KomunikA

UTILIZATION OF INFORMATION TECHNOLOGY AS A MEDIUM FOR POLITICAL COMMUNICATION IN INDONESIA

Jajang Nurzaman*
Faculty of Sharia, UIN Maulana Malik Ibrahim, Malang, Indonesia

*Corresponding Author: jajangnurrz@gmail.com

Society uses information technology to participate in politics in various ways. Problems that need to be considered in terms of cybersecurity, disinformation and hoaxes, unequal access and inadequate regulations. This study uses a qualitative research approach. The data collection technique in this study uses a library study (library approach) then a review and analysis are carried out on open sources such as books, the internet, journals and various other sources. The collected data are then analyzed descriptively. The research results found that the development of information technology, especially social media, has provided benefits in political communication and digital democracy, but has also caused threats such as the spread of hoaxes, hate propaganda, and unequal internet access, The role of the government is important in monitoring the dynamics of cyberpolitics on social media, especially in protecting the rights of the community from criminalizing public officials, freedom of expression, and valid information
Abtract: Keywords: Comunnication ; Politics; Information Technology.

Introduction

People can use information technology to participate in politics in various ways, such as getting information about candidates, monitoring political developments, including expressing political aspirations through social media. The ability of information technology to impact new

democratic cultural changes is a major factor in contemporary political participation engagement. The development of information technology can inspire more people to engage in political discourse and praxis. In any culture, information technology is very important and vital. Today, information is an important resource on which the survival of a particular society depends. (Barokah et al., 2022) Information technology is used as a tool by political actors, such as politicians, governments, and other organizations to identify conditions and make effective use of campaign media.

Advances in information technology provide easy access for the public to find political information, so as to increase political awareness in society. Social media is utilized as an effective tool of power because of its ability to attract attention, influence people's opinions and views, direct their choices, and encourage political participation. (Dwitama et al., 2022) This progress provides benefits and convenience for the community to know or participate directly in political developments. Thus, the community is directly involved in current issues from various regions and political structures at local, national and international levels.

Advances in information technology also have adverse effects in the political field, such as making it easier for certain groups to commit crimes. In addition, a decrease in legal awareness and easy violation of legal regulations in society, computer hacking and cyber bullying. People do not fully understand how to use information technology, especially in using social media in accordance with the ITE Law. The occurrence of violations such as the spread of false news (hoaxes), the spread of sara information, insults and blasphemy and other problems. (Dede Suryanto, 2023) Today, information technology has changed the way people live and dominates almost every aspect of life. By understanding the characteristics of information technology and global political phenomena in recent years, it is possible to see how technology has the potential to revolutionize politics. Information technology gives people new access and ability to participate in the political process. (Bahtiar, 2023)

In the political context in Indonesia, the increasingly accessible internet media has created intense political dynamics. (Herdiansah & Sumadinata, 2019) Social media as one of the most effective communication tools has changed the way politicians and political parties deliver messages and interact with the public. New approaches to political campaigns, the influence of social media, and changes in people's political behavior are examples of the use of information technology in political communication in Indonesia. (WIlly, 2022) With the increasing amount of

information available, people are at risk of being exposed to hoaxes or information bias, which can influence their political decisions.

According to Amalia et al., (Syauket et al., 2024)Political communication is the process of conveying political messages from the sender to the recipient with the aim of influencing the recipient's attitudes, views, or behavior. This phenomenon is a research topic that continues to attract interest in every political structure because of the important role of political communication. In a political system, political communication functions as a key element at every stage of the political process, from policy formation, implementation, to policy evaluation.

Information technology that has many benefits in the political field provides its own advantages. Problems that need to be considered in terms of cyber security, disinformation and hoaxes, inequality of access and inadequate regulation. Based on the background description, the author formulates two problem formulations, namely: 1) How does the use of information technology influence political communication patterns in Indonesia; and 2) What are the challenges and opportunities faced in the use of information technology as a medium for political communication in Indonesia. This study aims to identify and analyze the use of information technology as a medium for political communication in Indonesia. It is hoped that the findings of this study will be a reference for the general public in using social media wisely and making social media a medium for conveying political aspirations.

