The Effect of Political Party Communication Through Social Media on The Results of The 2019 Legislative General Election (Nasdem Party, PKS, and PDIP Twitter Case Study)

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Abstract: Communication is carried out not only directly through face to face, but also non-face to face or in writing. Where verbal communication consists of oral and written communication with these two things, written communication through social media is part of verbal communication but non-face-to-face (Anggriawan 2017). Communication using chats, letters, or emails as an example of a communication medium. With the existence of communication through social media individuals and organizations cannot be separated from the existence of communication through social media, including political parties. Along with the existence of artificial intelligence, which is very close to individual and organizational communication, on this occasion the researchers want to see communication during the Legislative General Election in 2019 at the national level. Does the communication through Twitter conducted before the general election can affect the results of the legislative elections for the three parties consisting of the National Democratic Party, the PKS, and the PDIP. The method used is the descriptive qualitative method, using NVIVO analysis. With the existence of non-verbal communication, the communication of political parties participating in the election has various influences on the results of legislative elections, some of which increase and some also decrease. The three parties that are active in communication using artificial intelligence (Twitter) have shown an increase in the results of legislative elections. The National Democratic Party increased by 1.59%, PDIP increased by 1%, while PKS increased by 1.82%. Therefore, the increase in communication through artificial intelligence influenced the results of the legislative elections.

Keywords: social media, political parties, Twitter, communication

1. Introduction

Political parties are one of the tools to gain power in the unified state of the Republic of Indonesia, they are the most important thing in struggling for power [15]. To be at the level of the head of state, for example, one must go through a political party. The Republic of Indonesia adheres to a democratic system so that political parties become an important thing in determining the progress and retreat of the Republic of Indonesia.

So far, political parties are an exclusive route in gaining strategic positions in the country, from the regional to the central level [21]. In Indonesia itself, it uses a democratic system that implements multi-party or more than one or more parties, in 2019 16 parties were participating in the election itself, out of 12 parties in 2014.

In 2019 it shows an increase although several parties have not passed the verification of the Indonesian General Elections Commission (KPU RI), the number of political parties that are interested in election contestation shows how important political parties are in gaining power and influencing the net of the Unitary Republic of Indonesia which adheres to democracy. The development of parties participating in the general election is accompanied by developments in technology and information,
which make political parties inseparable from technology and information. They are parts that cannot be separated from an individual or a person, while political parties cannot be separated from individuals (voters) so that political parties, technology and information, and voters are interrelated.

Information Technology 4.0 is very sophisticated and has many benefits if used properly but if it is not used properly it will turn the boomerang. Where information technology or social media has two blades consisting of positive and negative effects depending on who will use it. So that political parties in 2019 will use social media as a means of communication with their followers, to get the attention of voters. Social media includes Instagram, WhatsApp, Facebook, Twitter, Path, and many others that can be used by political parties to steal people's attention.

From there, the researchers want to see the post-2019 election style of political party communication (NASDEM, PKS, PDIP), before the general election in various ways, be it to steal people's attention so that the public is interested in and influences the political party vote acquisition from sharing information related to policies, criticizing policies, or simply just looking for votes for parties, as well as using social media as a means of communication with the community.

2. **Research Method**

The type of research used in this research is qualitative descriptive research, research that will tell or describe the existing situation, after obtaining documents, accurate, and valid, as well as responsible information. In addition, the researchers have the intention of uncovering facts and phenomena in the communication of political parties 2 months pre-election and post-election. The definition of pre-election itself is a means of searching for party votes. The data sources that will be used by researchers are KPU documents, websites, mass media news, official Twitter accounts of the three parties, and other suitable documents.

3. **Literature Review**

**Social media**

The presence of social media is one of the means to establish face-to-face and non-face-to-face communication, from afar does not make it an obstacle to communicate with one another so that there is no limit to space and time [17]. In addition to social media being a distance eraser between those who have distance in communicating, media also erases social strata that exist in the middle of society, but both are now not a significant problem to communicate with one another [4].

Global currently has a very high dependence on social media and it is increasing. Social media is a phenomenon of extraordinary urban to rural fondness [7]. Where all circles accept the question of social media which makes people's habits change little by little, in the past, communication was only with the closest people with the existence of social media making the distant ones feel close so they don't need space and time as communication must be face-to-face [17].

Social media is a public reality that provides many benefits to its users to communicate with one another so that all circles of society accept all without exception even though positive and negative values will appear [4]. The negative value of social media itself will appear when users or individuals misuse social media itself so that it will cause losses [19].

**Definition of General Election**

The general election is a democratic mechanism in selecting individuals who will play a political role in certain administrative or legislative structures, which are then abbreviated as Voting. Elections are organized to create a democratic state, where representatives are elected by the most votes. Thus, the election is a way of electing representatives of the people in the political organs of the people and the election of a chairman and vice president in a democratic structure. This option is not only for executive elections (President and Vice President) but also for legislative elections (elected representatives who sit in joint representative institutions) (Law No. 8 of 2012).
Political Parties and Social Media

Political parties are one of the vehicles to gain power in a country that uses the principles of democracy, therefore, political parties in a democratic country need to carry out the circulation of power even as a determinant of the progress and withdrawal of a country [25]. Furthermore, political parties are one way to gain power, although it does not rule out the possibility of gaining power through non-political parties [23]. Whereas in legislative power, the main way is through political parties, while the executive power can go through non-political ways [9]. The position of the public from the President to the members of the council is the determinant of policies at each level so that we can understand the importance of political parties in running the state [24].

