

THE IMPLICATIONS OF POLITICAL ENGAGEMENT TO THE CAMPAIGN SUBSTANCE ON TWITTER (CASE STUDY OF DEPOK CITY REGIONAL HEAD ELECTION 2020 IN INDONESIA)

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ABSTRACT

This research aims to look at political engagement on social media which is then deepened with the substance of the campaign in the Depok City Regional Head Election in 2020. There has been no research that combines the amount of political engagement with the substance of the campaign. The regulation of the regional head election campaign in the Covid-19 situation is technically regulated in PKPU No. 13 of 2020 regarding the Second Amendment to the General Election Commission Regulation Number 6 of 2020 concerning the Implementation of the Election of Governors and Vice Governors, Regents and Vice Regents, and/or Mayors and Vice Mayors Simultaneously Continued in Non-Natural Disaster Conditions Corona Virus Disease 2019 (Covid- 19) raises a new regulatory feature in the form of the use of social media. Therefore, this regulation becomes the basis for looking at the political engagement of netizens which is then explored by looking at the substance of the campaign on social media. This research method is descriptive qualitative with data collection techniques using Social Network Analysis (SNA) precisely on Twitter social media. The findings of this study indicate that although the campaigns of candidate pairs on Twitter accounts have a high number of political engagement which obtained from netizens, this does not necessarily indicate a narrative substance in the campaign program. However, there is an atmosphere of political polarization which also contributes to the high number of political engagements on Twitter.

Keywords: Campaign, Twitter, Social Network Analysis, Regional Head Election, Depok City

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1. INTRODUCTION

The attention into political engagement discourse escalated along with the worried about political stability and the commitment of young generation to the political system². This means that the discourse of political engagement has two things which are as a based mark. *First*, the attention to political stability can't be released from the role of political actor. Absolutely, this could be conducted by intergenerational mobility of political community in order to achieve political stability³. *Second*, political stability is also related to the political system like on Nambo & Puluwuluwa (2005), mentioned that political system would be related to the human relationship which encompasses the power, control, and also influence of politics itself⁴.

Meanwhile, Carreras (2016) explained the political engagement which divided into two forms, namely cognitive and active political engagement. Political engagement cognitively refers to citizen psychological attachment on applied political system. In the other side, political engagement actively rated the citizen manifest themselves to the several political agenda like build communication with politician, attend the political meeting, and engage in the another public agenda like election⁵.

Political engagement has the enough impact significantly. That is viewed on how the citizen could give the assessment to their leader. Furthermore, it through to the performance on articulating of public interest until they could increase the

development with changing the incentives and create elections for quality leaders⁶. Nowadays, political engagement increasingly developing into something new with the application of digital technology to citizens. Postill (2012) explained that the political engagement which puts forward political forms, indicate interdisciplinary science which study about digitalization from traditional form to the emerging of political life with the digitalization⁷. The connectedness and engagement of social media utilization could establish an interaction and also digitally political participation.

Political engagement is also can occurs because the utilization of social media which replace the utilization of conventional media. According to Andriadi (2017) explained that there are several things which couldn't offer by conventional media like television and radio, such as there is not interactivity like what on social media. This interactivity is a form of two way interaction that is correlated with forms of democracy. Interactivity is a form of citizen digital interaction on articulating of the interest. Therefore, digital advice has a correlation on current political engagement⁸.

In another side, the using of social media is also making easy for political branding of candidates. Social media as a tools in conveying political messages, therefore it should be a variable on delivering those informations. In this side, the messages might suitable with the target to be achieved along with constructed

² Constance Flanagan, "Developmental Roots of Political Engagement," *Political Science and Politics* 36, no. 2 (2003): 257-61.

³ Endang Komara, "Sistem Politik Indonesia Pasca Reformasi," *SOSIO DIDAKTIKA: Social Science Education Journal* 2, no. 2 (2015): 117-24.

⁴ Abdulkadir B. Nambo and Muhammad Rusdiyanto Puluwuluwa, "Memahami Tentang Beberapa Konsep Politik (Suatu Telaah Dari Sistem Politik)," *MIMBAR: Jurnal Sosial Dan Pembangunan* 21, no. 2 (2005): 262-85.

⁵ Miguel Carreras, "Compulsory Voting and Political Engagement (Beyond the Ballot Box): A Multilevel Analysis," *Electoral Studies* 43 (2016): 158-68, <https://doi.org/10.1016/j.electstud.2016.04.005>.

⁶ World Bank, "Evidence on the Impact of Political Engagement," https://doi.org/https://doi.org/10.1596/978-1-4648-0771-8_ch5.

⁷ J Postill, "Digital Politics and Political Engagement," in *Digital Anthropology*, ed. H. Horst and D. Miller, Oxford: (Berg, 2012).

