

The Impact of Social Media on Voters' Perceptions in the 2024 Election

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ABSTRACT

This research aims to analyze the impact of social media on voter perceptions in the 2024 Election, studied according to Law Number 7 of 2017 concerning General Elections in conjunction with Law Number 11 of 2008 concerning Information and Electronic Transactions. This research uses qualitative methods with a normative juridical approach. Primary data was obtained through interviews with constitutional law experts, political communication experts, and election monitoring activists. Secondary data was obtained from literature studies, such as books, scientific journals, and statutory regulations. The research results show that social media has both positive and negative impacts on voter perceptions. As a positive impact, social media can increase political participation and access to voter information. The negative impact is that social media can be used to spread hoaxes, hate speech and political propaganda which can manipulate voter perceptions. Based on the research results, it was concluded that stricter regulation and supervision of the use of social media in elections is necessary. This needs to be done to ensure that social media is used responsibly and does not manipulate voter perceptions.

Keywords: social media, voter perception, election

INTRODUCTION

Indonesia, as a proponent of democracy, mandates the presence of elections every 5 (five) years. The basis for this implementation can be found in Article 1 paragraph (2) and Article 22E paragraph (1) of the 1945 Constitution of the Republic of Indonesia. Elections become a mechanism and means to realize the



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sovereignty of the people. Through elections, every citizen is given the freedom to determine their leaders and representatives.¹

Politics involves the formation and distribution of decisions within society for decision-making within the state. It is how a country can function effectively through organized state regulations.²

One form of conducting elections is the Presidential Election, known as "pilpres," which is one of the implementations of democracy in Indonesia. In the current era, pilpres is conducted directly. One highly influential aspect of pilpres today is campaigning on social media. Election campaigns play a central role and often become strategic issues. Besides serving as a means of political education for the public, campaigns are also an effective means of garnering support and votes from voters.

In this era of the 4.0 industrial revolution, technology is a primary factor supporting all aspects, including communication roles. Technology creates new media and enables media convergence, where through one media, you can access various entertaining presentations to watch. The political participation of today's youth is more open and influenced by the social media they use. One reason for this is the significant intensity in the use of social media.³

In the field of digital democracy, means of conversation and face-to-face meetings have been replaced by smartphones, thus helping to eliminate barriers and distances. People are connected and alienated by the current social system. This is precisely the democracy of the 2024 Presidential Election, where a politician's victory will be greatly determined by their ability to gain sympathy from netizens, even those who do not have voting rights.⁴

Media convergence combines elements of audio, visual, animation, and graphics into a unified whole that can also be used to convey messages during communication. This new media has main characteristics such as connectivity, the ability to reach every audience as receivers or senders of messages, interactivity, and diverse usability as open and unique characters.⁵ For example,

¹ Henri Wijaya, "Measuring the Degree of Legal Certainty in Elections in Law Number 7 of 2017," *Jurnal Ilmiah Dinamika Sosial* 4, no. 1 (2020): 84–85.

² Mulkanur Rohim and Amika Wardana, "Analisis Politik Milenial : Persepsi Siswa SMA Terhadap Dinamika Politik Pada PEMILU 2019 Di Indonesia," *JIP (Jurnal Ilmu Pemerintahan) : Kajian Ilmu Pemerintahan dan Politik Daerah* 4, no. 1 (2019): 47–63.

³ Wa Ode Mudiani, "Persepsi Pemilih Pemula Terhadap Penggunaan Media Sosial Sebagai Sarana Kampanye Pada Pemilu 2024," *Journal on Education* 6, no. 1 (2023): 3273–3278.

⁴ Herning Suryo and Haryo Kusumo Aji, "Media Sosial Dan Pesan Politik (Persepsi Pemilih Pemula Dalam Menerima Pesan Politik Pada Pemilihan Umum 2019 Melalui Media Sosial)," *Research Fair Unisri* 4, no. 1 (2020).

