###### **THE ROLE OF MASS MEDIA *(ONLINE)* AS A POLITICAL CAMPAIGN OF 2019 IN INDONESIA**

**Mochammad Iqbal Fadhlurrohman1,Eko Priyo Purnomo, M. Res, Ph. D2**

1Government Studies, Universitas Muhammadiyah Yogyakarta, Indonesia, [fadlurrohmani84@gmail.com](mailto:fadlurrohmani84@gmail.com), 085315067081.

2Department of Government Affairs and Administration, Jusuf Kallah School of Government, Universitas Muhammadiyah Yogyakarta, Indonesia, [eko@umy.ac.id](mailto:eko@umy.ac.id).

**Abstract**

*The media is a tool to provide information that is broadcast or preached directly to the public, and in this technological era the role of the media is very significant considering that in the life of society so far it cannot be separated from the name of technology which can influence public opinion through the media. Since the new order era of freedom was denied by the authorities and regime changes which lowered the new order rulers, there was an era of reforms which gave priority to freedom, for example freedom of the press or freedom of expression. This study uses qualitative analysis and is assisted for data analysis using the Nvivo12 Plus application, where data is obtained from the internet, websites and also from journals. In this study explains a form of political campaign which sees the role or influence and impact of the media to lead public opinion. This research also looks at the role of mass media (online) in the 2019 election political campaign which can be said its influence or role is very important and can be relied upon to win votes and win political contestation in direct elections held in 2019 and also provide information about presidential elections 2019 which has been implemented.*

***Keywords: Mass media (online), political campaigns, the role of the media***

1. **INTRODUCTION**

The role of the mass media (Gunawan, 2019) is often likened to the sun that gives light that can illuminate the world, or conveys messages that penetrate the hearts of humanity so that it gives enlightenment so that the mass media seem to have a position outside people's lives and also the mass media is considered has the advantage of being able to influence the minds of the public, which in turn will change public opinion. In (Inri, 2012) Social theory of the existence of the media is inseparable from social interaction, this means that freedom of the press is responsible, requires a level of caution, intelligence of the mass media managers in anticipating the market, so the market supports it, also this condition causes the press to compete in presenting the actual news and trusted and at the same time did not rule out his vision and mission to build public opinion. The media is also a very significant tool to bring opinions to make a very strong influence on public opinion (Fitri, 2018). In this case, seeing a political campaign is an event where usually an effort to influence and strengthen public opinion to be a winner in the political contestation of a candidate pair of candidates (Fitri, 2018).

Election is a manifestation of the creation of democracy or a means for the realization of democracy by involving all elements of society by using their right to elect candidates from political office candidates (Fitri, 2018). The role that forms the image in political contestation by candidates to lure constituents to become their voters is a very interesting phenomenon by using the media as an image forming tool (Inri, 2012) in this study also stated that political contestation in giving the role of the media is also very influencing the victory achieved, with the expertise of its mass media consultants by creating advertisements, images, and images of political candidates. The imaging process carried out by political candidates through the mass media greatly influences the results of the election winners who have greater power than the mass media in campaigning for candidate candidates. In the political contestation in modern times the media is very influential in the campaign process carried out by candidates by looking at the elements of democracy which prioritizes freedom of the press where the press is considered very influential in the campaign of candidates (Nurul, 2012).

In a political contestation, candidates create a new mechanism to campaign for themselves to win political contestation in elections where candidates use technological tools that can greatly influence or drive mass opinion, such as in 2013 the role of the media in political campaigns is very powerful for the party or candidates in conducting political campaigns or political communication which aims to lead public opinion to vote for candidates for election contestants (Rani, 2014). The mass media is very influential for the ongoing activities carried out to win the political contestation that is very high competition in political contestation (Akhmad Fathur Pahlevi, 2019).

As said in the study (Natural, 2014) in several countries also have included the media as a tool to facilitate political contestation in the election even though it is not only in the election but the media has a very large influence for the creation of goals which can lead the public towards they (Political Candidates) want and can win political contestation. But in politics, everything depends on the packaging made by the candidates which in this day and age the most powerful influence is how to design the image of the candidate or political party which influences the candidate. As exemplified in the political contestation carried out by the governor of Sumatra using advertisements from the media as an effort to process political campaigns (Faraidiany Maghfira, H Kusmanto, 2019).

