

DIGITAL CAMPAIGN TO INCREASE URBAN POLITICAL PARTICIPATION (STUDY ON THE 2020 PILKADA IN DEPOK CITY)

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ABSTRACT. The direct election of 2020 is the most interesting regional election as well as a testing ground for digital campaigns because it was carried out in the era of the pandemic. Although the digital campaign is not carried out in absolute terms, its influence on increasing the political participation of Depok City is quite large, the figure increased by 6.64% from the previous 56.15% to 62.79%. This increase has never occurred in the last 10 years since the direct elections were held in Indonesia. From the results of a survey on the reasons for their participation, it can be seen that more than 40% of Depok residents know about the pilkada and its candidates from the internet and digital campaigns, and the rest know from billboards and other campaign media, and more than 30% of respondents are interested in candidate campaigns in Indonesia. Internet.

KEYWORDS: Digital campaign, Political Participation, and 2020 Regional Head Election

1 INTRODUCTION

In this 2020 simultaneous Regional Head Election (Pilkada), there are 270 regions that will hold regional head elections. Of the 270 regions, consisting of 9 provinces, 224 regencies, and 37 cities. This is a simultaneous local election that is more complicated than the previous elections because it was held in the midst of the Covid-19 pandemic that is sweeping the world, including Indonesia. All parties must also comply with health protocols to deal with and minimize the risk of the Covid-19 pandemic.

The campaign stage has started on September 26, 2020, and ends on December 5, 2020. Through its latest regulation, the General Election Commission (KPU) of the Republic of Indonesia has set a ban on traditional (conventional) campaigning activities in the 2020 simultaneous elections. As stated in the Regulation KPU (PKPU) Number 13 of 2020 regarding the Second Amendment to PKPU Number 6 of 2020 concerning the Implementation of Continuing Simultaneous Regional Elections in Conditions of Non-natural Disasters for Covid-19, KPU prohibits political parties, candidate pairs, campaign teams, and other parties from carrying out campaign activities under normal conditions. Among them are public meetings, art performances, harvest festivals, music concerts, leisurely walks, leisurely bicycles, competitions, bazaars, blood donations to commemorate the anniversary of political parties. If it can't be done online, it will be done in a limited way with the mandatory implementation of campaign health protocols. It is further emphasized in Article 63 that other activities that do not violate the campaign and regulatory provisions will be carried out in the form of social media campaigns and online media. However, the PKPU still allows face-to-face meetings for those who are unable to conduct online campaigns due to sociological and geographical issues. Article 58 states that the face-to-face meeting campaign that may be carried out must be in a room or building, limit the number of participants to 50 people and maintain a minimum distance of one meter. The meeting is also required to wear masks and provide adequate sanitation facilities.

In addition, in reality there are still many violations that occur in the field, including face-to-face meetings attended by more than 50 participants, not wearing masks, and not keeping a distance (Kompas, October 1, 2020). Bawaslu also noted that as many as 43% of campaign activities carried out by Pilkada participants were face-to-face meetings. Meanwhile, other campaign activities included the

distribution of campaign materials as much as 22%, the installation of teaching aids as much as 17%, and through online as much as 11% (news.detik.com, October 2, 2020).

2 DIGITAL CAMPAIGN THEORY

The campaign according to Roger and Stroyer is defined as a series of planned communication actions with the aim of creating a certain effect on a large number of audiences that is carried out continuously over a certain period of time. Each campaign activity contains 4 (four) things, namely: 1) campaign actions are aimed at creating certain effects; 2) large number of target audiences; 3) centered over time; and 4) through a series of organized communication actions (Venus, 2007: 7). Meanwhile, Wlezien (2010) describes campaigning as a way to attract the attention of others, especially voters in the implementation of elections. So it can be concluded that the campaign in the implementation of the General Election/Pilkada is a series of activities carried out by a person with the aim of attracting the attention of voters.

