

Political Communication Methods In General Elections In The Digital Age

Ferry Rafael

***Abstract:** In the increasingly developing digital era, political communication strategies have become crucial in influencing public opinion and general election results. This study explores various political communication methods used in the context of elections in the digital era, including the use of social media, online platforms and other information technologies. This analysis aims to understand the impact and effectiveness of these methods in shaping public perceptions and influencing political decisions.*

***Keywords:** Political communication methods, General elections, Digital era*

INTRODUCTION

With the rapid development of technology, especially in the field of information technology on the internet, the role of the media is becoming increasingly important. Therefore, media has become one of society's main needs. This is in line with the discovery of internet-based multimedia devices, making information easy to find in this part of the world, by accessing information, entertainment, education, politics, economics and others via the internet. (Ratnamulyani and Moot 2018)

Based on this phenomenon, communication, which was initially limited to face-to-face interaction between individuals, is now developing online from the internet. In this case, one of the internet-based media that is widely used is social media. Social media is online media. With the emergence of internet-based media (online media), there has been a shift in the use of media which was originally classic (electronic and print media) and is currently experiencing a transition to the new internet. media. Based media has become a channel to access social media in various ways. fields, namely education, culture, social, economic, legal and political, for example used in election campaigns to disseminate vision, mission and agenda.

At the end of this year it will be a year of politics in the struggle for public office in the 2024 elections. Many political parties are implementing winning strategies to attract votes. Based on the recapitulation of final voter data (DPT) by the Indonesian KPU, the number of voters from the millennial and generation Z groups almost dominates the electorate, reaching 113 million voters or 56.45% of the total DPT in the 2024 Election. Based on this data, the potential for millennial voters is quite large, Therefore, political parties are also carrying out several campaign strategies in this digital era to reach young voters, through all digital platforms that are currently popular with young voters.

In the digital era, political campaigns are no longer limited to television broadcasts and print advertisements. Through social media and other digital platforms, candidates and political parties can communicate with voters directly and in real-time. Campaign messages can be

delivered in a variety of forms, including text, images, video, and direct interactions. Additionally, social media also facilitates more active public engagement and participation, allowing voters to voice their opinions, discuss and share political content (Ratnamulyani and Moot 2018).

Social media used as a political communication strategy is relatively new and has become a hot phenomenon until now. For example, what received the most attention was when the political campaign of United States presidential candidate Barac Obama and his successful team in 2008 used new media to disseminate information about campaign programs and activities in order to garner sympathy and support from the American public at that time. In Indonesia, the use of social media as a political communication tool was most widespread during the 2014 presidential election of the Republic of Indonesia. The rise of social media in cyberspace in the 2014 presidential election campaign was related to the increasing number of internet users in this country.

This shift also brings new challenges in designing effective political communication strategies. Campaign content must be engaging, relevant, and able to trigger positive interactions from voters. A deep understanding of how political communication strategies in the digital era influence voter perceptions and behavior is crucial for candidates and political parties to achieve their campaign goals (Majid 2019). Therefore, research that analyzes the content of political campaigns in general elections in the digital era is important. By analyzing message types, communication styles, use of visuals, and interactions with voters, this research can reveal patterns of effective or even controversial communication strategies. Additionally, such research can also identify the impact of such communication strategies on political attitudes and voter decisions, providing important insights for political practitioners and social scientists in understanding the role of digital media in the democratic process. (Ratnamulyani and Moot 2018).

By understanding the dynamics of political communication strategies in general elections in the digital era, it is hoped that this research can provide valuable guidance for candidates, political parties and policy makers to design more effective and impactful campaigns, as well as contribute to the development of knowledge about the relationship between digital technology and politics .

RESEARCH METHODS

Qualitative descriptive research methods are used to explain research problems to help authors easily analyze certain events as new phenomena, directly answering questions about

objects of observation, assessment and analysis of multi-component complex interventions(Majid 2020). Secondary data collection is carried out through references to library sources, social media observations, literature reviews and other relevant data sources(Majid 2021). Furthermore, data analysis techniques borrowed from other parties collect data regarding digital parties and virtual democracy. The research design was built using qualitative descriptive methods, useful for problem solving, researched, researched and analyzed by the author to be able to describe the current state of the research object. Research using secondary data analysis (ADS) is also supported by literature research and primary data from open sources through writing publications in scientific journals which will help authors in conducting research(Boestam, Prakosa, and Avianto 2023).