⁸ Fayakhun Andriadi, *Partisipasi Politik Virtual* (Jakarta: RMBOOKS, 2017).

language according to the target recipient of the message⁹.

Furthermore, the other things that social media offers as campaign tools is considered to increase voter turnout. Another factor such as information management and ease of access to the political information, is indirectly forming a new political communication. The advances of information technology is also facilitate the politician using social media as a campaign tool¹⁰. This indicates that the setting of social media utilization in local election agenda, not immediately because of pandemic Covid-19, but also it's appropriate current development due to the massive use of information technology.

Those several perspectives are implicitly conclude the correlation between social media and political engagement. Nowadays, those several perspectives show the technology partisan pattern which related to digital. There are few ideological partisan pattern that contributed to the use of social media about political problem such as posting thoughts on civil and political matters, reacting to the other netizen post, following candidates, liking and attaching the other people's content, and joining social media groups¹¹. Political engagement on social media makes this form of democratization in the real sense easier to realize for each individual¹². This shows that digital political engagement is born from the use of social media as a device or distributor of political communication.

Some research suggests an integration of online engagement on social media that affects offline political actions and activities such as coming to the voting booth on polling day¹³. However, there are also other consequences of high political engagement on social media. Postill (2012) explained that there is a thin form of citizenship so that privacy issues raised on social media do not escape being discussed in it¹⁴. The consequence of the expansion of digital channels is the substance and vulnerability that occurs on social media in building political engagement. Whether the political narrative is built can affect the understanding of social media users or not. Although that social media has an influence that is considered so strong to trigger an engagement to political participation, but in fact this is not comparable to the influence on political knowledge in it¹⁵. The holding of the 2020 regional head election in Indonesia simultaneously shows a niche to see the form of political engagement. Moreover, the Covid-19 situation in Indonesia provides an impetus to question political engagement on the electoral agenda. This is based on several concerns for the safety and security of the community, one of which is the level of community participation and engagement in the implementation of the 2020 Simultaneous Elections. The reason is because the number of Covid-19 in Indonesia has not shown a decrease in cases, while the agenda for

⁹ Faridhian Anshari, "Komunikasi Politik Di Era Media Sosial," *Jurnal Komunikasi* 8, no. 1 (2013): 91102.

¹⁰ Ike Atikah Ratnamulyani and Beddy Iriawan Maksudi, "Peran Media Sosial Dalam Peningkatan Partisipasi Pemilih Pemula Dikalangan Pelajar Di Kabupaten Bogor," *Sosiohumaniora - Jurnal Ilmu-Ilmu Sosial Dan Humaniora* 20, no. 2 (2018): 15461.

¹¹ Lee Rainie et al., "Social Media and Political Engagement" (Washington, D.C. 20036, 2012), <http://pewinternet.org/Reports/2012/Political-Engagement.aspx>.

¹² E Rojabiaturohmah and L. S. P Pujianti, "Keterlibatan Media Sosial Sebagai Media Informasi Menjelang Pemilu 2019," *Jurnal Pendidikan Politik, Hukum Dan Kewarganegaraan* 10, no. 1 (2020).

¹³ C J Tolbert and R S McNeal, "Unraveling the Effects of the Internet on Political Participation?"; E Quintelier and S Vissers, "The Effect of Internet Use on Political Participation: An Analysis of Survey Results for 16-Year-Olds in Belgium," on K Kaufhold, S Valenzuela, and H Gil de Zuniga, "Citizen Journalism and Democracy: How Usergenerated News Use Relates to Political Knowledge and Participation," *Journalism & Mass Communication Quarterly*, no. 87 (2010): 51529.

¹⁴ Postill, "Digital Politics and Political Engagement."

¹⁵ D V Dimitrova et al., "The Effects of Digital Media on Political Knowledge and Participation in Election Campaigns: Evidence from Panel Data," *Communication Research* 41, no. 1 (2014): 95118.

regional head elections is planned to continue. Recorded positive cases of Covid-19 in the week before the election is considered to continue to increase with an average case reaching 5,382 cases in 7 days.¹⁶ Although the regulation has been updated with the issuance of Presidential Regulation in Lieu of Law (Perppu) Number 2 of 2020 concerning the Third Amendment to Law No. 1 of 2015 concerning the Determination of Government Regulations in Lieu of Law No. 1 of 2014 concerning the Election of Governors, Regents, and Mayors into Law. However, this is not necessarily a determinant factor to suppress concerns about the emergence of Covid-19 clusters in simultaneous elections.

The change in campaigning by involving social media as part of the intermediary for information delivery, has shown the nature of its use. For example, according to Jansen on (Khalyubi, Bangun, Ardiyansyah, et al., 2021) mentioned that the use of social media especially in political campaigns can create a horizontal communication space based on three reasons that include it¹⁷. *First*, campaigns on social media form responsive communication later that can form the legitimacy of communicative choices such as discussing problems, campaign issues and also certain topics in the campaign.