In this research, the action of the effectiveness of the influence of the role of the mass media (online) as a political campaign tool in the 2019 presidential election which is said in several journals used as literature review very firmly said that the role of the media was very influential in winning candidates for election contestants. As in campaigning for someone who uses campaign props as well as advertisements on television, newspapers, and others, intending to gain huge profits for candidates and indeed very effective for winning political contestation (Layung Paramesti Martha, Amiruddin Saleh, 2016). In campaigning for candidates to use the media as a campaign tool such as the impact of the political image of a figure given or offered to the public is very decisive to influence public opinion or opinion (Herpamudji, 2015).

1. **RESEARCH METHODS**

This research method uses qualitative analysis with a literature study approach in which data obtained from many journal, internet and reference information which is related to research conducted to support the success of research to be carried out by researchers and can also be useful for many people and uses analysis by looking at the use of mass media (online) as a political campaign tool of a candidate pair or even a party contesting in an election (General Election). The subject and object of this research are online-based media which see data from various types of online media and the object of this research is to see the role of the media as a campaign tool rather than a presidential candidate pair. The technical data collection that was carried out and the data analysis was to see from the beginning of the ongoing political campaign that was carried out starting from 23 September 2018 until 13 April 2019.

1. **RESULT AND DISCUSSION**
   1. **Use Of Mass Media (Online)**

The mass media is used as a tool for how candidates are contestants in election activities which have very high goals by using strategies to win (Fitri, 2018). Seeing the role of the media there are six perspectives (Herpamudji, 2015). First, the media are seen as a window for the public to enable the public to see what is information, second, the media as a mirror of various events that are presented directly from the community to the community and the third, the world, is the media as a filter or tool to provide or inform the news that is appropriate to give and not given to the public, the fourth is as a guide in translating or entering directions for uncertainty, the fifth is as a forum for presenting various information and ideas that emerge from understandings of good information, and the sixth is that media are seen as interlocutors for social, political and economic communication interactions.

Mass media as a political campaign tool consists of several forms, namely online media, print media, and electronic media which are highly influential in a political campaign to dig out the public opinion to become a voter than a candidate. According to political observer from LIPI Siti Zuhroh that was mentioned

*"The role of the media is very high to influence the masses and therefore the media must also be morally responsible when providing information or advertisements that are not objective and instead cause conflict between the public horizontally to unite the campaign process through the media" Source: kompasnia.com,*

In line with this statement, Deputy Chairman of the Press Council Ahmad Jauhari also mentioned

*"Media must be objective and independent in presenting information to the public and the information presented does not contain hoaxes or lies which must be tested / accurate in providing information to the public, so that the community will not be interested in getting tested and accurate information". Source: kompasnia.com*

*Picture 1*

*Campaign Regulation Through Media*

*Source: Campaign Provisions in Mass Media, KPU Doc*

|  |  |  |  |
| --- | --- | --- | --- |
| **MEDIA PRINT (Daily Newspaper)** | | | |
| Candidate Pair of President and Vice President | Election Contesting Political Parties | Candidates for Council Members and Regional Representatives | Aceh's Local Political Parties |
| The largest is 160 mm x 540 mm | The largest is 160mmk x 100mmk | The biggest is 61mmk x85mmk | Paling besar 160mmk x100mmk |
| Paling banyak 3 media | Paling banyak 3 media | Paling banyak 1 media | Paling banyak 1 media |
| Paling lama 21 hari | Paling lama 21 hari | Paling lama 21 hari | Paling lama 21 hari |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ELECTRONIC MEDIA (Television and Radio)** | | | | |
| Candidate Pair of President and Vice President | | Election Contesting Political Parties | Candidates for Council Members and Regional Representatives | Aceh's Local Political Parties |
| Radio: | paling banyak 3spot, durasi paling lama 60 detik, paling banyak 3 media, paling lama 21 hari | paling banyak 3spot, durasi paling lama 60 detik, paling banyak 3 media, paling lama 21 hari | paling banyak 3spot, durasi paling lama 60 detik, paling banyak 3 media, paling lama 21 hari | paling banyak 3spot, durasi paling lama 60 detik, paling banyak 3 media, paling lama 21 hari |
| Televisi; | paling banyak 3 spot, durasi paling lama 30 detik, paling banyak 3 media, paling lama 21 hari | paling banyak 3 spot, durasi paling lama 30 detik, paling banyak 3 media, paling lama 21 hari | paling banyak 3 spot, durasi paling lama 30 detik, paling banyak 3 media, paling lama 21 hari | paling banyak 3 spot, durasi paling lama 30 detik, paling banyak 3 media, paling lama 21 hari |