Based on research results HootSuite (social media management platform) and We Are Social (social marketing agency) released in January 2020 with the theme "Global Digital Reports 2020", stated that nearly 64 percent or around 175.4 million people of the total population of Indonesia around 272.1 million people, are already connected to the internet network. Meanwhile, the number of social media users in Indonesia has reached around 160 million people. In other words, the penetration of social media usage in Indonesia has reached 59 percent of the total population of Indonesia. The average Indonesian people use social media for about 3 hours 26 minutes per day. This figure is also above the global average of only 2 hours 24 minutes per day.

The delivery of digital content can be done through various social media, such as WhatsApp, Facebook, Instagram, Twitter, Youtube, and so on. Social media can also be used by candidate pairs or campaign teams as a means of digitally interacting with the public or potential voters through chat or comment fields. In addition, since the Covid-19 pandemic, most people are also quite familiar with online meetings or face-to-face using devices from various platforms, such as Zoom, Skype, Cisco Webex, Microsoft Team, Google Meet, and so on. It can also be through other synchronous support platforms such as video conference apps or social media, such as Instagram live.

Several types of content that can be created by candidate pairs or campaign teams to be disseminated to social media include, among others, (1) text, which is in the form of writing containing news, information, reviews, studies, analysis, descriptions, and others; (2) photos or images, low reading interest makes people more likely to see images, therefore, image content is preferred; (3) infographics, namely in the form of visual representations of information, phenomena, facts, or data presented graphically; (4) video, namely audio-visual with a duration of a few minutes to explain whatever you want to explain; and (5) podcasts, namely in the form of audio files.

3 POLITICAL PARTICIPATION THEORY

There are several theories that can explain the meaning of political participation in social life, namely:

- 1) Herbert McClosky in the International Encyclopedia of Social Sciences said that political participation is the voluntary activities of citizens as an effort to take part in the process of selecting rulers, and directly or indirectly, in the process of forming public policies. (The term "political participation" will refer to those voluntary activities by which members of society share in the selection of rulers and directly or indirectly, in the formation of public policy)
- 2) Norman H. Nie and Sidney Verba in the Handbook of political science say that political participation is a private legal citizen activity which more or less directly aims to influence the selection of state officials and the actions taken by them (By political participation we refer to those legal activities by private citizens which are more or less directly at influencing the selection of governmental personnel and/or the actions they take). The focus is mainly on actions that aim to influence government decisions, although the actual focus is broader but abstract, namely efforts to influence the authoritative allocation of values for a society (the authoritative allocation of values for a society).

- 3) Samuel P. Huntington and Joan M. Nelson in *No Easy Choice: Political Participation in Developing Countries* said that political participation is the activity of citizens acting as individuals, intended to influence government decision-making. Participation can be individual or collective, organized or spontaneous, steady or sporadic, peaceful or violent, legal or illegal, effective or ineffective (By political participation we mean activity by private citizens designed to influence government decision-making. Participation may be individual or collective, organized or spontaneous, sustained or sporadic, peaceful or violent, legal or illegal, effective or ineffective).

In a democratic country, there is an understanding that more people's participation is considered better. This condition shows that citizens follow and understand political issues and want to be involved in these activities, so that participation restrictions such as elections are only for men, or restrictions on general elections against black citizens have also been removed. On the other hand, the low level of citizen participation in a democratic country shows that the condition of democracy is not good. According to Nelson, political participation can be autonomous or mobilized by other parties.