Second, with several features on social media, the campaign can form a retransmission of campaign messages that are disseminated or re-uploaded through communication generated by supporters. Retransmission of political messages can discuss and define a particular topic or problem. *Third*, the use of social media as

a campaigning tool can invite people who are users of social media itself to participate unstructuredly on social media. The intrusion of the form of the campaign is a logical consequence of the relationship of social media users based on the rhetoric of the campaign narrative on social media¹⁸.

Government Regulation in Lieu of Law (Perppu) designed as a legal umbrella in a state of forced crunch can be a stimulus in building political engagement in the 2020 simultaneous elections. Included in this case the determination of campaign methods that are considered must take into account health and also public safety. Another problem that affects is the focus of the community on economic recovery with a new normal condition accompanied by still a sense of concern for health protection in the situation of Covid-19 outbreak. This is because there is no significant correlation that regional head elections can create economy recovery for community¹⁹. The campaign method is required to also still attract enthusiasm in the formation of community participation. Therefore, that political engagement in the success of simultaneous elections is maintained despite the limitations of the Covid-19 pandemic.

In questioning the form of political engagement in regional head elections, regulatory construction is the most highlighted thing. Including technical regulations regarding campaigns is one of the guarantees for the holding of regional head elections. This is because the campaign is an effort to convey a message to the general public.

¹⁶ Center for Systems Science and Engineering JHU, "CSSEGI and Data Covid in Indonesia," Johns Hopkins University Covid-19 Indonesia, 2020, <https://github.com/CSSEGISandData/COVID-19>.

¹⁷ Michael J. Jansen, "Social Media and Political Campaigning: Changing Terms of Engagement?", on Wildhan Khalyubi et al., "Penggunaan Media Sosial Sebagai Sarana Kampanye Dan Partisipasi Digital Dalam Pilkada Kota Depok Tahun 2020," *Journal of Governance and Local Politics* 03, no. 02 (2021): 87101, <http://journal.unpacti.ac.id/index.php/jglp/index>.

¹⁸ Ibid.

¹⁹ CNN, "Tak Bisa Berharap Ekonomi Terdongkrak Dari Pilkada Serentak," CNN Indonesia, 2020, <https://www.cnnindonesia.com/ekonomi/20200909063923-532-544261/tak-bisa-berharap-ekonomi-terdongkrak-dari-pilkada-serentak>.

Especially, the matters related to political campaigns can be carried out in various forms such as posters, banners, billboards, speeches, advertisements, and leaflets²⁰. However, the usual campaign regulations were changed and adjusted to the situation of the Covid-19 outbreak.

The regulation of regional head election campaigns in the Covid-19 situation is technically regulated in PKPU No. 13 of 2020 related to the Second Amendment to the General Election Commission Regulation Number 6 of 2020 concerning the Implementation of The Election of Governors and Vice Governors, Regents and Vice Regents, and/or Mayors and Vice Mayors simultaneously Continued in the Conditions of Non-Natural Disaster Corona Virus Disease 2019 (Covid-19). The change is reduced by the existence of campaign arrangements through social media in Article 58 which states that Political Parties or Combined Political Parties, Candidate Pairs, Campaign Teams, and/or other parties prioritize limited meeting campaign methods and face-to-face meetings and dialogues as intended in Article 57 letter a and b conducted through Social Media and Online Media. This change in regulation has also raised questions about people's political engagement in the agenda of the 2020 regional head election. Moreover, this is also accompanied by people who are still focused on improving the household economy along with concerns about Covid-19.

This argument is reinforced by public interest in online forms of communication. The delivery of ideas and influence often is no longer through conventional media such as newspapers, billboards, banners, and so on. Therefore, the use of social media in communicating with the audience has become a necessity²¹.

This research was conducted in Depok City with several reasons. *First*, Depok City

is an area when there is a finding of the first case of Covid-19. *Second*, Depok City is also one of the areas that held elections in West Java along with 7 other regencies such as Bandung, Cianjur, Sukabumi, Karawang, Indramayu, Tasikmalaya, and Pangandaran. This study looks at two sides that are integrated between holding Election and Covid-19 pandemic in Depok City. The Depok City Election itself was followed by two pair candidates. The candidate pair number 1 Pradi Supriatna and Afifah Alia who are members of the Depok Raises Coalition. While the candidate pair number 2, namely Mohammad Idris and Imam Budi Hartono, joined the FairLy Prosperous Organized Coalition.

