THE INTERNET AND SOCIAL MEDIA IN POLIITICAL PARTICIPATION IN INDONESIA

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Abstract-- This research explores the Internet and social media in political participation in Indonesia. The Integrated Participatory Political Marketing (IPPM) and the Mixed-Mediated and Online Political Campaigning (MMOPC) are the concepts to posit new alternative models of marketization of politics and professionalization of campaign. This paper analyses the Internet and social media during Jokowidodo's campaign. This research uses social media such as Facebook, and Twitter, and also Internet such as You Tube for the observation. For analysis and discussion, author finds that direct election requires the candidates of president to establish war campaigning on the Internet and social media. Jokowi's campaign was very successful in establishing the Integrated Political Marketing Model (IPPM) and the Mixed-mediated and online political campaigning (MMOPC).

Keywords— Internet, Direct Election, Marketization of Politics, Political Campaigning, Social Media,

I. INTRODUCTION

Internet and social media are the tools in campaigning of parties and their candidates have taken their place in Indonesia as a democratic country. Newman said that "in some of those countries where elections are focused on candidates and not parties, political marketing of candidates can be advanced during the presidential election" (Newman,1994). Indonesia as one of democratic country focuses on political parties however the political marketing of candidates sometimes more dominant than parties. Nyarwi and said that "as countries have extreme multi-party systems, reduced electorate partisanship to parties, weakness of parties' organization and parties that are very reliant on the political brand of candidates, the marketization of politics and campaigning of candidates will be strongly favored over the marketing and campaigning of parties (Nyarwi and Popa, 2014:100)." Indonesia as a multi party system country post-Soeharto seems political marketing of candidates to be dominant over the political marketing of parties.

Based on the above condition, the conceptual framework to posit new alternative models of marketization of politics and professionalization of campaigning use the relationship between media and electoral arenas (Stromback,2010) that are the Integrated Participatory Political Marketing (IPPM) and the Mixed-Mediated and Online Political Campaigning (MMOPC) concepts.

The concept of IPPM can be derived from the two main concepts that are the participatory political communication and the integrated marketing communication (IMC). The idea political participatory communication in theoretical stems from a wide rage of existing concepts such as the principle of democracy, communication development, the concept of public participation and political participation (Nyarwi and Popa,2014:101). Lilleker and Jackson posited participatory political communication as terms of campaign communication namely "refer to the participatory/voluntary activities of the electorates to engage in the political campaign activities of parties and candidates either in the unmediated political communication or the mediated political communication such as the participatory style in the web-campaigning" (Lilleker and Jackson, 2010a, 2010b).

There are four tendencies of web campaign model such as informing, engaging, persuading, and mobilizing and interacting (Lilleker *et al*., 2011: 195-213). In listening, engaging, creating the political message and sharing and integrating values and information in the political market and repeating the political message, political product or mentioning the personal branding of candidates and parties, the internet and social media are tools of web campaign model (Adi and Lilleker Darren, 2012: 9-12). Therefore, in political marketing, IPPM is a model for the strategic of campaigners of candidates during campaign and election.

Parties' leaders, parties' officials, campaign managers of parties and candidates and also electorates can access the Internet and social media networks during campaign. Internet and social media are various types of online interactions (Rice and Haythornthwaite, 2006). In repeating the political message, buzzing political products, or mentioning the personal branding of candidates and parties, and mobilizing and interacting across volatile electorates, we use these tools.

There are three campaign elements that complement each others in MMOPC concept, namely:" (1) the online war campaigning of parties and their candidates that is run using the Internet and social media networks; (2) the mediated war campaigning of parties and their candidates, which includes free mass media publication and the paid mass media publication and political advertising and (3) the

ground war campaigning of parties and their candidates which includes the direct selling and door-to-door and word-of-mouth campaigning" (Nyarwi and Popa, 2014:106). In theoretical, "this model can be established not only by considering the specific conditions of parties and their candidate whether incumbent or non-incumbent, as leaders, challengers, and followers in the political market arena" (Butler and Collins,1994:34). The model during campaigns and elections focuses on the characteristics, conditions and developments of volatile electorates.

II. RESEARCH QUESTION

How does the Internet and social media use influence political participation?