In this context, pressure and coercion occur in the pattern of mobilized participation which in fact has a communist ideology,

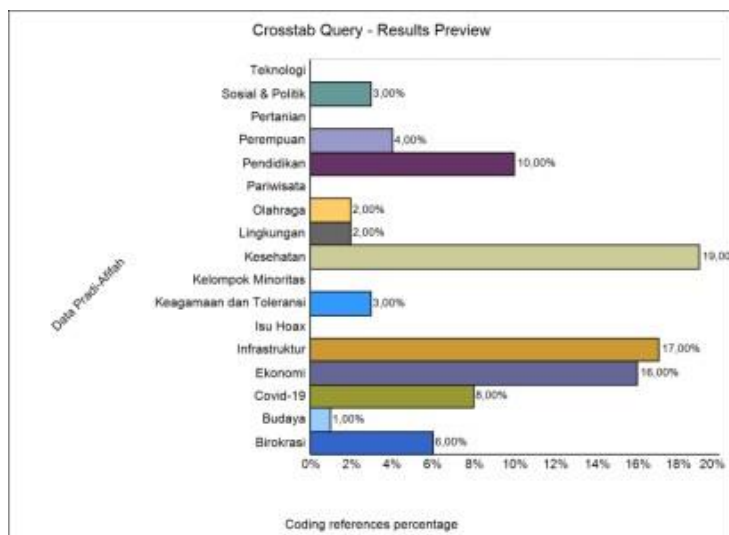
4 METHOD

This study uses a qualitative method. According to Sugiyono, qualitative research methods are research methods based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive/ qualitative research, and qualitative research results emphasize meaning rather than generalization.

With qualitative methods that are flexible and adaptable to existing changes, this study aims to describe how digital campaigns increase political participation in urban areas, especially in Depok City. Data were taken through observation, document analysis and conversation analysis.

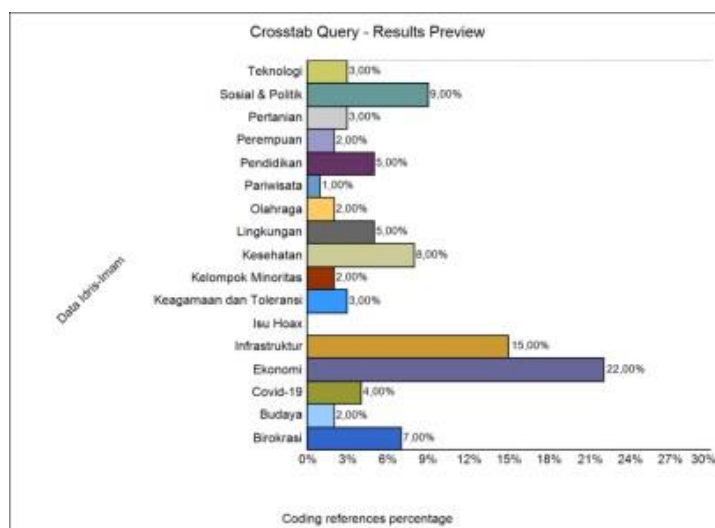
5 DISCUSSION

This section contains some of the author's findings in the campaign on social media by each candidate pair in the Depok City Election. The Depok City Pilkada itself was followed by two candidate pairs, namely serial number 1 Pradi Supriatna and Afifah Alia who are members of the Depok Rise Coalition. While the pair number 2, namely Mohammad Idris and Imam Budi Hartono, are members of the Coalition for Prosperity and Order. This section contains two main sub-discussions, namely the comparison of campaign issues and digital participation through internet citizens' responses to each candidate pair's social media. Campaign Issues in Social Media As Michael J. Jansen (2017) views that persuasive communication on social media includes communication created through retransmission, will establish the legitimacy of communication regarding campaign issues or issues. So the author tries to measure the percentage of various campaign issues that appear on social media. This is intended to see the orientation of candidate pairs in their political campaigns. The campaign issues narrated in every social media post during the Pilkada in Depok City show various findings from each pair of candidates. This means that the use of social media is very influential in building the issue orientation of prospective leaders in Depok City. The author tries to see some of the findings that are spread on social media such as Facebook and Twitter. Graph 1 and Graph 2 show a number of campaign narratives from each pair of candidates in Depok City based on several indicators that appear in each submission.