⁵ Ibid.

uploading posters to social media platforms such as Twitter, Facebook, Instagram, Path, and many other related social media sites. Besides being used for advocacy, social networks are also utilized, such as communicating vision, mission, and much more. However, regulations regarding political advertising have not been able to keep up with changes in technology and the nature of social media advertising. As stated in Article 275 Paragraph (1) of Law No. 7 of 2017: Election campaigns as referred to in Article 267 can be conducted through:

1. Limited meetings;
2. Face-to-face meetings;
3. Distribution of campaign materials to the public;
4. Installation of campaign tools in public places;
5. Social media;
6. Advertising in print media, electronic media, and the internet;
7. Public meetings;
8. Candidate pair debates about campaign materials for the candidate pairs; and other activities that do not violate election campaign prohibitions and provisions of laws and regulations.⁶

Campaigns are also known as one part of political communication. Political communication in this case is a means and channel prepared as an intermediary to convey political messages. Campaigns are considered a means to mutually undermine each other's electoral participants and at the same time make concerted efforts to shape one's image as a form of self-promotion in a good and positive way to convince voters. Debates are conducted by almost all layers of society, whether by election participants themselves, members/supporters of political parties, or ordinary people with different backgrounds, who ironically may not necessarily participate in voting on election day.⁷

People use social media as an alternative political communication channel, which can also influence people's voting behavior. The way novice voters think is greatly influenced by social media, especially in political years. Information whose accuracy is uncertain also becomes the consumption of novice voters, especially regarding negative information about certain election candidates. The number of novice voters, especially millennials, is not small; they are generally

⁶ Raja Ahmad Faisal Harahap and Khairul Fahmi, "Analisis Undang-Undang Nomor 7 Tahun 2017 Tentang Pemilihan Umum," *JPPUMA Jurnal Ilmu Pemerintahan dan Sosial Politik Universitas Medan Area* 7, no. 2 (2019): 93.

⁷ Ode Mudiani, "Persepsi Pemilih Pemula Terhadap Penggunaan Media Sosial Sebagai Sarana Kampanye Pada Pemilu 2024."

social media users, so many election participants use social media as their campaign instrument.⁸

Politicians utilize social media as a platform for socialization or campaigning. Additionally, most media outlets use social media as a tool to disseminate articles or news content to be read by consumers. The easier it is to access social media, the easier it is for every individual to obtain political content and be directly influenced.⁹

In building their self-image, candidates strive to represent themselves in the best possible way, even if it sometimes goes beyond reality in human life. Thus, at certain points, modern society accepts reality in various forms of images that are given or represented by their image. Therefore, political advertisements are able to shape an image with the aim of influencing the political behavior of society.¹⁰

The clear and specific explanation of campaigning on social media is not provided. As a result, the rights and obligations of social media users cannot be respected, especially during a series of election events such as campaigns. In its initial observation, the author obtained field data with simple tools and an internet connection, where internet users can easily create multiple accounts on social media platforms.

In fact, one person can have dozens, even tens of social media accounts. Therefore, the phenomenon of hate speech can easily spread with just a click on social media accounts. Moreover, social media has become a fertile ground for spreading information whose authenticity has not been verified but has been confirmed. Due to hoaxes and black campaigns, issues related to ethnicity, religion, and race (SARA) spread rapidly. Therefore, regulations regarding campaigns on social media should also receive special attention from the General Election Commission (KPU) and the Election Supervisory Board (Bawaslu) responsible for organizing them.¹¹

Social media often serves as the primary platform for sharing political information. However, sometimes the information circulated on social media can be inaccurate or even hoaxes. This can influence the political orientation of novice

⁸ Fritz Edward Siregar, "Jurnal Pengawasan Pemilu" (2021): 1–215.

⁹ Tri Rizki Putra and Ahmad Nurcholis, "Pengaruh Media Sosial Terhadap Partisipasi Pemilih Pemula Pada Pemilihan Presiden 2019: Studi Pada Mahasiswa FISIPOL UGM," *Jurnal PolGov* 2, no. 1 (2021): 193–222.

¹⁰ Akhyar Anshori, "Pengaruh Iklan Politik Terhadap Persepsi Pemilih Kota Medan Tahun 2018," *Interaksi* 2, no. 2 (2018): 132–144.