|  |  |  |  |
| --- | --- | --- | --- |
| **MEDIA DURING (Online)** | | | |
| Candidate Pair of President and Vice President | Election Contesting Political Parties | Candidates for Council Members and Regional Representatives | Aceh's Local Political Parties |
| Paling banyak 1 banner | Paling banyak 1 banner | Paling banyak 1 banner | Paling banyak 1 banner |
| Paling banyak 5 media | Paling banyak 5 media | Paling banyak 5 media | Paling banyak 5 media |
| Paling banyak 21 hari | Paling lama 21 hari | Paling lama 21 hari | Paling lama 21 hari |

The use of the media to carry out political campaign activities is needed by candidates or political parties to be able to lead public opinion and propaganda efforts carried out by candidates or bearer parties of the candidate pairs (Defi, 2019). So it can be said that in the political contestation that is carried out and at the start of a political campaign if it does not use the media as a political campaign tool can impact the defeat of political contestation conducted. However, media reporting or information to be a means of political communication or political campaigns will not be useful if only provide a story in which online media provide information that is not relevant to only the groups they support but must indeed be balanced in providing information from two partners candidates to strengthen public opinion in selecting one candidate by using the news format by providing positive and negative news than candidates who are not supported (Defi, 2019).

In this case, the election organizers must provide freedom in giving the campaign to every candidate who participates in the political contestation that will be carried out, but if no rules are governing conducting political campaigns through the media impact on the quality of users in determining the choice that is indeed has a very good goal in terms of providing information from a candidate pair. So from this, the General Election Commission (KPU) must make rules so as not to arbitrarily campaign through the media. Above is the presentation of regulations issued by the general election commission in regulating campaigns in the media. Because it aims to so that people do not see much content that is negative and not too provoked in seeing information from the media, especially online media (Kreiss, 2016).

*Picture 1*

*The following is a political campaign ad from the KPU*



Advertisements in political campaigns are needed by candidates for political campaigns in which to load advertisements from political candidates in leading public efforts, the KPU needs to provide regulations that must be given to candidates in political contestation so that they are not arbitrarily conducting political campaigns by candidates political candidate. And campaigns carried out by prospective candidates must provide information that can be accounted for, not just hate speech which is campaigned by candidates for election which do not have to function to provide or change the opinions of the public effectively and political campaigns must be carried out peacefully until there is no noise. caused by one of the candidates. As the picture above shows, regulations are governing political campaign activities carried out in the media.

*Picture 2*

*Print and Online Media (During)*

In the diagram above it was stated in the 2019 Presidential election that the influence of the mass media on the campaign strategy to lead public opinion had been carried out, It is the findings of research conducted jointly G Communication Association of Indonesian Muslim Intellectuals (ICMI). Of the six media, there were 1,681 reports related to the presidential election contestation during March 2019. Detik.com contributed the most news, namely 790. Followed by Antaranews.com 377 news, Kompas.com 368 news, Kompas 64 news, 46 news Republika, and Jawa Pos 36 the news.

Meanwhile, in this research, it was stated that in the implementation of political campaigns conducted in the 2019 presidential election, it was mentioned that a survey conducted by ChartaPolitika that the media was very influential in efforts to herd public opinion as there were 62.2% said very and sufficient influential efforts to herd public opinion, and only 13.6% who spoke did not affect the effort to guide public opinion carried out. In social media, efforts to influence public opinion can indeed be used in political campaigns such as the number 1 candidate pair in the 2019 presidential election. There are around 61.25% accounts in social media that support the candidate pair and number candidate pairs. 2 there are around 38.75% of accounts that support candidate pairs, these results are seen from online media *(National.Kompas.com)*.

Then it can be seen that the number 1 candidate pair in using the media for political campaigns to herd public opinion can be very utilized or relied upon. What's interesting about the political campaign carried out by the candidates is that using the media as a campaign tool is not only as a result of herding the opinion of the adult community, but the campaign war in this media can bring young people who can vote or have been registered at the TPS at the general election. Candidates nominate each other to compete for votes in millennial circles.

