development in democracy in Indonesia, requiring society to act maturely in all aspects, including in the political context. Even though there are various interests that are considered positive, on the other hand, there are still negative aspects that need to be considered. One of them is the misuse of social media in spreading false information (hoaxes).

Apart from that, there are still some people who do not do in-depth research before sharing or commenting on news or issues they receive, which in the end can disrupt the ongoing democratic process.

The increasingly amplified development of information technology, especially with the emergence of social media, has strengthened the view that the relationship between social media and political reality shows that the boundaries between elite groups and mass groups that provide support are increasingly blurred.

IV. CONCLUSION

Propaganda in modern Latin: "Propogore" means "to develop" or "to develop. It is a series of messages with the aim of influencing someone's opinion, the actions of society or a group of people.

Following are some techniques propaganda techniques:

- a. Name Calling
- b. Glittering Generalities
- c. Transfer
- d. Testimonials
- e. Plain Folk
- f. Card Stamping
- g. Bandwagon Technique
- h. Reputable Mounthpiece
- i. Using All Forms of Persuasion
- j. Propaganda

Media communication, Social media can be a means of political promotion, because messages conveyed via social media can be quickly received by a wide audience. From social media, slogans and simple sentences can be easily remembered and understood, so that propaganda can reach a wider audience and quickly. Seeing the many potential opinions from media users emerging social media and opinions provided to the public using promotions via social media.

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