¹¹ Faisal Harahap and Fahmi, "Analisis Undang-Undang Nomor 7 Tahun 2017 Tentang Pemilihan Umum."

voters who lack experience in distinguishing true information from false. Social media can also be used as a tool to manipulate the opinions of novice voters. With clever political campaigns and manipulative strategies, novice voters can be unconsciously influenced by content intended to sway their political views.¹²

Social media has a significant influence on the political choices of young people. A survey by the Indonesian Institute of Sciences (LIPI) shows that 60.6% of Generation Z or young people born between 1995 and 2005 access political news through social media. Meanwhile, according to a report by We Are Social, the number of internet users in Indonesia reached 212 million in January 2023, which is approximately 77% of the total population who have access to the internet.¹³

The power of social media conveyed through engaging political content is not a phenomenon that tends to be new, especially in countries with very high political literacy. The emergence of hashtags related to elections is also not uncommon in Indonesia. In fact, in the United States, the emergence of the hashtag "Make America Great Again" is a concrete example of how online-based social media becomes an important platform for political communication and campaigning in the 2016 US presidential election.¹⁴

The development of information and communication technology has brought about various impacts, both positive and negative. On one hand, it has increased prosperity, progress, and civilization in society. On the other hand, it has become an effective tool for committing legal violations. Information and communication technology has also changed the behavior and lifestyle of people worldwide, making the world borderless and bringing changes in various aspects of life. Law Number 11 of 2008 outlines forms of prohibition regarding electronic information and transactions. If violated, for example, intentionally and without authority to disseminate and/or transmit and/or provide electronic information

¹² Maghrifa Kafka Razaqa, Fadlian Rafa Prawira, and Gunawan Santoso, "Pengaruh Media Sosial Terhadap Orientasi Politik Pemilih Pemula Siswa Pada Pemilu," *Jurnal Pendidikan Transformatif (Jupetra)* 01, no. 02 (2022): 132–141.

¹³ Deden Fahruji et al., "Pemanfaatan Media Sosial Dalam Kampanye Politik Menjelang Pemilu 2024: Studi Kasus Tentang Akun Media Sosial Partai Politik Dan Politisi," *Jurnal Ilmu Komunikasi Andalan* | 6, no. 2 (2023): 118–132.

¹⁴ Rahmi Dania and Pia Khoirotnun Nisa, "Peran Dan Pengaruh Media Sosial Dalam Kampanye Pemilihan Presiden 2024," *Virtu: Jurnal Kajian Komunikasi, Budaya Dan Islam* 3, no. 2 (2023): 103–109.

that violates decency, hurts feelings, and/or defamation and extortion and/or threats, criminal provisions may apply according to applicable regulations.¹⁵

Law Number 11 of 2008, concerning Information. Article 27 clause (1) Setiap orang dengan sengaja dan tanpa hak mendistribusikan dan/atau mentransmisikan dan/atau membuat dapat diaksesnya Informasi elektronik dan/atau dokumen elektronik yang memiliki muatan yang melanggar kesusilaan. (2) Setiap orang dengan sengaja dan tanpa hak mendistribusikan dan/atau mentransmisikan dan/atau membuat dapat diaksesnya Informasi Elektronik dan/atau dokumen elektronik yang memiliki muatan perjudian. (3) Setiap orang dengan sengaja dan tanpa hak mendistribusikan dan/atau mentransmisikan dan/atau membuat dapat diaksesnya informasi elektronik dan/atau dokumen elektronik yang memiliki muatan penghinaan dan/atau pencemaran nama baik. (4) Setiap orang dengan sengaja dan tanpa hak mendistribusikan dan/atau mentransmisikan dan/atau membuat dapat diaksesnya informasi elektronik dan/atau dokumen elektronik yang memiliki muatan pemerasan dan/atau pengancaman.¹⁶

Prior to this, there was a previous study regarding the Impact of Social Media on Voters in Elections. The title of the study is "*Aspek Hukum Tentang Black Campaign Pada Platform Media Sosial Instagram*" The study, conducted by Candra Ulfatun Nisa, Hari Sutra Disemadi, and Kholis Roisah, concludes that political campaign methods have evolved to include the use of social media, particularly Instagram, as one of the developments in technology and information. The use of Instagram for political campaigns is often abused to spread black campaigns or smear campaigns. The impact of black campaigns not only damages the reputation of electoral participants but also affects the public's right to obtain accurate and objective electoral information. The approach used is theoretical with a descriptive research specification. Data collection techniques based on secondary data are used in this research. The results show that the legal procedures for campaigning through social media are detailed in the KPU Regulation Number 28 of 2018, which amends KPU Regulation Number 23 of 2018. The legal consequences refer to elections, governed by Law Number 7 of 2017 and Law Number 19 of 2016, which amends Law Number 11 of 2008 on Electronic Information and Transactions, thus creating legal duality.

