

# Political Communication and New Media : A Reflection About Social Impact of Information Technologies

Wulan Purnama Sari

Student at Master Degree Program of Communication Science, Faculty of Social and Political Science, Sebelas Maret University, Indonesia

## ABSTRACT

Maybe like a dream that today we are living in the age of pseudo reality. For now the world is moving on ( only on ) our eye blink and the tips of our fingers only. We are spectators that information technologies have changed the world rapidly, simultaneously, drastically and absolutely. The old media have been influenced significantly and also massively by the new media technologies, when they do their job for society. The growing coverage of new media can be seen in the increased as well as developing countries, like Indonesia. New media enable peoples to share ideas, experiences, opinions, and every they to share among each other all over the world. By the regard to political field, new media can be an enabler for participation to the democracy process among citizen. The fact we cannot avoid is that, the revolution of new media technology has changed the shape, structure, model and absolutely pattern of political communication in the world.

**Keywords :** Political Communication, New Media, Campaign and Political Action

## I. INTRODUCTION

In Indonesia and other democratic countries, political parties as a political institution must be exist and make a role for political life. We cannot avoid from the reality that political parties feel responsible to canalize public interest, peoples need and more specifically political orientation by the citizen. But up to now, they have new media and new technology to accommodate participation of public political opinion, public discussion and also parties programs in large. In the past, ( we can called 'traditional technology' ), politicians and journalists / old media institution bring up and moderate those political discourses in the society. It use the traditional media to blow up the issues, personal programs by politician and other need to publication. However, the traditional structure of mass communication in the political context has changed (Chadwick 2006).

Put account to use of new media, this is the data you can analyzed. We have to conscious up to now, more than 900 million people at all over the world are

members of the Face book network company . Other media, the Twitter, according to Forbes has been counted more than 500 million users in total. About two facts above, what can you say ? With this big number of growth, these platforms allow everyone, every individuals use space to express anything in their mind. In that context absolutely included both citizens and politicians to participate in political discussions as public issues or to share other (vested) interest publicly. Very clear, it is argued that from the point of view of politicians and political parties information is a must. And it is really important to actively join in new media ( with all its derivation ) in the frame of political communication. In other words, new media became a golden hands because can do anything, and political field is one of many areas using it. You can see the election campaigns will be no taste without new media. We can say many political actors use new media to support their political communication. But if you see in Germany, the new media more use to support business fields than to political activity. However, that fact do not reduce the assumption of high relevance of new media for political actors. For simple example, studies

have shown that a majority of German politicians do not support political communication by new media / social media (Christmann et al. 2010). Up to now only little is known about the relevance of new media for politics as well as success factors for the new media for political aims / political agendas.

This reflection article particularly elaborates the impact of new media technology on everyday social life, but more specially on political communication. The article shows the extensive and large use of internet connection and smart-mobile phones in the action of many political actors. The general election campaigns ( held by political parties ) and presidential election campaigns for example, is a manifestation of political behavior. In the field for now, social media platforms such as face book, twitter, you tube channel, micro blog or website blogs has been successfully used. As you know almost at all over the country, the political actors are disseminate information and propaganda to voters candidates as well as to contact and discuss with them directly. In this discussion political action / behavior referred to the election campaigns in some of areas. It also connected to the its effects on political behavior and political decision. By this article the writer also suggests a new point of view of political communication through new media technology.

## II. LITERATURE REVIEW

As we are known, the present era is the digital time, where information technology manages to overcome spatial disparities. Digital era is characterized by the increasingly widespread network of integrated communication and information technology. The Internet is a loose network of thousands of computer networks that reach millions people all over the world. His initial mission was to provide a means for researchers to accessing data from a number of expensive computer hardware resources. However, now the internet has evolved into a very fast and effective communication ground, so it has strayed away from its original mission. Today, the internet has become so powerful as an information and communication tool that we can not ignored (La Quey, 1997).

The increasing relevance of the new information and communication technologies (ICT) regarding political action and public issues have been analyzed

and documented by researchers since the 1990s (Chadwick 2006). In large opinion, literature reveals different views on the role of the new media in field of politics. The two sides of new media use in politics are, on the one side the internet's interactive potential is clearly seen as transformational equipment and on other side proponents of the normalization thesis (Davis, 1999) foresee no new media induced change in the political shape. So, that is a various perspective only. I think it is not too wrong if we said the role of the new media is supplemental rather than to displace the old or conventional media.