Graph 1. The issue of the Pradi-Afifah couple's campaign on social media

Graph 1 shows that the issue of the Pradi-Afifah couple's campaign on social media shows that there are three main issue orientations that are often campaigned. These three issues are related to health by 19%, infrastructure by 17%, and also economic issues by 16%. The issue of health-related campaigns narrated on social media is the highest issue for candidate pair number 1. Health issues on social media are so high because of the free medical treatment program using KTP which is always narrated on both social media. Meanwhile, the campaign issue related to infrastructure development on social media was strengthened due to the program 95 Wildhan Khalyubi et al, JGLP Volume 03 Number 02 (November) 2021 Madrasah construction and the offer of solutions to congestion problems are often narrated, so that this is a factor that strengthens the high level of infrastructure issues in the candidate pair. Meanwhile, campaigns regarding economic issues at 16% became the third highest campaign issue because of the narrative about the economic development program of the MSME training program including the ease of permits to build the economy in Depok City.



Graph 2. The issue of the Idris-Imam couple's campaign on social media

Meanwhile, the campaign issues narrated by candidate pair number 2 on social media are said to be more evenly distributed than campaign issues for candidate pair number 1 as shown in graph 2. Idris-Imam as candidate pair number 2, has a campaign narrative on social media with the issue of economy is the highest issue at 22%. Then, infrastructure issues are the second top issue with a percentage of 15%. Meanwhile, campaign issues regarding social & political ranks third with a percentage of 9%. The high level of economic issues on social media for candidate pair number 2 is influenced by the SUCCESS program campaign which is often narrated and becomes one of the priority programs for the candidate pair. Whereas,

Meanwhile, the emergence of social & political issues in the third place was due to the narrative about the involvement of several social groups such as associations, communities, and youth organizations in Depok City who were trying to win the Idris-Imam candidate pair. From the two graphs, each pair of candidates has a preference for campaign issues that are often narrated on social media. Campaign issues related to the economy have become the mainstay campaign issues that are often offered by the two pairs of candidates, both by Pradi-Afifah as candidate pair number 1, and Idris-Imam as candidate pair number 2. However, the findings in the digital phenomenon of the two pairs of candidates show that findings on preferences for other campaign issues.

The campaign issue regarding the handling of Covid-19 is still inferior to the three main issues of each candidate pair. The narrative of campaign issues related to the Covid-19 response on social media is still less than 10%. Pradi-Afifah showed the percentage of the Covid-19 campaign issue at 8%, and showed that this percentage was higher when compared to Idris-Imam which was only 4%. So, as Michael J. Jansen (2017) views, it can be said that campaigns with repeated narratives will shape the preferences of the issue. Wildhan Khalyubi et al, JGLP Volume 03 Number 02 (November) 2021 which are created on the social media of the candidate pair by reflecting the issue of the economy is the political preference of the two candidate pairs in the election campaign through social media Facebook and Twitter.

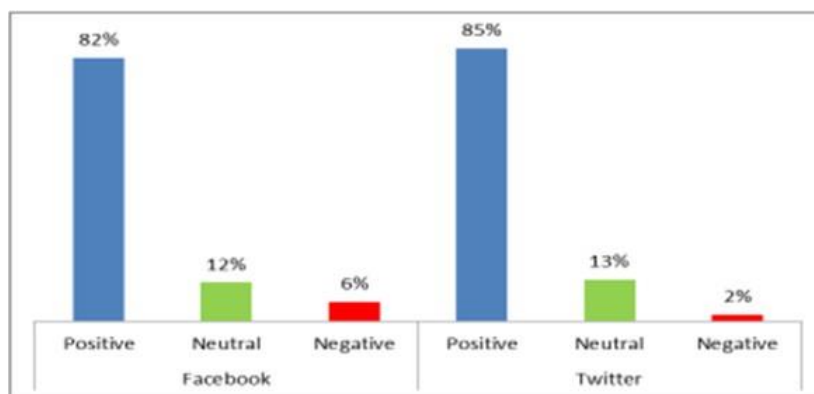
Then in looking at the relevance of campaign issues to one another, recordings of narrative conversations on social media of each pair of candidates found different findings. These findings are shown in Figure 1 and Figure 2. As Figure 1 shows the relationship between each issue of the Pradi-Afifah campaign on social media, it shows that there are two campaign issues that are not related to each other, namely the issue of agriculture and technology. There are two reasons why the campaign issues of candidate pair number 1 are considered unrelated to each other. First, this is because the Pradi-Afifah candidate pair does not have a concern for agricultural and technology policy programs in their campaign. So that program offers regarding the policies of the two indicators are rarely or never narrated on social media, be it Facebook and Twitter. Second, the tourism campaign issue indicators only relate to social and political indicators. This is due to the lack of concrete program offers about tourism that are narrated on social media. So the issue of the tourism campaign is only marked as an effort to attract support from several social and political groups in Depok City.