¹⁵ Jeremy Samuel Pangkey Sondakh, "Pemberlakuan Ketentuan Pidana Dalam Pasal 27 Undang-Undang Nomor 19 Tahun 2016 Tentang Perubahan Atas Undang-Undang Nomor 11 Tahun 2008 Tentang Informasi Dan Transaksi Elektronik," *Lex Privatum IX*, no. 5 (2021): 5.

¹⁶ Jeremy Samuel Pangkey Sondakh..

Interpretations of electoral crimes, especially by participants, are still not unanimous, leading to uncertainty and injustice in society.¹⁷

The phenomenon of black campaigning on social media, especially in the context of politics or public debate, has become increasingly prominent in recent years. The legal duality related to changes in the Electronic Information and Transactions Law (UU ITE) provides relevant context for this phenomenon. Firstly, the amendments to the ITE Law from 2008 to Law Number 7 of 2017 and Law Number 19 of 2016 are significant aspects of this discussion. Some parties view these changes as efforts to increase government control over social media and online expression, while others argue that the changes are necessary to address new issues arising from the development of information and communication technology.

Black campaigns on social media often involve attacks on someone's character or reputation with the aim of influencing public opinion. This frequently includes the dissemination of false information, deception, or image manipulation to create negative perceptions about individuals or specific groups. In relation to the legal duality of the ITE Law, which has undergone changes, black campaigns on social media often exploit vulnerabilities or ambiguities in the implementation of the law. For example, ambiguities in the definitions of "defamation" or "slander" can be exploited to attack political opponents or business rivals with false claims or misunderstood information.

The changes to the ITE Law can affect how the law is applied to perpetrators of black campaigns on social media. Inconsistent or ambiguous law enforcement can provide opportunities for perpetrators to evade accountability or even exploit the law to suppress political opponents or critics. Thus, black campaigns on social media become increasingly complex in relation to the legal duality associated with the ITE Law. Changes in the law can provide opportunities for perpetrators of black campaigns to take advantage, while also posing challenges in ensuring fair and consistent law enforcement.¹⁸

Besides that, related to the article titled "*The Impact of Social Media on Voters' Perceptions in the 2024 Election Examined in accordance with Law Number 7 of 2017 concerning General Elections Jo Law Number 11 of 2008 concerning Electronic Information and Transactions*" related to the political issues of the orientation of novice election voters, therefore the article titled "*Pengaruh Media Sosial Terhadap Orientasi Pemilih*

¹⁷ Suryo and Aji, "Media Sosial Dan Pesan Politik (Persepsi Pemilih Pemula Dalam Menerima Pesan Politik Pada Pemilihan Umum 2019 Melalui Media Sosial)."

¹⁸ Razaqa, Prawira, and Santoso, "Pengaruh Media Sosial Terhadap Orientasi Politik Pemilih Pemula Siswa Pada Pemilu."

*Pemilu Siswa pada Pemilu*¹⁹ The article by Maghrifa Kafka Razaqa, Fadlian Rafa Prawira, and Gunawan Santoso is used for comparison. The research shows that social media has a significant influence on the political orientation of novice voters. Novice voters tend to use social media as their primary source of political information and as a platform to interact with political views that align with their beliefs. Additionally, social media also influences novice voters' perceptions of political issues and candidates. However, this research also found that the influence of social media on the political orientation of novice voters is not homogeneous.

From both comparisons, it can be concluded that the purpose of this writing has similarities and relevance to the issue related to Social Media as a perspective of voters in elections and its relationship with the Law regulating general elections. The existence of social media has changed the way political campaigns are conducted, influencing public perceptions and even election results. One of the positive impacts of using social media in elections is its ability to increase political participation, and political campaigns can quickly reach a wider audience and create political awareness among younger generations who were previously less interested or involved.