The born of Web version 2.0 technologies (McAfee 2005) has supported and increased absolutely, the relevance of the new media for political communication. The platforms like face book, blogs, twitter, and other potentials platforms as social software. The new media appear to be most promising and give beautiful face in political discourse as social software can be an enabler for more political behavior. In this context political behaviors are political participation and support to democracy. And then, what is public participation mean ? According to Creighton public participation as the process by which public concerns, needs and values are incorporated into governmental and corporate decision making. The so-called "e-participation" focuses not only on this process but also on using the internet as an additional or exclusive instrument to create dialogues between the elected and the electorate ( Creighton, 2005 ). In line to that, Karpf introduces the notion of "Politics 2.0," which can be understood as the harnessing of the internet's lowered transaction costs and its condition of information abundance, toward more participatory, interactive political institutions ( Karpf 2009)

Political participation is defined as the activities of citizens who aim to influence political policy. The activities referred to this political participation are not the activities of watching a debate on television. Democracy will not function without the activities of citizens in political participation (Subiakto & Ida, 2012). The political participation of the community is a central component of the democratic system. The active participation of the community will enrich the political process as it can encourage better policy-making processes by the government. Community involvement

contributes in the form of considerations in the policy-making process by ensuring the accountability of politicians. In other words, without the participation of the people's politics, the democratic system will not work as it should. In the first place, political participation was simply defined as the involvement of the people to vote for their representatives through campaigns and elections, but over time the terms political participation began to cover a broader range of activities (Kholid, 2015).

Political participation is an activity by a person or group of people to actively participate in political life, by selecting the leadership of the State and, directly or indirectly, influencing public policy. Mirriam Budiarjo, then also explains this activity includes any actions as manifestation of that terminology. For examples, political participation including activities such as voting in general elections, attending general meetings, becoming members of a political party or other interest group, making contacts with government officials or members of parliament, and so on (Mirriam, 1998).

In a democratic country, the highest level of political participation shows that citizens are follow and understand political issues. And they really want to involved themselves in those political activities. But anyway, in contrast condition, low participation rates are generally regarded as an unfavorable sign, since it means that many citizens are not paying attention to constitutional matters.

The relevance of new media or social media based online communities for political communication is steadily increasing in recent years. Especially, young voters spend more time online in social networks such as Face book or MySpace than watching television or reading newspapers. As Web 2.0 tools are modern digital equipments / tools of participation and collaboration, the democratic systems may got much more benefit from this development. Therefore, political actors are advised strongly to take part as soon as possible in the communication at these virtual places they political activity support from.

### III. DISCUSSION

#### **New Media Use**

Now we can not escape from reality, because today we are living in the era of democracy. Democracy needs specific atmosphere of society. In the specific

atmosphere society, you have to trust, democracy get its possibility to grow up. In other word the specific society is the societies where there is freedom of information, discussion and expressed their opinion freely. Free new media is a pivotal instrument of the democratic state. As we know in the free democratic societies media institution generate political activities, such as debates and political discussion openly. More, they provide a special platform for open talk and discussions. The new media technologies can flourish in such societies promoting an conducive zone. Yes, it is a conducive zone and atmosphere for the peoples to give participation in politics and keep hold on democracy stand up.

Indonesia is a developing country, but for now the trend of political communication have started to use new media. So, it seems like in the developed countries of the world, that they no doubt to use new media technology. As we known new media has played an appreciated role in promoting democracy. Basically, there are several challenges to political communication in the era of new media, also with Indonesia. The challenges are involved state power that extremely we can called as a monster. Although the countries declare they self as a democratic state, in fact the media institutions / organizations work under strict censor by government. We believe in these condition, media are controlled and used for government policies. In Indonesia the control still reasonable, that is very different with North Korea that new media cannot play its role in spreading out massively democratic values to the citizens. For Indonesia, another challenge is about new media infrastructure. As a developing country, Indonesia the availability of internet connection is very limited. Internet connection only available in the city, but in the rural area peoples can not access new media content . Finally, such situations the new media / digital media cannot play an effective role over there.