Unlike the Pradi-Afifah candidate pair, the campaign issues for the Idris-Imam candidate pair are considered thicker and related to one another. As picture 2 which explains the relevance of campaign issues to the candidate pair number 2. The linkage of campaign issues to one another on social media explains the finding that the dominant campaign issues in the candidate pair, namely economic, infrastructure, and social & political issues are not autonomous. For example, the Depok Prosperity Card (KDS) program, which Idris-Imam often offers through his narration on social media, has intersections and correlations with other campaign issues; 1) free health services (health); 2) student education assistance and also for outstanding students (education); 3) food security (food and agriculture); 4) house renovation assistance (construction and infrastructure), assistance for the elderly and disability (elderly and minority groups), and skills training, business assistance, and job distribution (economy) (see

Megapolitan Kompas, 2020) Internet Citizens Response as a Form of Digital Participation Digital political participation according to Lilleker & Koc-Michalska (2017) is a continuation of the traditional form of political participation. Participation in the digital world shows a partial response to political communication created by the campaign organization of each pair of candidates. Participation in the digital world, especially on social media, can also create political conversations on some publicly oriented issues. So in measuring the involvement of internet citizens, digital political participation is considered indispensable.

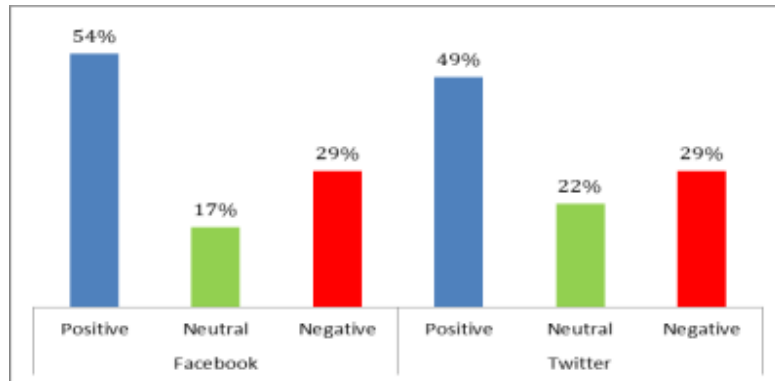
In addition, the responses of internet residents also become a benchmark for the effectiveness of using social media in campaigning. Campaigns carried out by politicians in the digital world can assess public reactions to political communications carried out as informal cues to assess public opinion (Jungherr, 2016). The Covid-19 pandemic makes it easier for citizens as voters to access various information related to the election contestation, including in Depok City.