RESULTS AND DISCUSSION

Marketing is an exchange process between two or more parties(Krisnanto and Fitriyah 2017)In politics, the exchange process includes negotiation, propaganda, and bargaining to maximize the interests of each party. The study of political marketing makes a major contribution to the world of politics itself. Strategy tries to understand and analyze what voters want or need. Political activities must be endeavored to be in accordance with the wishes of the wider community or the desires and hopes of the wider community. Political marketing aims to win political parties in democratic parties or elections. So, in essence, political marketing is a set of methods used in political campaigns to influence voter choices.

Competing in the battle for voters' votes requires each candidate's campaign team to craft specific words to garner as many votes as possible. Special formulations in the form of media strategies and political marketing strategy steps are carried out to identify potential voters who agree with the candidate's superiority(Wahid 2016). The stages of a political marketing strategy include three stages, namely segmentation, targeting and positioning. Segmentation is useful for identifying all social classes, targeting voters from the intended social segment, and positioning to explain the superiority of a candidate pair over other candidate pairs.(Hiplunuddin 2017).

Theoretically, the presentation of political messages in a political marketing strategy must always be relevant to the target audience segment. In the social order there are different social classes and social segments, political parties and candidates are expected to be able to differentiate political packages from political messages in each segment of society's festivals. Audience segmentation in conveying the most popular political messages is usually based on

four main segments, namely audience age, education level, occupation, and economic and cultural status in a region.(Krisnanto and Fitriyah 2017).

The content packaged by the party's winning team in the 2024 election aimed at millennials and young voters is very varied. Considerations in packaging political message content include creative content in each image and video, entertaining, not boring, language that is easy to understand and still adapted to the target content. As well as having political meaning, it must still be included, such as accurate and reliable data, achievements can also be packaged with political messages that are attractive to young voters.

This research found political communication strategies in the digital era with various aspects to reach young voters, including:

1. Digital Communication Strategy Through Artist Creation

Political parties are one of the main pillars of democracy in Indonesia. Democracy without parties is power without legitimacy, that's understandable(Yulanda and Fitriisia 2023). Because of the important role of political parties, they must be able to maintain a healthy and effective democracy by creating a healthy and productive environment that allows for political education, social control and recruiting effective leaders and officials.

Political party cadres have a big influence in democratic countries, trained cadres will produce quality leadership candidates and benefit those who hold the highest power in democratic countries, but a cadre process that seems negligent and bad will definitely have fatal consequences. negative impact on the public. The political party recruitment stage is the core of the political party reincarnation process in Indonesia. This fact shows how important the role of political parties is as a vehicle for producing future leaders of the nation who will later be elected by the people. Each political party has its own cadre process. It is during this cadre period that the party ideology and line of struggle are instilled in each cadre.

The process of forming a political party did not go according to plan. The tendency of political parties to recruit celebrities to become legislative members is a phenomenon that continues from election to election in Indonesia. This is a step taken by many political parties today. It is not surprising that Indonesian political parties are now competing to recruit populist figures. The framework process will produce credible politicians who are able to defend the will of the people and realize the battle of ideas and ideas in the public space which no longer shows its dignity as a stage for producing quality leaders for the Indonesian nation.

The presence of artists in politics provides an alternative for society. Even though he is still considered a mere performer, he prioritizes appearance and popularity. Almost all political parties in Indonesia have well-known legislative candidates. Democracy creates open

competition for political parties to win public support, which is one of the factors that makes many political parties open up space for celebrities in Indonesia to enter the world of politics, some through the executive process, but there are also those who are not appointed through the executive process. like other politicians. The point is, not many artists have clear and credible opinions. As a result, our understanding of the author's contemplative politics is increasingly limited.

The phenomenon of artist involvement is certainly inseparable from the role of the recruitment process carried out by political parties which prioritizes the popularity of artists to increase the effectiveness of political parties in the 2024 elections. In the 2024 legislative elections there are at least 76 legislative candidates from among artists who are members of various political parties, including artists who join political parties, among others