RESEARCH METHOD

The methodological approach used in this study is a juridical-normative approach, which is a method of legal research that examines library materials or secondary data. Therefore, this research method is also often referred to as doctrinal legal research sourced from secondary data, legal principles, positive legal norms from library materials, legislation, and court decisions. To analyze the impact of social media on voters' perceptions in the 2024 Election, it is examined according to Law Number 7 of 2017 concerning General Elections in conjunction with Law Number 11 of 2008 concerning Electronic Information and Transactions. The title of the study is *“The Impact of Social Media on Voters' Perceptions in the 2024 Election Examined in accordance with Law Number 7 of 2017 concerning General Elections Jo Law Number 11 of 2008 concerning Electronic Information and Transactions”* This method allows researchers to gain a deep understanding of the issues being studied and provides a strong legal foundation for analysis.

¹⁹ Maghrifa Kafka Razaqa, Fadlian Rafa Prawira, and Gunawan Santoso, “Pengaruh Media Sosial Terhadap Orientasi Politik Pemilih Pemula Siswa Pada Pemilu,” *Jurnal Pendidikan Transformatif (Jupetra)* 01, no. 02 (2022): 132–141.

RESULT AND DISCUSSIONS

The Role of Social Media in Shaping Voter Perception

Elections in Indonesia are held every five years in accordance with constitutional principles and serve as the state's mechanism for conveying the people's voice in the transition of administrative and legislative leadership. Elections are a crucial moment in the life of a country's democracy, when the public has the opportunity to choose its leaders and representatives. In the increasingly advanced digital era, social media has become an important platform for influencing public opinion and shaping political narratives.

The Constitution, in Article 22E of the 1945 Constitution, regulates the provisions regarding elections clearly and in detail, as follows:

- 1) General elections are held directly, openly, freely, secretly, honestly, and fairly every five years.
- 2) General elections are held to elect members of the People's Representative Council, Regional Representative Council, President and Vice President, and Regional Representatives Council.
- 3) Participants in general elections to elect members of the People's Representative Council and Regional Representatives Council are political parties.
- 4) Participants in general elections to elect members of the Regional Representative Council are individuals.
- 5) General elections are organized by a national, permanent, and independent election commission.
- 6) Further provisions regarding general elections are regulated by law.²⁰

Elections are a way to practice the democratic system and implement the fourth principle of Pancasila and Article 1 (2) of the 1945 Constitution of the Republic of Indonesia. The selection of individuals to represent them in the Executive and Legislative bodies at the national and regional levels is done through general elections. Elections have been conducted since 1955.²¹

Elections are a tangible manifestation of procedural democracy. While democracy is not synonymous with elections, general elections are a crucial aspect of democracy that must also be conducted democratically. Therefore, in countries that identify themselves as democracies, elections are commonly held to elect public officials in both the legislative and executive branches at both the national

²⁰ Nanik Prasetyoningsih, "Dampak Pemilihan Umum Serentak Bagi Pembangunan Demokrasi Indonesia," *Jurnal Media Hukum* 21, no. 2 (2014): 1—23.

²¹ Yusrin Yusrin and Salpina Salpina, "Partisipasi Generasi Millennial Dalam Mengawasi Tahapan Pemilu 2024," *Journal on Education* 5, no. 3 (2023): 9646–9653.

and local levels. Democracy and democratic elections are inherently intertwined “*qonditio sine qua non*”, the one can not exist without the others. In the sense that elections are understood as a procedure to achieve democracy or as a procedure to transfer the sovereignty of the people to certain candidates to occupy political positions..²²

In a democratic country, the relationship between the state and the people must reflect a mutualistic symbiosis. This means that the relationship should be interdependent and mutually beneficial. In the modern era, advancements in information and communication technology have transformed political communication and political campaigns. One significant development in political communication is the emergence of social media.²³

The presence of social media has influenced the political sphere. Political campaigns are a form of political communication conducted to persuade, convince, shape, and cultivate political relationships by individuals or political organizations within a certain timeframe. Social media is also capable of increasing political participation in society because it facilitates users in obtaining and disseminating information quickly.²⁴

Social media is a part of online media or new media, and its presence as one of the technological advancements is now being utilized as a tool for socialization and political strategy due to its low cost efficiency and unlimited access. The utilization of social media as a platform for political dialogue has been carried out on various occasions.²⁵

However, social media is also a platform highly susceptible to the dissemination of issues that can be easily abused. There are many social media users who lack wisdom and responsibility in utilizing it. This perspective suggests that social media is 50% true and 50% “steered,” depending on the users or recipients of information from their social media platforms.²⁶

Here are some indicators typically found on social media:

²² Prasetyoningsih, “Dampak Pemilihan Umum Serentak Bagi Pembangunan Demokrasi Indonesia.”