III. THE GOAL OF RESEARCH

This paper analyses the Internet and social media during Jokowidodo's campaign.

IV. METHOD OF RESEARCH

This paper uses social media such as Facebook, and Twitter, and also Internet such as You Tube for the observation.

V. ANALYSIS AND DISCUSSION

Naharuddin and Seniwati in their article focus on "democracy in Indonesia has taken another step forward with the direct election to the Indonesian presidency and the People's Representative Body. A more comprehensive approach to understand the direct election in Indonesia today does exist" (Naharuddin and Seniwati,2016: 169-170). Direct election requires the candidates of president to establish war campaigning on the Internet and social media.

Joko Widodo or Jokowi as Indonesia's seventh president on October 20, 2014 used traditional face-to-face direct marketing and campaigning ("blusukan") as the ground war campaigning. The approaches of campaign are the humanistic campaign approach because using direct selling and door-to-door. His campaign took place in traditional market of Jakarta as trader communities and in the urban communities who live in the small sub-region (*Kampoeng*) where he asked local people about his concerns. "Thus, inclusion of the poor masses is achieved through the exclusion of the other" (Levitsky and Loxton,2013). Some scholars described Jokowi as a "polite" Populist (Mietzner,2014). The approach based on IPPM model became a popular issue across commercial media outlets because the activities of campaign attracted positive news reactions from Indonesian newspapers and commercial television broadcasting.

The candidates used social media such as Facebook and Twitter in their campaigning.

Table 1. President and Vice President Used Social Media Accounts in the 2014 General Election

No.	Candidates	Facebook	Twitter
1	Prabowo Subianto	PrabowoSubianto	@Prabowo08
2	Joko Widodo	JKWofficial	@jokowi_do2
3	Hatta Rajasa	M.Hatta.Rajasa	@hattarajasa
4	Jusuf Kalla	MUH-JUSUF-KALLA	@Pak_JK

Facebook and Twitter supported Jokowi's campaign. All the activities of Jokowi was described in this social media. The result after two rounds of voting, he emerged as a winner (Gammon,2012). In early June Jokowi led Prabowo by 47.8 to 41.5 percent at the beginning of the presidential campaign (SMRC, 2014:13).

Table 2. SMRC Polling Results, Presidential Elections, 2013-2014

Time Period	Joko Widodo,%	Prabowo Subianto,%	Margin, %
December 2013	62.0	23.0	39.0
March 2013	56.0	27.0	29.0
April 2014 (Post-Legislative Election	52.0	36.0	16.0
May 2014	48.0	39.0	9.0
June 2-9, 2014	47.8	41.5	6.3
June 16-19, 2014	46.5	44.9	1.6
June 30 – July 3, 2014	47.6	44.9	2.7

Source: SMRC,2014a and 2014b

Based on the candidate-centred marketing and campaigning, strategy of Jokowi was successful in using the Internet and social media. Jokowi's campaign teams, consultants and voluntary campaigners and placed Jokowi's name as the top personal political brand. This strategy is a political marketing strategy. In making personal contact with hundreds of thousands of volunteers and swing voters, Jokowi's campaign team used Twitter and Skype.

Table 3. Presidential candidates' Twitter's Tweet, Photos/Videos, Followers, and Favorites (July 2, 2014)

No.	Political Party	Tweets	Photos/ Videos	Followers	Favorites
1	Prabowo Subianto	8,165	347	950,658	21
2	Hatta Rajasa	1,179	14	636,968	14
3	Joko Widodo	927	24	1,676,380	12
4	Jusuf Kalla	2,710	634	929,536	15

***Source*: Abdillah,2014: 502**

Based on the table above, as president candidate, Joko Widodo has the most followers. This shows Jokowi's campaign had much success in using social media.

CONCLUSION

Jokowi's campaign was very successful in establishing the Integrated Political Marketing Model (IPPM) and the Mixed-mediated and online

political campaigning (MMOPC). IPPM and MMOPC are the concept in campaigning the programmes of candidates with the cheapest campaign. These concepts have power in political campaigns. For every presidential candidate's cyber campaigns, Facebook and Twitter are the best social media in supporting the activities of candidates. Internet and social media are approaches of campaign that have many benefits.

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