- a. The National Mandate Party (PAN) includes Adelia Wilhelmina, Astrid Kuya, Bebizie, Desy Ratnasari, Eko Patrio Eksanti, Ely Sugigi, Haji Faisal, Lula Kamal, Opie Kumis, Primus Yustisio, Selvi Kitty, Pasha Ungu, Tom Liwafa, Uya Kuya, Verrel Bramasta, Virnie Syafitri Ismail, Marissya Icha, Lutf Agizal, Jeje Givinda, and Nisya Ahmad.
- b. The Indonesian Democratic Party of Struggle or PDIP namely Andre Hehanusa, Denny Cagur, Harvey Malaihollo, Junico Siahaan, Krisdayanti, Lucky Perdana, Marcell Siahaan, Once Mekel, Rano Karno, Rieke Diah Pitaloka, Roni Sianturi, Sari Yok Koeswoyo, Tamara Geraldine, Tinaton, and Taufik Hidayat Udjo
- c. The Indonesian Unity Party (perindo) namely Aiman Witjaksono, Aldi Taher, Arnold Poernomo, Dian Mirza, Kalina Ocktaranny, Prabu Revolution, Ratu Nabila, Venna Melinda, Vicky Prasetyo, Yusuf Mansur, and Zee Zee Shahab
- d. The Gerindra party is Ade Jona Prasetyo, Ahmad Dhani, Ari Sihasale, Derry Drajat, Didi Mahardika, Jamal Mirdad, Melly Goeslaw, Moreno Suprpto, Rachel Maryam, and Taufik Hidayat.
- e. The Nasdem Party are Ali Syakieb, Annisa Bahar, Choky Sitohang, Diana Sastra, Didi Riyadi, Nafa Urbach, Ramzi, and Reza Artamevia.
- f. The PKB party includes Tommy Kurniawan, Iyeth Bustami, Norman Kamaru, Arzeti Bilbina, Camelia Lubis, and Zora Vidyanata.
- g. The Democratic Party is Dede Yusuf, Dina Lorenza, Emilia Contessa, Ingrid Kansil.
- h. Golkar Party: Charles Bonar Sirait, Nurul Arifin and Tetty Kadi
- i. PSI parties namely: Hurricane Kerispatih, Giring Ganesha and Ronny Immanuel (Mongol Stress)
- j. The PKS party is: Narji Cagur

- k. PPP Party: Okky Asokawati, Ratih Sanggarwati, Nasrullah or Mat Solar “Porridge Maker”, Angel Lelga, Gilang Dirga, Ucok Baba

The popularity of celebrities will help support the party's popularity directly, even though this popularity is not in the realm of ideas and ideas, it will be quite helpful in the campaign process of political parties because most Indonesian people already know the celebrity candidates. Currently, the phenomenon of legislative candidates from among artists has become an inevitability in the democratic process in Indonesia(Yulanda and Fitriisia 2023). This is influenced by the efforts of political parties to gain more votes in general elections. But what about the roles these artists will play if elected? This is a common question regarding the capacity and ability to carry out community aspirations.

2. Digital Communication Strategy Through Content

Nimmo (2003) emphasized that mass media is the main source of political messages that are taken into account in formulating their political strategies. In this case, the role of digital media is the most important part in designing strategies to win people's hearts. For this reason, a mature concept design is needed in creating digital media content.

Digital creativity is the thinking of a person or group with a new and unique approach to finding a solution to a problem on digital media connected to the internet. Political marketing requires creativity to attract potential voters. Creativity in digital media causes people to enter the information society. Political parties that actively manage their online media, especially social media as well as websites and applications, will continue to hone their creativity in technical digital content. A form of digital creativity in conveying political messages to political parties and legislative candidates in the form of audio video content, still images and articles(Kencana and Meisyanti 2019). Audiovisual content takes the form of video images, party missions, political comedy advertisements, videos featuring legislative candidates, even talk shows. The following are several digital advertisements for parties and their legislative candidates in audiovisual format: researchers only show several examples of parties that use media as digital campaign strategies, including PSI's efforts to win the hearts of the public through its digital media content, namely providing information about the PSI party.

Among them, PSI places a lot of its ideology in creating its content. Not only that, his policies are always content to become material for public opinion. In this way, these policies and attitudes will quickly spread throughout society. PSI uses digital media such as YouTube, Instagram, Facebook, Twitter and Party Pages to distribute its content(Suryadi, Sukmayadi, and Anggraeni 2021).

As was also done by the PAN party by creating hit party songs sung by artists who were also party cadres. The PAN Party, which is dominated by artists, also uses social media to reach young people through jungle songs, including: PAN PAN PAN foremost, PAN PAN PAN foremost helps the people, PAN PAN PAN reports Zulkifli Hasan uploaded via YouTube media.

Several YouTube channels from political parties that actively carry out political campaigns through YouTube video channels include: PSI, Perindo, Gerindra, PAN, PDI Perjuangan and PKS TV. The Social Justice Party has the most subscribers with the PKS TV account. The number of subscribers to this party is 62,212 subscribers, the digital creative content displayed by this party is in the form of Flashmob videos of this party in various regions, auditions for the 8Stories film produced by PKS and PKS activities. Meanwhile, PSI displays party advertisements which are also broadcast on TVC.