²³ Fahrui et al., “Pemanfaatan Media Sosial Dalam Kampanye Politik Menjelang Pemilu 2024: Studi Kasus Tentang Akun Media Sosial Partai Politik Dan Politisi.”

²⁴ Dimaz Oktama Andriyendi and Susi Fitria Dewi, “Media Sosial Dan Pengaruhnya Terhadap Partisipasi Politik Pemilih Pemula Pada Pilkada,” *Journal of Education, Cultural and Politics* 101, no. 1 (2023): 2798–6020.

²⁵ Irninta Islamiah Yusran and Sapar, “Pengaruh Media Sosial Dan Perilaku Pemilih Dalam Memprediksi Partisipasi Pemilih Pada Pemilu 2024,” *Darma Agung* 30, no. 1 (2022): 187–203.

²⁶ Muhammad Qadri, “Pengaruh Media Sosial Dalam Membangun Opini Publik,” *Qaumiyyah: Jurnal Hukum Tata Negara* 1, no. 1 (2020): 49–63.

1. Participation: Social media encourages participation by providing feedback on people's interests.
2. Openness: Most social media platforms are open to receiving feedback and participation.
3. Conversation: Social media facilitates better communication through two-way conversation methods.
4. Community: Social media enables the rapid formation of groups and enhances communication because these groups provide a space for sharing and common interests.
5. Connectedness: The widespread development of various types of social media is due to their interconnectedness.²⁷

The Impact of Social Media on Voter Perception in the 2024 Presidential Election

From a social science perspective, digital media offers new opportunities for understanding social dynamics within society. For instance, research indicates that digital literacy is key to comprehending information shared on social media. Increased access to information provides the public with the opportunity to be more critical and to understand social issues more deeply. Additionally, digital media also influences societal understanding of identity. In the context of Indonesia, the shift in digital culture impacts various aspects of community life, including how people understand national identity and culture. Social media has the ability to bring together individuals from different backgrounds, enabling cultural exchange and deeper understanding of social issues.²⁸

Factors influencing voter participation in an election include:

1. Socioeconomic:
Evaluation can be measured through a combination of indicators consisting of two or three main components of social status, namely education, occupation, and income.
2. Political:
In the political factor and public knowledge, there is a decision-making process that determines the pattern and guidelines for a decision to be made.

²⁷ Rudi Rahman, "Pengaruh Media Sosial Dan Primordialisme Terhadap Perilaku Pemilih Pada Pilkada Kabupaten Kampar Periode 2017-2022 (Studi Kasus DiKecamatan Tambang)," *Jurnal Ilmu Komunikasi* 1, no. 1 (2017): 1–18.

²⁸ Charisma Dina Wulandari, "Fenomena Buzzer Di Media Sosial Jelang Pemilu 2024 Dalam Perspektif Komunikasi Politik," *Avant Garde* 11, no. 1 (2023): 134.

3. Individual and Environmental Physical:
The popularity of candidates is a significant factor in the electoral process.
4. Cultural Values:
These are the fundamental values shaping democracy, whether they are political ethics or the techniques and civilization of society. This element includes political beliefs, appreciation, insight, and attitudes.²⁹

In summary, social science and digital media are interconnected and influence each other. The emergence of digital media has provided social science with opportunities to understand society in new and innovative ways. However, these opportunities also come with challenges that social scientists must face in understanding and navigating the digital world. Social media has become a powerful tool in political campaigns. Its wide reach and ability to target specific audiences enable political candidates to effectively convey their messages to voters. Additionally, social media allows candidates to interact directly with voters, listen to their contributions, and adjust campaign strategies based on the feedback they receive. However, social media also presents challenges such as the spread of false information and misinformation that can affect voter perceptions.³⁰

Social media is a sensitive platform often used to spread fraud. With a significant number of active users, particularly in Indonesia, it becomes easier for scammers to operate. According to studies on the distribution of frustration in the country, social media channels like Facebook, chat programs, and websites are prominent sources of fraudulent content, with Facebook having the highest rating at 92.40%, followed by chat programs at 62.80%, and websites at 34.90%. The advancement of technology poses a global threat to Indonesia, especially concerning fake news, as scams can easily spread through social media due to the absence of news filters. The presence of social media has both positive and negative impacts, particularly evident in its utilization as a political campaigning tool. Platforms like Facebook, Instagram, YouTube, and TikTok are commonly used by political candidates for campaign purposes. However, the likelihood of local politicians effectively using social media for campaigns varies, which can lead to disadvantages for those politicians. Social media often spreads negative and black campaign tactics, even during elections. The goal of political campaigns is to communicate the best ideas to gain public support for winning candidates.