Political parties that have a representation or represent the voice of the people will have a role that can be done to run a country [12]. Social media is a means of a fierce battle between parties to get the attention of the community, thus political parties flock to use social media just to communicate, interact, criticize policies, and many more benefits that can be obtained from social media [24]. Political parties use social media as a means of meeting through cyberspace with the community so that meetings or communications do not just visit the community or face to face [1].

Social media has many kinds and varieties ranging from Instagram, Twitter, Path, Facebook, and many others [6]. Twitter social media is one of which is used by political parties in communicating, interacting, and socializing with the community [10]. Political parties use Twitter as a place to find a stage in front of the community. From delivering good policies, criticizing policies, to examining public policies to be decided [8]. Hence, before the general election, Twitter can be used to search for people's votes so that political parties can display themselves in such a way in front of voters.

![PARTY TWITTER FOLLOWERS (MILLION)](image)

**Picture 1. Party followers**

Political parties in 2019 are part of the users of Twitter social media, which includes the National Democratic Party (NASDEM), PDIP, and PKS, all of which have their respective Twitter social media followers. NASDEM with 94.1 million followers, PDIP with 230 million followers, and PKS with 379.4 million followers.

Twitter has several features from the hashtag, tweet (user voice), and retweet (forward) [18]. Where there are features that support political parties looking for voters' attention so that voters can give their trust to the party. By doing so, it will allow political parties to have a role in voicing the problems of the state.

4. **Discussion**

*Political party social media*
The intensity of communication between parties has a difference between post-general election and pre-general election where political parties are before the 2019 general election. Because the 2019 general election is a simultaneous election which is held for the first time where the general election aligns 5 elections at once.

It can be seen from the data above that it shows the imbalance between the communication of NASDEM and PKS after the election and the pre-election of the two parties, which shows that communication to the public before the general election shows a higher level than communication with the public after the general election. PKS, from the data above, in February tweeted 126 tweets, in March tweeted 525 tweets which shows an increase of 399 tweets or 316% (3x), in April the number was 415 tweets which shows a decrease of 110 tweets or 20%, in May they tweeted 156 tweets which is a decrease of 259 tweets or 62%, in June 167 showed an increase of 11 tweets or 0.7%. So it can be illustrated that the tweets made by the PKS party through Twitter social media showed an increase in pre-election and post-election tweets.

As for NASDEM, in February there were 359 tweets, in March a total of 568 tweets which shows an increase of 209 tweets or 58%, while the tweets in April was only 420 tweets in a decrease of 148 tweets or 25.2%, in May a total of 405 tweets which decreased of 15 tweets or 0.3%, in June 368 tweets or decreased by 37 tweets or 0.9%. In conclusion, the data above shows an increase in pre-election tweets while post-election shows a decrease.

From the two parties, a common thread can be drawn from the two parties themselves, in the pre-election social media accounts communicate more than after the general election so that the table above shows the increase in pre-election and post-election decline. PKS pre-election tweets numbered 651 while post-election is 323 tweets, which shows a difference of 328 tweets or 101% (10 fold) less after the general election. While the NASDEM pre-election tweets numbered 927 while post-election 773 tweets, with the difference of 154 tweets or 16% less after the general election.

Relationship between the results of legislative elections and social media

The communication style used by each political party is a way to get voters’ votes so that voters will vote at will, so the importance of the communication style of political parties with voters through social media or directly. Where communication is the main key in interacting from message givers to message recipients so that what is conveyed by the message giver to the message recipient can arrive. With this communication, the message conveyed by political parties to the public can make a vote in legislative elections for political parties.
The data above is data on the vote acquisition of political parties in 2014 and 2019 which were attended by 16 political parties, from several political parties there were 4 new political parties participating in the legislative elections in 2019, such as the Garuda Party, the Berkarya Party, the Perindo Party, and the PSI. Out of the 12 political parties, one of them is the PKS and the NASDEM which uses social media (Twitter) to communicate with the public or voters. Several political parties in the 2014 and 2019 legislative elections, there were parties whose votes had increased and there were parties whose votes had fallen, such as the NASDEM, which showed an increase of 1.59% while the PKS increased by 1.82%.

5. Conclusion

Based on the discussion above, it can be concluded that of several political parties in the 2014 and 2019 Legislative Elections, there were political parties whose votes increased and there were political parties whose votes fell, such as the NASDEM which rose by 1.59%, while the PKS increased by 1.82%, and PDIP by 1%. Meanwhile, the Democrat Party showed a decrease of 1.8% and the Golkar was 2.9%. The three political parties showed an increase in votes from 2014 to 2019.

Acknowledgment

The authors express their gratitude for the presence of Allah SWT. who has given the authors the health of the enjoyment of faith, the blessings that cannot be counted one by one and I thank you for the strength in making this paper. Do not forget to also Salawat and greetings poured out to the Prophet Muhammad SAW., his family, followers, and friends and hopefully we are included in it. On this occasion, the author would like to thank Dr. Ulung Pribadi who always gives enlightenment to the author and Aulia as the supervisor on the sidelines but still takes the time to provide instructions, direction, advice, support.

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