Research Methods

This research uses a qualitative research approach with descriptive analysis techniques. According to Sugiyono, qualitative research methods are a research approach that is carried out descriptively, does not involve measurement, and aims to understand social phenomena in their natural context. This method focuses more on interpreting the meaning of the data obtained, as well as exploring an in-depth understanding of the relationships and dynamics in a context. (Sugiyono, 2019) The data collection technique in this study uses a library study (library approach) then a review and analysis are carried out on open sources such as books, the internet, journals and various other sources. The collected data are then analyzed descriptively. By understanding the use of information technology in political communication in Indonesia, the public is expected to be able to choose and sort the correct information. By understanding the use of information technology in political communication in Indonesia, people are expected to be able to choose and sort out the right information.

Results and Discussion

Information Technology as a Political Communication Media in Indonesia

Technological advances, especially new developments, have a significant impact on communication and information capabilities. Where the communication process is carried out more quickly and easily, as well as the ability to understand and respond appropriately to the wishes of someone who makes a request (communicator). In addition, many world events occur within a short span of time and can be quickly known by the world community. (Bahtiar, 2018) Information Technology plays an important role in various fields of life. Almost every field of daily life has become easier, more efficient, effective and more innovative. In general, information technology does not change the process of an activity significantly, but information technology can be a backbone that can optimize processes and quality in related fields. (Leon Abdillah, 2020)

The dynamics of political culture are closely related to the development of information technology and communication media. Where culture and habits have a major influence on the struggle for power. The widespread use of digital media in the political sphere has driven the democratization process by enabling the widespread and practical dissemination of information. This has increased the participation of the general public in the political process. (Herdiansah & Sumadinata, 2019) The use of social media as political communication is inseparable from the ease of spreading public opinion quickly with a very wide reach. So in addition to being used as a place to interact online, social media can also be used to convey political messages.

According to McNair in (Lestaluhu, 2017) political communication has several basic functions, namely: 1) Conveying information to the public about developments in the surrounding environment. Communication media acts as an observer who monitors and monitors events in society; 2) Providing education to the public about the meaning and importance of existing facts; 3) Providing a forum for discussing political issues, creating discourse that shapes public opinion, and returning the results of these opinions to the public. Thus, political communication provides value in strengthening democracy; 4) Publishing information aimed at the government and political institutions, where social media functions as a watchdog; 5) In a democratic society, political communication acts as a tool to voice aspirations, support policies, and strengthen democracy in a country.

Information technology has a significant role in politics. Some of the roles of information technology in politics are: 1) Increasing political participation, information technology allows

people to get involved in the political process through various ways, such as getting information about candidates, monitoring political developments, and expressing political aspirations through social media. (Rahman et al., 2022); 2) Information technology campaign media is used as a tool by political actors, such as politicians, governments, and other organizations to identify conditions and utilize campaign media effectively. (Muzahid Akbar Hayat et al., 2021) ; 3) Efficiency of public services, the use of information technology in government aims to improve the efficiency of services to the public; 4) Increasing political awareness, advances in information technology allow people to access political information more easily, thereby increasing political awareness among the public.

Information technology has a great influence on politics because internet access is almost accessible to everyone. Information technology has influenced and changed vital aspects of political communication. These changes are in terms of spreading propaganda, reaching political participants, digital democracy and cyber politics.

One of the greatest strengths of information technology is its ability to produce propaganda that is far more effective than that produced in the real world. Utilizing social media as a means to promote politics is possible because opinions built through social media can be quickly recognized by a wide audience. Slogans and language that are persuasive yet easily understood and interpreted by the public are often used on social media. The many potential opinions of social media users arise with promotion through social media used to spread these opinions to the general public.. (Winda Kustiawan, Alfin Qodri Hafiz, Khalid Rasyidin, Putri Amelia, 2022) Political propaganda in the digital world, especially through social media, has a significant impact in shaping public opinion and political dynamics.