Some of the reasons revealed that the purpose of this study was to look at the form of digital political engagement to have implications for the delivery of narratives on social media as a medium of information on the 2020 Regional Head Election Campaign in Depok City. Political engagement on social media is found in the form of replies in response to the campaign narrative of the candidate pair's account accompanied by looking at the number of likes, shares, and comments in each social media posts. In addition, political engagement is also seen more deeply by looking at the substance of the campaign on social media. This can show the form of community attention and insecurity on social media that appears in every campaign narrative in regional head elections in Depok City.

Furthermore, there has been no research on political engagement in the digital world which is linked to the substance of the campaign narrative. This research is expected to complement previous research gaps, especially by looking at forms of political engagement on social media. Political engagement in the digital world can reflect the effectiveness of

²⁰ Antar Venus, *Manajemen Kampanye*, Cetakan Ke (Bandung: Simbiosis Rekatama Media, 2019).

²¹ Dede Selamet Permana et al., "Penggunaan Teknologi Informasi," in *Wajah Pesta Demokrasi Di Masa Pandemi* (Depok: Bawaslu Kota Depok, 2021), 187216.

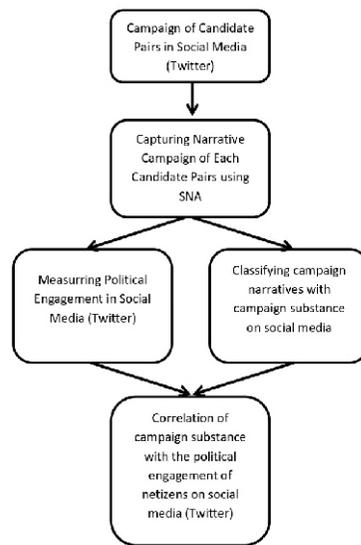
using social media as a political communication channel at the stages of the campaign by inferring the substance and political narrative that arises in each candidate's account. The initial argument of the authors in this research is that although the candidate pairs have a very high value of political engagement on social media, it does not necessarily show the existence of a substantive campaign narrative in form of a political program which it has an offer of vision and mission of the candidate pairs in contesting the Depok City Regional Head Election in 2020.

2. RESEARCH METHOD

This research method is a descriptive wualitative research. Qualitative approach is an approach which it applies methods for exploring and understanding meanings that are – by a number of individuals or groups of people – considered to be derived from social or humanitarian problems²². Data collection techniques in this study use Social Network Analysis (SNA) precisely on Social Media Twitter. Social Network Analysis (SNA) is one of the analytical methods that are often used in looking at a relationship and information, especially in social media activities, in seeing and analyzing the network of intercommunicable relationships on social media²³.

This research is also looked at the average amount of political engagement on social media by looking at the average number of likes, comments, retweets, quote-retweets, and shares on social media Twitter. Twitter was chosen because it is a plural public space containing discussion rooms of various groups to form its own public space²⁴.

Digital political engagement shows political activity on social media. Therefore, likes, comments, retweets, quotes, and shares are considered to represent the political activity of the digital. This political activity illustrates the partisanship of internet citizens on the issue of political campaigns in the agenda of holding the 2020 Regional Head Elections in Depok City. High political engagement is not a determinant factor for determining who wins as many votes as possible. However, with the political narrative in every candidate pair's campaign, this can certainly see the substance of the election campaign on social media.



Picture 1. Pattern of Research Method

Source: Data processed by author

²² JW Creswell, *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, Dan Campuran* (Yogyakarta: PUSTAKA PELAJAR, 2016).

²³ Novia Amirah Azmi et al., "Social Media Network Analysis (SNA): Identifikasi Komunikasi Dan Penyebaran Informasi Melalui Media Sosial Twitter," *Jurnal Media Informatika Budidarma* 5, no. 4 (2021): 142230, <https://ejurnal.stmik-budidarma.ac.id/index.php/mib%0ADOI10.30865/mib.v5i4.3257>.

²⁴ N Hasfi, S Usman, and H P Santosa, "Representasi Kepemimpinan Calon Presiden Di Twitter, on Wildhan Khalyubi et al., "Pemantauan Penggunaan Media Sosial Twitter Menggunakan Social Network Analysis Dalam Melihat Politik Programatik Pada Kampanye Pilkada Kota Depok Tahun 2020," *Jurnal Adhyasta Pemilu* 4, no. 1 (2021): 2845.

The author viewed each candidate's campaign on social media by capturing narratives as well as campaign conversations on Twitter using Nvivo12. After that, The results of the capture are then used as data in conducting narrative analysis. The collection techniques in this study are carried out in two ways. *First*, in measuring political engagement on Twitter, it is done by looking at the amount of political activity digitally such as likes, comments, retweets, quote-retweet, and shares on each candidate pair's Twitter social media account, both Pradi-Afifah or Idris-Imam. *Second*, the narratives and campaign conversations on Twitter that have been captured are also classified in terms of looking at the substance of the election in campaigns that occur on social media.