²⁹ Yusran and Sapar, "Pengaruh Media Sosial Dan Perilaku Pemilih Dalam Memprediksi Partisipasi Pemilih Pada Pemilu 2024."

³⁰ Nur Faradis et al., "Media Sosial Dan Persepsi Publik: Analisis Strategi Kampanye Digital Calon Presiden Indonesia 2024," *Prosiding Seminar Nasional* (2023): 643–652.

These campaigns require strategic plans to communicate political messages to target audiences. Both vocal and nonverbal communication, including symbols, play crucial roles in political socialization. Whether through face-to-face interactions or various media channels such as billboards, banners, posters, and digital platforms, including the internet, the evolving internet landscape in Indonesia has made social media one of the primary channels for political campaigns.³¹

Utilizing social media to promote a product is widely accepted. The term "musim panas" (summer) is commonly used in Indonesia due to the recent surge in social media usage. Leveraging social media for extensive product promotion is considered the most effective strategy. The 2024 elections are not the only events happening; current vigorous efforts are also promising. Anyone with a significant social media following (up to one million followers) can become a "buzzer," not just celebrities or creative types. Summer jobs aren't too difficult as you can earn a lot of money during the season by creating social media accounts, promoting products and services, and adjusting your schedule. However, what differentiates them is what the buzzer sells. Politics, heavily influenced by globalization and the information revolution, can play a significant role in transforming campaign content into complex and professional marketing strategies. When a political party applies marketing philosophy, it must strive to meet the desires and needs of its constituents to achieve its goals by satisfying their support and satisfaction. The communicated information is inadequate or even below standard without approval. Fraud and foul language are almost incessant. According to the Indonesian Ministry of Communication and Information Technology's website, the Jakarta Metro Police's Cyber Crime Unit has blocked more than 300 social media accounts. Furthermore, social media platforms disseminating fraud, provocation, and fake information have been blocked on 800,000 sites in Indonesia.³²

CONCLUSION

Social media has become a powerful tool in disseminating information and influencing public perception, including in the context of elections. Below are some conclusions regarding the impact of social media on voter perception:

1. The presence of social media influences the political sphere. Political campaigns are a form of political communication aimed at enticing,

³¹ Wulandari, "Fenomena Buzzer Di Media Sosial Jelang Pemilu 2024 Dalam Perspektif Komunikasi Politik."

³² Ibid.

persuading, shaping, and nurturing political relationships conducted by individuals or political organizations within a specific period. Social media is also capable of enhancing political participation in society by facilitating users to obtain and provide information quickly. Social media is part of online media or new media, and its existence is currently being utilized as a tool for socialization and political strategy due to its cost-effective nature and limitless access. The utilization of social media as a platform for political dialogue has been implemented on various occasions. However, social media is also a platform for spreading issues that are highly susceptible to misuse; many social media users lack wisdom and responsibility in utilizing it. This perspective suggests that social media is 50% accurate and 50% "steered" depending on the user or the recipient of information from their social media. Social media has the potential to increase political participation and strengthen democracy. However, social media can also be used to spread misinformation and disinformation, as well as strengthen political polarization. Therefore, it is important for voters to use social media critically and carefully when seeking information about elections.

2. In summary, social science and digital media are interconnected and influence each other. The emergence of digital media has provided social science with opportunities to understand society new and innovative ways. However, these opportunities also come with challenges that social scientists must face in understanding and navigating the digital world. Social media has become a powerful tool in political campaigns. Its wide reach and ability to target specific audiences enable political candidates to effectively convey their messages to voters. Additionally, social media allows candidates to interact directly with voters, listen to their contributions, and adjust campaign strategies based on the feedback they receive. However, social media also presents challenges such as the spread of false information and misinformation that can affect voter perceptions.

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