Apart from that, branding is also a strategy for designing and building the branding identity of the Indonesian Unity Party (Perindo) in the 2019 Simultaneous Elections, namely by carrying out a political marketing strategy through electronic media, namely playing the Perindo march on one of the television stations repeatedly. Indirectly, people who have sensitivity certainly know Perindo's vision and mission which is packaged simply and can be remembered in people's minds with lyrics that are easy to memorize. Mars Perindo song, the political marketing strategy carried out is also to package the program in a very attractive way and have a difference (different) from other political parties(Hayati et al. 2022).

These include community welfare programs related to the economy, social and education. Grobags and ambulances spread throughout Indonesia have become a focused and specific brand identity for the Perindo Party that can reach the lower classes of society. Meanwhile, the form of political communication carried out by the Perindo Party as a political communicator who wants to convey its message to the public in building brand awareness is by managing six main issues, namely the difference between the Perindo Party as a new party and other political parties, guaranteeing the future welfare of the family that is part of the family. Nearby, working for the government, the Perindo Party positions itself as President Jokowi's partner, determining Candidates for Legislative Members for the 2024 simultaneous elections and views on the Presidential and Vice Presidential Candidates for the 2024 Elections.

CONCLUSION

The research results show that political communication strategies in general elections in the digital era are carried out through two things, namely digital communication strategies through artist cadre formation to increase the popularity of political parties in elections. The

presence of artists in politics is an alternative for society. Even though he is still considered a mere performer, he prioritizes appearance and popularity. and digital communication strategies through social media. Political marketing requires creativity to attract potential voters. Creativity in digital media causes people to enter the information society. Political parties that actively manage their online media, especially social media as well as websites and applications, will continue to hone their creativity in technical digital content as is done with all social media such as Instagram, YouTube, TikTok, Twitter, TVC and other media.

BIBLIOGRAPHY

- Boestam, Ambia B, Adi Prakosa, and Bhakti Nur Avianto. 2023. "Political Parties' Efforts to Utilize Virtual Democracy in the Digital Era." *Journal of Communication Literature* 6(1): 1–17.
- Hayati, Neni Nur, Ma'mun Murod, Heru Ryanto Budiana, and Yanti Setianti. 2022. "Strategy for Designing and Building the Political Branding Identity of the Indonesian Unity Party (PERINDO) in the 2019 Simultaneous Elections." *Communication Perspective: Journal of Political Communication and Business Communication* 6(1): 13.
- Hiplunudin, Agus. 2017. *Digital Era Politics*. Yogyakarta: Calpulis.
- Kencana, Woro Harkandi, and Meisyanti. 2019. "DIGITAL CREATIVITY IN POLITICAL MARKETING Woro." *COMNEWS Proceedings*: 115–29.
- Krisnanto, Indra Wahyu, and Fitriyah. 2017. "POLITICAL MARKETING STRATEGY IN THE DIGITAL ERA: USE OF INSTAGRAM IN POLITICAL CAMPAIGNS IN THE 2017 DKI JAKARTA GOVERNMENT ELECTION." *Department of Politics and Government, FISIP Undip*: 1–14.
- Majid, Moch Nurcholis. 2019. "POLITICAL DAKWAH KH ASEP SAIFUDDIN CHALIM." *UIN Sunan Ampel Surabaya Thesis*: 1–115.
- Ratnamulyani, Ike Atikah, and Beddy Iriawan Suhui. 2018. "The Role of Social Media in Increasing Beginner Voter Participation Among Students in Bogor Regency." *Sociohumaniora - Journal of the Social Sciences and Humanities* 20(2): 154–61.
- Suryadi, Karim, Vidi Sukmayadi, and Nursita Sari Anggraeni. 2021. "NEW POLITICAL PARTY DIGITAL POLITICAL COMMUNICATION STRATEGY (Case Study of the Indonesian Solidarity Party)." *MEANING: Journal of Communication, Language and Culture Studies* 8(1).
- Wahid, Umaimah. 2016. *Political Communication: Theory, Concepts, and Applications in the New Media Era*. Bandung: Rekatama Media Symbiosis.
- Yulanda, Aseng, and Azmi Fitriasia. 2023. "The Phenomenon of Recruitment of Artists as Legislative Candidates Viewed from an Axiological Perspective." *Titian: Journal of Humanities* 07(01).