Both data collection techniques further show a political activity in cyberspace in the form of the amount of political engagement, substance and insecurity of electoral campaign on social media. The digital political activity was seen in the Depok City regional head election campaign in 2020. The campaign stage was carried out from 26th September to 5th December 2020. The author divides the time period of campaign into 11 weeks. This is intended to see the progressivity of political engagement on social media of each pair of election candidates in Depok City.

3. RESEARCH RESULT

Research on public participation and engagement in the electoral agenda is increasingly widespread and interesting to research. This is certainly based on the use of technology that makes it easier for users to provide messages and get information quickly. This also indicates that in this digital era every individual can become a "journalist" in providing information and

news for every event, especially news about politics²⁵. In this section the author describes a number of research findings outlined in two parts. *First*, the political engagement of Twitter users to the campaign of candidate couples in the 2020 Election of Depok City is considered interesting to explore. Especially in measuring the number of responses and the engagement of netizens. *Second*, along with the activities that engage political efforts in the digital world, it is necessary to explore the narrative of the campaign by looking at the substance of the campaign in cyberspace of the Depok City Election.

3.1 MEASURING ACTIVITY OF POLITICAL ENGAGEMENT IN TWITTER

Political engagement on Social Media Twitter is actually not much different from the form of citizen participation in responding to all political issues. The political engagement shown in social media allows internet users of Twitter to participate in spreading the campaign narrative either directly or indirectly. As in Khalyubi et al. (2021) it is explained that the use of social media in the form of Twitter has an important meaning, especially in efforts to spread the campaign narrative²⁶. *First*, Twitter social media can carry out programmatic political campaigns by looking at the routine activity of candidate pair's accounts every week. This activity is certainly part of all political campaign processes in the 2020 Election in Depok City.

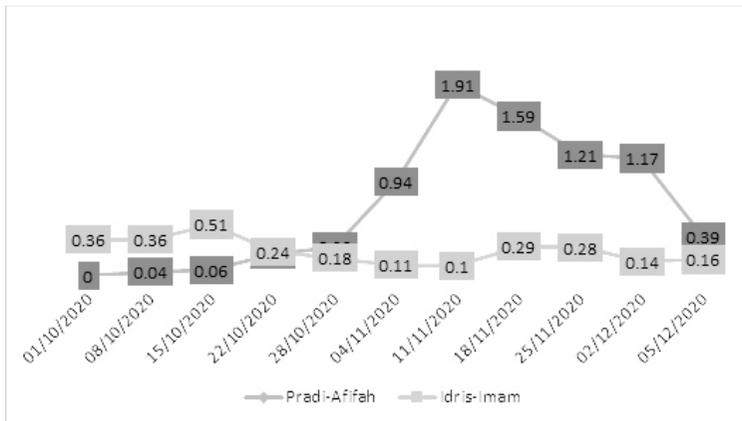
Second, Twitter social media serves as an information medium for each candidate pair's program, especially in offering the ideas, vision, and mission of the candidate through programmatic politics. This is also related to how the candidate pairs form the issue of political campaigns narrated on social media Twitter. *Third*, although

²⁵ Wildhan Khalyubi, "Produksi Pemberitaan Bohong (Hoax) Sebagai Manipulasi Pemilu Pada Pemilihan Umum Presiden Dan Wakil Presiden Tahun 2019" (Universitas Indonesia, 2022).

²⁶ Khalyubi et al., "Penggunaan Media Sosial Sebagai Sarana Kampanye Dan Partisipasi Digital Dalam Pilkada Kota Depok Tahun 2020."

Twitter social media is not part of the determinant factor in voting, but the use of Twitter in campaigning can facilitate the dissemination of political information. *Fourth*, Twitter as a medium of political campaigning can amplify political symbols in every campaign narrative of candidate

pairs in the Depok City Election. Political engagement is measured to see the extent to which the role of political campaigns on social media, especially Twitter, can generate public attention in cyberspace. The political engagement of the netizen is calculated as shown by the following chart:



Graph 1. Political Engagement Activity of Netizens on Twitter per-Week
Source: Data processed by author

In **graph 1**, it shows the difference in political engagement figures from the two social media accounts of candidate pairs, both Pradi-Afifah and Idris-Imam. The political engagement found by Pradi-Afifah's social media accounts is considered more dynamic. The campaign in the first until the fifth week the number of netizen's political engagement on Pradi-Afifah social media accounts reached 0-0.29. Meanwhile, in the sixth week, the number of political engagement of netizens on social media accounts Pradi-Afifah increased, which ranged from 0.94 to the point of escalation was at a value of 1.91 in the seventh week. This indicates that Pradi-Afifah's campaign activity on Twitter attracted internet responses in the seventh week of the campaign, exactly on 04 November 2020 to 11 November 2020.

issue of the Pradi-Afifah campaign on Twitter. The difference score of political engagement of netizen to @pradi_afifah accounts was 0.40 and to be precise to 1.59. The figure continues to decline along with predetermined campaign limits and also ahead of polling day.