Directed our sight through the developed countries, we will find the reality that political parties compete with other one in disseminating their messages to public via new media. All existing parties can be certained have their own web sites and blogs where they interact with their voters, and generally with the public. Many of the politicians, leaders of political party, and other public figure have their Twitter accounts, face book accounts, you tube channel and possibly other platform of social media. In Indonesia the digital campaign of Joko

Widodo in president election at 2014 ago is nice examples of new media use in political communication. Than, other examples is e - campaign of the American former president, Barrack Obama.

### **Obama and Jokowi : Won By Machine ?**

Interaction between human being and machine is undoubtedly reality. Even, for former President Barack Obama. When he was participate in presidential election in US, information technologies is one of his campaigner. Obama use new media to support political communication activity through the citizens. American peoples are hold a key to open the doors of the white house. Using new media to create campaign strategy is reasonable. Then, rise a concept of e - campaign started new horizon of interaction between any society elements. E – campaign created new connection and interaction shape between media scholars and political scientists working on political action such as candidate debates and other political discourses. The use of new media by the Obama’s campaign team, put a inspiration for other politicians. We confess the Obama presidency was only because of the extensive use of the machine, called the new media technology.

Maybe, the most important thing in this discussion was the website of the campaign has unique name. The name of Obama website is MyBo. MyBO seems like name of lovely pets, that so close to our daily activities. MyBO became memorable web and absolutely fill almost heads of the American. Inside the campaign it was known as a mobilization network, and its goal was only to win the election (MyBo.com) .

In Indonesia, president Jokowi also use new media to campaign activity. Flashback to the election of Governor of Jakarta 5 years ago, Joko Widodo was in pairs with Basuki Tjahaja Purnama has been won the election. The success of them defeated incumbent Fauzi Wibowo who served as Governor of Jakarta at that time as well as Jokowi's campaign strategy has inspired the politicians and candidates of Governor in other areas. Even the way Jokowi campaign looks to be adopted candidates in the upcoming 2014 elections. Some do it with a copy paste or a modified bit then paste. Whatever the form looks creative methods of political campaigns began to get infected to the people of Indonesia in addition to inspired presidential election campaign in the USA in 2008 and 2012. As observers and digital campaigners, we see the essence of every

strategy Jokowi campaign there are three, in examples well-planned, creative and measurable by involving digital agency experts in their fields, off line and on line, done in total and focus.

Well planned every message submitted to the community, especially those passed on by volunteers, the message is very clear, the issues are packed, then spread over the internet with various channels, ranging from YouTube, Face book to Twitter and various other platforms, really mature. Including how they anticipate a negative campaign that tends to attack. Ahok Jokowi team able to do reframing so as to have a positive impact and dwarf political opponents.

Creativity is endless, there is always a new idea idea when human creative man who is involved in the election campaign is willing to help partner Jokowi - Ahok. Starting from the selection of tag line and target voters with the right channel, the theme presented, the desire for a better change in Jakarta. So is the image that is spread online to mobile campaign, video content and parody.

Note the box of boxes they produce, from the beginning to the campaign period, how many are there? unconsciously political opponents do not pay attention to it. The number of clothing productions that characterize when the campaign describes how much potential the sound they will get. Certainly, a voting group that does not support the couple will be unwilling to buy, much less wear the shirt. So also with targeted, targeted and always measurable online campaigns. Is the concept of how Jokowi's campaign can be replicated to be applied to every election in other areas? Most likely not everything. The strategy may be applied, the applications and tactics should be done in a creative and better manner and do not imitate if you do not have a mature concept and experts who understand the dynamic campaign paradigm especially when the target is the native young digital and digital immigrant.

## **IV. END OF DISCOURSE**

We all simultaneously agree the new media technology has greatly influenced the social life. It is not to miss included field of political communication in the whole globe. New media technology effects in social life are inevitability, and have been given many more evident

that the technology is easily available. However, it has also influenced the process of political communication in both of the developed countries and developing countries. For now days these developing countries are giving more consideration to the spread of contemporary technologies, especially information and communication technologies.

Very easy today to found that the new media technology has changed the political view, political attitudes and behaviors in the every countries all over the earth. Indonesia as a one of the developing countries had adopted the technology to create a positive change in the political communication. The general election and president election in 2014 ago are proof that information and communication technology successfully influence the political attitudes and behaviors of the public.

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