Therefore, the author tries to see the magnitude of the response to campaign issues on social media from the two pairs of candidates. Some explanations regarding the response to campaign issues are classified by the author into three types, namely positive, neutral, and negative. Positive response is explained as a form of support, agreement, and partiality to the candidate pair on the campaign issue narrated. Then a neutral response is characterized by questions regarding the issue of 98 Wildhan Khalyubi et al, JGLP Volume 03 Number 02 (November) 2021 narrated campaigns, or offers of solutions to problems, as well as comments that show impartiality but also do not bring down other pairs of candidates. Meanwhile, a negative response is the opposite of a positive response, such as disapproval, disapproval, and impartiality to the candidate pairs on the campaign issues narrated. From this explanation, this study has different findings in the two pairs of candidates. Pradi-Afifah became the candidate pair who had more positive responses than the candidate pair Idris-Imam in every campaign issue on the two social media used (Facebook and Twitter). Furthermore, these findings are described in graph 3 and graph 4.



Graph 3. The response to comments on the Pradi-Afifah on social media

Graph 3 shows that Pradi-Afifah has a dominant positive response to campaign issues on social media, namely Facebook by 82% and Twitter by 85%. Meanwhile, the neutral comments on each of these social media are almost the same, ranging from 12% on Facebook and 13% on Twitter. The highest number of negative comments against Pradi-Afifah is on social media Facebook at 6%. From graph 3 it is found that the average response through comments from internet residents on campaign issues on social media has a positive response of 83.5%, a neutral response of 7.5%, and a negative response of 4%.



Graph 4. The response to comments on the Idris-Imam on social media

This is different from graph 3 which shows the form of digital participation through comment responses to the Pradi-Afifah couple. Graph 4 shows the response to comments on the Idris-Imam pair. Findings on Idris-Imam's social media regarding responses to campaign issues are still considered to be dominated by positive comments from internet residents. However, this is also accompanied by a high number of negative responses received on Idris- Imam's social media compared to Pradi-Afifah's social media. Positive responses from internet residents reached the highest percentage between the two social media, namely on social media Facebook by 54%. While negative responses were found by Idris-Imam above 20% on the two social media, namely Facebook and Twitter which both recorded a percentage of 29%. Graph 4 explains that the average response to comments from internet residents on campaign issues on Idris-Imam's social media has different percentages, namely a positive response of 52.5%, a neutral response of 19.5%, and a negative response of 29%. The findings from the campaign issues of the two pairs of candidates explain three things. First, the digital participation by internet residents on the two social media explained that the Pradi-Afifah candidate pair received more positive support. This is because Pradi Supriatna is the deputy mayor of Depok who is running for office, many internet residents have responded favorably to the campaign issues narrated on social media. Moreover, the Idris-Imam pair, both are considered to be a pair promoted by the ruling party in Depok City, namely the Prosperous Justice Party (PKS),

Second, comments in the form of the hashtags #benahidepok and #movementchange always decorate and pin in every comment column on campaign issues on social media, especially on the social media of the Pradi-Afifah candidate pair. This shows that the narrative comments are considered to represent the opposition in Depok City even though Pradi Supriatna is the incumbent Deputy Mayor of Depok 2015-2020. This also shows that digital participation with such a positive narrative can be built on every campaign issue on Pradi- Afifah's social media. Third, the presence of Afifah Alia's figure who is a representation of women is also considered sufficient to encourage positive participation from internet citizens. Furthermore, the issue of verbal harassment by the candidate for Deputy Mayor of Depok Imam Budi against Afifah Alia, generated positive reactions and support for Afifah Alia herself. So that the support received is considered to have increased the positive response of internet residents to the issue of Pradi Afifah's campaign on social media.

6 CONCLUSION

The direct election of 2020 is the most interesting regional election as well as a testing ground for digital campaigns because it was carried out in the era of the pandemic. Although the digital campaign is not carried out in absolute terms, its influence on increasing the political participation of Depok City is quite large, the figure increased by 6.64% from the previous

56.15% to 62.79%. This increase has never occurred in the last 10 years since the direct elections were held in Indonesia. From the results of a survey on the reasons for their participation, it can be seen that more than 40% of Depok residents know about the pilkada and its candidates from the internet and digital campaigns, and the rest know from billboards and other campaign media, and more than 30% of respondents are interested in candidate campaigns in Indonesia. Internet.

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