Different from pradi-Afifah's account, Idris-Imam's account is considered more stagnant in achieving political engagement on social media. The highest score of political engagement found by Idris-Imam's account and it was only at an average value of 0.51 in the third week. After that, the value of political engagement found by the number 2 candidate pair's account actually tends to stagnate and decrease until the end of the campaign stage on 5th December, 2021, which is 0.16. This actually indicates that the Idris-Imam campaign on Twitter was actually received less attention from netizens, including in responding to every campaign narrative, both pro and contra responses.

Furthermore, there was also @idrisimam2020 account had experienced a slight increase in the number of political engagements on Twitter in the eighth week with the addition the difference score by 0.19. This is indeed considered not so much attention given to the campaign of that candidate pair on Twitter. This is because it does not show a significant score of public response to the campaign issue which was amplified by Idris-Imam's account on Twitter. Therefore, it was found that the two candidate pairs had differences in grabbing public sympathy on Twitter. Pradi-Afifah are considered more able to attract the attention of citizens on social media because of political engagement value in responding to dynamic campaign narratives and it higher than Idris-Imam. Meanwhile, on the contrary, Idris-Imam does not have a higher value of political engagement by netizens to the narrative of campaign issues that were often amplified on Twitter.

3.2 ELECTION SUBSTANCE ON SOCIAL MEDIA

Activities in the form of political engagement of both social media accounts, Pradi-Afifah and Idris-Imam, need to be explored by looking at the substance of the campaign on Twitter. Deepening by monitoring the campaign substance of each social media account was outlined by looking at the definition of the campaign and also the vulnerability that occurs. The definition of an election campaign is written in Law No. 1 of 2015 concerning the Determination of Replacement Regulations of Law No. 1 of 2014 concerning the Election of Governors, Regents, and Mayors into Law that the Election Campaign here in after called the Campaign is an activity to convince Voters by offering the vision, mission, and program of Candidates for Governor, Regent Candidates, and Mayor Candidates.

Therefore, the author includes several indicators such as self-image, campaign programs, and political education as derivatives of the definition of an election campaign.

Meanwhile, in looking at the substance of the campaign, the author also compared it to the insecurity of the campaign carried out on social media. The author takes several indicators of campaign insecurity from the determination of the 9 Main Risks of Political Campaigns on Social Media compiled by civil society groups belonging to the Coalition for the Code of Ethics in Social Media. The are nine risks in social media which include 1) hoaxes, fake news, and disinformation; 2) misinformation; 3) coordinated non-authentic behavior; 4) coordinated black campaign; 5) influencers and buzzers; 6) use of fake/anonymous accounts; 7) use of bots, algorithms and automation; 8) political advertising spending on social media; and 9) the promotion of a polarizing atmosphere²⁷.

Three of them are the indicators that can be traced using Social Network Analysis (SNA) by Nvivo12, those are hoax problems, black campaigns, and the atmosphere of political polarization. Therefore, in conducting monitoring on social media, author selected 6 indicators as the the substance of political campaigns which carried out by the winning team of each candidate pair in Depok City.

Political engagement on social media can be used as a benchmark in looking at the substance of the campaign. Our initial argument is that along with the high number of political engagement on social media, it can build a substantive campaign narrative about the campaign program when it is always uploaded in every social media post which belongs to each candidate. This argument concludes that the delivery of the campaign narrative will be more acceptable because of the political

²⁷ Koalisi untuk Kode Etik Media Sosial, "Temuan Awal Konten Kampanye Media Sosial Pilkada 2020" (2020).

engagement from the followers on social media, definitely in looking at the substance of the campaign itself. Further explanation of the substance of the election campaign is shown as follows:

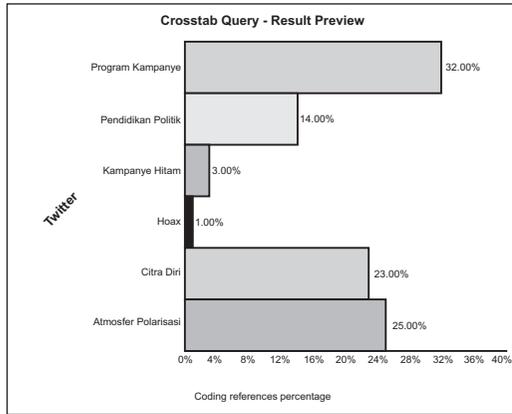


Chart 1.