In terms of socialization and political propaganda, social media is the main choice because the majority of users are youth and contemporary society in the digital era. Various information can be conveyed and received in just a matter of hours and has a high persuasive value. Political events anywhere will become a concept of knowledge in a short time, even some of the social media users form groups or communities that have the same vision and tastes. (Idayati & Afkarina, 2019)

Information technology has also contributed to changes in the way political communication has been conducted in the past. But there are some advantages that were not foreseen. Political messages can be disseminated seamlessly to an ever-wider public. In social reality, the use of the internet is proving increasingly effective in supporting political communication aimed at achieving

the development of a transparent and democratic society. (Waluyo, 2019) In political dynamics, political communication is very important so that the political messages that politicians want to convey to the public can be conveyed properly and efficiently. In the era of the Industrial Revolution 4.0, which has given birth to a digital society, information technology has evolved into a new medium through digital public space. (Nofiard, 2022) The influence of social media in building political communication can be seen with the opening of public space that allows direct interaction between the people and the government.

In the era of digital interaction, the delivery of political messages and images is prone to disruption. Politicians or public officials must be able to consider the possibility that the information conveyed will be changed by other parties when the information is conveyed through social media. In the digital world, information that has been published can be changed by anyone. In the context of political communication, the internet is the main media in technological development, especially new media, which in this case is social media. The global use of the internet makes it very effective and flexible to be used as a political communication tool. Various information, including ideas, demands, and even protests, can be accessed through the internet. Interactions between the general public, as well as between the substructure and political infrastructure, can occur without space and time constraints. (E Rizky Wulandari, 2021)

Political communication experts, journalists and political actors continue to have difficulty in identifying ways in which they can influence the opinions of "voters". Meanwhile, voters themselves must be aware of the situations in which they are being manipulated. (Gorenc, 2020) Political communication built in the digital era has two sides between politicians and the public. Thus, there is a two-way communication that attracts and influences how digital politics changes everyone's view of the reality that occurs.

Technological advances have also led to the inevitable rise of cyber politics as a new perspective and consequence in democracy. This perspective is a "new space" where political interactions, political agendas, and issues of political interest are articulated. Political activism in cyber politics has the power and novelty of public participation. Digital activism is a complex, flexible and dynamic process that originates from informal communication networks among various subgroups in society. (Alamsyah et al., 2023)

Relating to the application of information technology to the political sphere, both in theory and practice. The rise of information technology and the Industrial Revolution 4.0 has brought people

from all over the world together to usher in a new era of interaction, communication and productivity in a world that is yet to be fully formed. Political activities and campaigns utilizing this realm are also included, giving rise to the term "Cyberpolitics." In Cyberpolitics, we can understand that all forms of public activities related to political activities on social media also require laws, regulations, and policies that serve as the implementation of ideas and beliefs that can shape public opinion in the cognitive context of society when conducting political activities on social media. (Prakoso, 2021)

Cyber politics is closely related to various political activities such as campaigns, education, participation, political communication, implementation of democracy, and national defense and security. In addition, cyber politics is also related to cultural, social, and community life aspects. (Indrawan et al. 2021) So that the use of information technology is vital in political communication.

Digital democracy plays a role in expanding the space for public participation by providing added value in the form of equal access for every citizen to engage in politics. One of the obvious advantages of the advancement of Information Technology in the context of politics is to expand the social functions of political actors. This makes the relationship between communities easier where political communication no longer has to go through the mediation of political institutions within the boundaries set by political rules and ethics.

In the era of digital democracy, the use of Information Technology can enhance citizen participation in the policy process. Information Technology is used to facilitate the provision of information and support consultation and active participation of citizens, which can improve the quality of policy-making. On the one hand, increasing citizen involvement in the process can increase the resources and time required to develop policies. However, the utilization of Information Technology also effectively and efficiently facilitates information provision, consultation, and participation in policymaking. (J, 2003)

Challenges and Opportunities in Using Information Technology as a Media for Political Communication in Indonesia

The use of information technology in politics has a significant impact on contemporary political participation. Information Technology can empower people to actively engage in political discourse and practice. In society, information technology is very important and crucial.