But indeed in the 2019 presidential election, the use of online mass media also cannot be said to be a very strong factor for the victory of the candidate pairs, with the strengthening of technology that is already somewhat more advanced this alternative media can also be a driving factor of the victory of the candidate pairs in the contestation election. The start of a presidential political campaign that may be carried out starts from September to April before the election, where all candidate pairs of candidates make every effort to carry out political campaigns using the mass media or online to lead public opinion to become supporters of the candidate pairs who do political campaigns using the media.

While what needs to be noted from the president's political campaign through this media is that it should not lead public opinion by using hate issues raised by one of the candidates for the presidential election but should carry out a peaceful political campaign not to attack from the individual candidate pairs. According to the news presented by Tirto.Id (10 April 2019) it was mentioned that from the pair of candidates for president and vice president of the Republic of Indonesia this candidate pair number 1 was more parroted than candidate pair number 2 in using the media as a political campaign tool as in 6 (six) media used by the presidential candidate pair in 2019.

* 1. **The influence and impact of the use of mass media (Online)**

Analysis was carried here from what is carried out by researchers see related of the influence and impact of the use of the media as a tool for campaigning, the data obtained from the online media where there are few observers politics were interviewed by the media. And also look at the impact and influence of the media mass (Online) whether the highly significant or least according to observers of political and KPU center that where that becomes a source of reference that is associated with the campaign politics are conducted and already could be said that the role of the media as campaign politics are conducted according to watchers politically very influential on to change opinions public is calculated almost 90% the use of media is very influential significantly towards activities campaign politics are conducted through the media because it is very easy to enter into the opinions of the public as the media.

While observers politics also mentioned that the impact of the media into a tool as campaign politics only 76% as observers over many observing the effect of which is obtained from the media as a means of politics, did not see the impact of the significant of the media as a means of campaign politics are carried out by candidate. But it is different with what is Statman of the KPU campaign politics through the media it could very be a force large for candidates candidate to win the contestation of the election than to be given information that is positive or negative and in the diagram above confirms that the influence and impact of the use of media as a means of campaign politics which performed by contestants elections noted that the impact of its more substantial than the influence of the media becomes a tool for the victory which was obtained by pairs of candidates from the candidate.

The results of the analysis uses Nvivo12 Plus and the analyzed through crosstab queries can be seen the influence and impact of the media as a means of campaign politics by the Commission is to influence the media mass as a means of campaign politics to win prospective 46% then it can be said to be very influential and impacts that get to the user media is very large, namely 53% by anything that is said by the Commission center, then the Commission should make the rules about campaign politics are carried out by pairs of candidates, and the regulation has been made by KPU as shown in figure 1, it can be minimized related to the use of political campaigns through mass media (Online) so that it does not continuously hurt the use or connoisseurs of mass media (Online) which can be change opinions and indoctrinate the minds of the people in political campaign activities with hoax news or other negative ones. And the views from some of the data above that exist in the literature Review that banya literature which mentions the influence of the media is very big to the sustainability of campaign politics are conducted. Then in the study who do see the campaign politics in 2019 by using the media turned out to be a very significant influence to influence opinions and also indoctrinate from the opinions of society to choose one of the candidates who use media as a tool of communication politics or campaigns are conducted.

1. **CONCLUSION**

In research, it can be concluded that the media mass (online) is very influential on the sustainability of campaign politics are carried out by pairs of candidates in the contestation of politics that is already underway in April 2019 which is where the use of media is always used to attack or sell prospective candidates who participated in the contestation politics. In research, it also confirms that the role of the media mass (online) is very influential significant to the doctrine which is done by the candidate of candidates to influence the opinions of the public who were very decisive for the victory of the prospective candidates of contestation politics. And some things need to be seen related to the use of media as a political campaign tool because it can also have an impact on the use of media as a political campaign tool such as hoaxes, expressions of hatred, and others. So in this research, it is mentioned that the impact and influence of the media are very large on political activities or political campaigns. Weaknesses that exist in research this is still limited to see the role of the media mass (online) are not analyzed media the other because of the limitations of cost and time in the execution of research this.

1. **SUGGESTION**

The advice given by the researchers is to be pursued further in setting media that is used as a means of campaign politics so as not to affect the community is negative in doing campaign politics by pairs of candidates who seek to reap the voice of the people to win the contestation politics.

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