The Substance of the Pradi-Afifah Campaign on Twitter

Source: Data processed by author

Chart 1 explains that social media campaigns of Pradi-Afifah showed a variety of substance. The percentage substance of campaigns on social media ranked several indicators from the largest to the smallest such as campaign programs (32%), polarizing atmosphere (25%), self-image (23%), political education (14%), black campaigns (3%), and hoaxes (1%). The substance of the campaign regarding the campaign program occupies the highest percentage at 32%. The author's findings regarding the campaign program narrated by @pradi_afifah account on Twitter more led to a free medical campaign program using ID cards for the citizens of Depok City. Meanwhile, a polarizing atmosphere was also built through conversations that occurred on @pradi_afifah accounts on Twitter. The high atmosphere of polarization of 25% defeated the substance of the campaign regarding the self-image of

the candidate pair which is only 2% adrift of the polarizing atmosphere of the campaign, which is precisely 23%.

Some of the things that contribute to the high atmosphere of political polarization on Pradi-Afifah's account were due to the "kadrun" narrative that labels certain accounts in some of its interactions. In addition, the news about 20% of PKS cadres who support Pradi-Afifah was also considered as a trigger for political polarization in social media accounts @pradi_afifah²⁸.

Social media accounts that should be used to campaign for the vision and mission program of each candidate pair in Depok City were even considered too far away by linking political issues nationally. This was shown by @pradi_afifah account many tweets about the arrival of Habib Rizieq on 9th November 2020 by showing a narrative that leads the tendency to certain groups.

Then, the substance of the campaign regarding self-image with a percentage of 23% in **chart 1** was also due to the presence of Afifah Alia as the only woman who competing in the Depok City Local Election in 2020. That percentage was not without cause, but it shows that in every campaign on social media, the candidate pair's account more often builds the orientation of the figure or candidate to influence the audience. Figures or candidates are political products that can be marketed or in this case entered into push political marketing²⁹. Especially, Afifah as a female figure who ran, became an effort of political marketing on social media for that candidate pair.

As for the other three indicators of campaign substance in social media accounts, @pradi_afifah showed very different percentages. The substance of political education was 14% due to the narrative of the invitation to the polling stations for not to do abstain (golput), provide understanding to be smart voters,

²⁸ Radar Depok, "Gelora Sebut 20 Person Kader PKS Dukung Pradi-Afifah," radardepok.com, 2020, Gelora Sebut 20 Person Kader PKS Dukung Pradi-Afifah.

²⁹ A Nursal, Political Marketing: Strategi Memenangkan Pemilu (Jakarta: Gramedia, 2004).

and provide an understanding of the procedures how to vote on 9th December 2020. Meanwhile, our other finding about the campaign is that there was a narrative that concerns to the personal problems of political opponents by contextualizing into political affairs. In this case, such as the positive test Covid-19 on one of the candidates, Mohammad Idris, was used as a narrative that brought down political opponents by Pradi-Afifah supporters. Meanwhile, the indicator of hoax substance by 1% was found by the existence of visual hoaxes and news about Joe Biden which allegedly supported the candidate pair Pradi-Afifah³⁰.

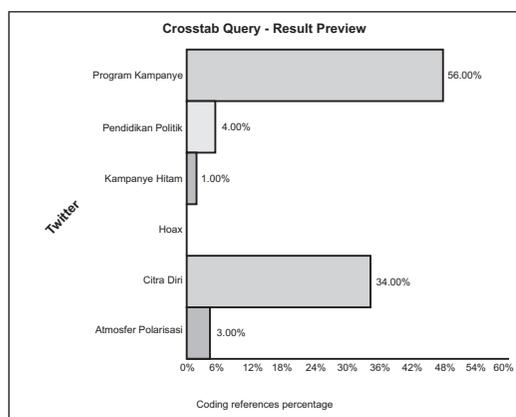


Chart 2.

Idris-Imam's Campaign Substance on Twitter

Source: Data processed by author

Furthermore, unlike the findings of the previous chart, **chart 2** explains a social media campaign by Idris-Imam that does not showed a variety of substance. The percentage of campaign substance on social media accounts @idrisimam2020 was also sorted several indicators from the largest to he smallest such as campaign programs (56%), self-image (34%), political education

(4%), polarizing atmosphere (3%), black campaigns (1%), and hoaxes (0.5%). The findings on social media of candidate pairs number 2 show different things where the campaign program narrative was huge dominance around 56%. Some campaign programs that were narrated as the substance of campaigns on social media include economic problems, infrastructure development, and also some social and political agendas.

Meanwhile, the substance of the campaign on self-image is shown by the many narratives that justify some of the awards bestowed on a Mohammad Idris³¹.

This is because Mohammad Idris was the previous Mayor of Depok in the period 2015-2020. Therefore, high substance of the campaign regarding the narrative of self-image on social media showed that political figures are crucial in the election campaign. It's done by showing the achievements which achieved before to convince netizens as the recipients of the message.