Information has emerged as one of the most important and most needed resources for the survival of a particular society. (Rahman et al., 2022) The dissemination of information about parties, legislative candidates, and all political activities can be known by the public in a short time. Public political participation in the cyber era is increasing rapidly, especially through online platforms (social media). This platform is used to strengthen digital campaigns that are often carried out through social media. The wide and easy access to social media makes this kind of campaign one of the main factors in increasing public political participation in the cyber political era. (Indrawan et al. 2021)

Social media plays a significant role in political communication by fundamentally changing the dynamics of interactions between leaders and followers, the way political messages are delivered, and the level of public participation in the political process. The challenges and opportunities that arise from the use of social media make it important for political actors to understand these complex dynamics, in order to maximize positive impacts and reduce possible risks.(Arsyad et al., 2024)

Opportunities for utilizing information technology in political communication in Indonesia are: 1) ease of access to information; 2) wider reach of message delivery; 3) the existence of direct public space between politicians and civil society; 3) every individual can aspire or have an opinion; 4) political message delivery can be done in real time with the live streaming feature.

The biggest challenges of information technology are: 1) the ease of influencing public opinion which is often misused towards provocation; 2) the large number of hoax news that spreads quickly; 3) data leaks that are misused; 4) uneven internet access throughout Indonesia; 4) criminalization of civil society by politicians related to the spread of good names; 5) information bias caused by the flood of information makes it difficult for the public to filter which information is true or false.

Margaret argues that cyberpolitics activities contribute in the form of liking, supporting, sharing, commenting and downloading where this is to support various political goals. These small actions then trigger a chain reaction and become a collective movement so that it quickly spreads widely on social media.(Margetts et al., 2015) the more followers, likes, shares and comments, the greater the influence and reach of the content. Politicians must use this wisely, not harm the public by spreading propaganda that leads to hatred and the spread of fake news.

Information technology, especially the internet and social media, presents significant opportunities and risks for the political system in Indonesia. In this digital era, the impact of technology is very broad and affects society as a whole. Its influence includes issues related to privacy, literacy and access to information, cybersecurity, intellectual property, copyright, election integrity, the digital divide, and polarization. The role of government in ensuring the use of technology in accordance with the public interest is very important to protect democracy. The power of the internet as a source of information and fast mass communication has a major impact on political discourse. Weaknesses and shortcomings in security system supervision can disrupt political communication to the public. In addition, many politicians, political parties and even government institutions utilize digital algorithms for political, economic and social gain, which ultimately threatens the integrity of the political process, especially public trust.(Eprs & Parliamentary, 2019)

The advancement of information technology increases the dynamics of political communication. Digital platforms have made the dissemination of political information and the application of democratic principles more efficient. Political dynamics in Indonesia are influenced by technological advances, which affect the course of legal politics. Cyber politics provides a new perspective in understanding politics by examining information technology, communication, and digital dynamics. Information technology becomes a communication tool in the political field because it plays a role and even gives a new face to the current political system. Propaganda and campaigns carried out digitally provide effectiveness and efficiency for politicians, governments and various other parties. Thus, political dynamics will be more diverse but on the one hand have a negative impact, especially on users of society who are new to technology.

Conclusion

The development of information technology, especially social media, has provided many benefits for social activities. The use of information technology in political communication has given birth to new dynamics in cyberpolitics. Politicians, political parties and even state institutions can use information technology to convey messages, propaganda, and create digital democracy. However, there are serious threats behind these benefits, namely easy access that allows people to believe information without verifying the truth, the rise of hoax news, propaganda that leads to hatred, and unequal internet access throughout Indonesia. The role of the government is important in

supervising the dynamics of cyberpolitics on social media, especially in protecting people's rights from criminalizing public officials, freedom of expression, and valid information.

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