The other four indicators of campaign substance in social media accounts @idrisimam2020 did not show a significant percentage. In the substance of political education by 4%, author found that the invitation to come to the polling station along with the use of health protocols was part of political education to not to be absent. In addition, the invitation to watch open debates on television was also considered as an effort that leads to political education. The atmosphere of polarization by 3% and also the black campaign by 1% were formed through comments of netizens who concern to certain groups. On the other hand, the problem of hoaxes also did not show a significant percentage despite the news of mystical disturbances against Imam Budi Hartono's wife which could not be proven to be true³².

³⁰ Depokren, "Depok Gagal, Joe Biden Ajak Pilih Pradi-Afifah," [depoktren.com](https://www.depoktren.com/2020/11/10/depok-gagal-joe-biden-ajak-pilih-pradi-afifah/), 2020, <https://www.depoktren.com/2020/11/10/depok-gagal-joe-biden-ajak-pilih-pradi-afifah/>.

³¹ Mohammad Idris, "Empat Tahun Idris Memimpin, Depok Banyak Raih Penghargaan," [mohammadidris.id](https://www.mohammadidris.id/empat-tahun-idris-memimpin-depok-banyak-raih-penghargaan/), 2020, <https://www.mohammadidris.id/empat-tahun-idris-memimpin-depok-banyak-raih-penghargaan/>.

³² Warta Depok, "Istri Imam Budi Alami Gangguan Mistis Saat Kampanye, Istighfar Kemudian Wudhu," [wartadepok.com](https://www.wartadepok.com/2020), 2020, <https://www.wartadepok.com/headline/istri-imam-budi-alami-gangguan-mistis-saat-kampanye-istighfar-kemudian-wudhu/>.

4. CONCLUSION

There is a lot of research on voter participation in the campaign of candidate pairs and on polling day. Especially in the process of campaigning candidate pair on social media, this phenomenon can not only be said to be an attempt to participate. However, the author more precisely mentions that this phenomenon is part of the political engagement of citizens in the internet. This is based on two reasons, first, social media allows every citizen to become a personal "journalist" by often participating in amplifying and even re-selecting all political information in cyberspace. Through options such as likes, replies, quote-retweets, and shares contained on Twitter, it actually allows the dissemination of campaign information involving the participation of citizens in cyberspace indirectly.

Second, the engagement of citizens in cyberspace can indirectly form an echo chamber in the use of social media³³. It is also what allows all news to be used as complementary information material for certain groups in compiling narratives on social media. Supporters of each candidate pair grouped themselves to network on social media. This factor can also affect the formation of a narrative ecosystem on social media for certain candidate pair.

There has been no research that attempts to pay attention to and measure the political engagement through the use of Social Network Analysis (SNA) on social media. This research is as an overview along with initial arguments to map the strategy of political campaigns by candidates. The formation of political groups in cyberspace, especially like buzzers, is considered to affect political involvement, especially because of the economic motives and political ideology that affect it.³⁴

This research shows a different phenomenon of the two candidate pairs in utilizing Twitter social media. This is shown by the number of political engagement of netizens in responding to and re-amplifying the campaign narrative of the Pradi-Afifah which is considered more dynamic. Pradi-Afifah's political campaign through the twitter account @pradi-afifah showed the point of escalation was at a value of 1.91 in the seventh week. Meanwhile, Idris-Imam through the Twitter social media account @idrisimam2020 reached the point of escalation of political engagement of netizens only at an average value of 0.51 in the third week. This indicates that the campaign of the Pradi-Afifah on Twitter is more able to attract attention regardless of the pro and contra of the narrated campaign program.

However, the high political engagement on Twitter social media also gives rise to the substance of diverse political campaigns. For example, the pradi-Afifah as candidate pair actually has a narrative substance that tends to have a higher characteristic political polarization atmosphere than the Idris-Imam. On the other hand, the narrative about political education was also recorded higher than the @idrisimam2020 account by 14%. The @idrisimam2020 account who representing the idris-imam candidate pair is considered more stagnant.

The findings of this research indicate that although the campaign of candidates on Twitter has a high number of political engagement from netizens, this does not necessarily show the substance of the narrative in the form of campaign programs. However, there is an atmosphere of political polarization that also contributes to the high number of political engagement on social media like Twitter.

³³ Budi Gunawan and Barito Mulyo Ratmono, *Demokrasi Di Era Post Truth* (Jakarta: Kepustakaan Populer Gramedia, 2021).

³⁴ Wildhan Khalyubi and Aditya Perdana, "Electoral Manipulation Informationally on Hoax Production in 2019 Presidential and Vice Presidential Election in Indonesia," *Journal of Government and Political Issues* 1, no. 2 (2021): 8799, <https://doi.org/10.53341/jgpi.v1i1.17>.

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