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UTILIZING MEDIA NETWORK AND BIG DATA ON PRESIDENTIAL ELECTION'S WINNING: A CASE STUDY

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ABSTRACT

Background: Media and big data can be used as a political communication tool to win the presidential election, as in the case study of the Jokowi-Ma'ruf Amin pair who made optimal use of these two tools to win the 2019 presidential election contest. With big data, the successful team moves more efficiently and on target in attracting potential voters in the 2019 Presidential Election.
Aim: To analyze the use of media networks and big data by the Jokowi-Ma'ruf Amin pair in the 2019 Presidential Election.
Method: This study uses a qualitative descriptive approach with a literature study method. Self-study review dipakai penulis dalam menyajikan topik yang dibahas dengan pemahaman atas subjek penelitian.
Findings: In the case study of the Jokowi-Ma'ruf Amin candidate pair, the utilization of media networks and the use of *big data* to map the battle areas in the 2019 Presidential Election contestation, has brought the candidate pairs Joko Widodo and Ma'ruf Amin (as political actors supported by party institutions) bearer politics) to be the winner in the political contestation. This is none other than because the success team of the Jokowi-Ma'ruf Amin candidate pair has paid attention to all aspects to win in the political contest, and took steps to involve media both digital and non-digital to the fullest, and utilized big data analysis in determining steps in the campaign.

KEYWORDS

media, big data, Jokowi-Ma'ruf, winning, presidential election

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INTRODUCTION

Advances in communication technology today have colored political communication carried out by political actors. This can be seen in political marketing and contestation for a seat in parliament, or for the region, or the head of state, in a country that adheres to a democratic system. Likewise in Indonesia, the use of communication technology has often been found in the realm of practical politics to support the winning of candidate pairs for regional heads or heads of state (Luluardi & Diniyanto, 2021).

With technological advances, the role and influence of the mainstream mass media has changed a lot, which was previously the center for information dissemination, now social media has begun to replace it. Social media with digital platforms has enabled individual members of the public to become sources of news and also play a role in spreading the news itself (Nielsen & Fletcher, 2020). The massive use of social media in conversation and everyday life can be analyzed through the use of big data analysis tools. With this analysis of big data, it can be mapped how the trends exist in the social media community.

Big data or big data has been identified since 1944. The term big data was identified by a librarian named Fremont Rider from Westleyan University in the United States. In that year

Rider had predicted that libraries in American universities would grow to 200 million volumes by 2040. Big data was later mentioned in a scientific article entitled "Application controlled demand paging for out-of-core visualization", by Michael Cox and David Ellsworth in 1997. Things related to big data are (1) volume, (2) velocity (speed of data flow) and (3) variety (diversity of data) (Narendra, 2015).

The use of big data is inseparable from digital media. Digital-based social media such as Facebook, Twitter, Instagram, and so on, is a vast field for panning for data using big data tools. Therefore, big data cannot be separated from the media.

The media is the main access point for political actors or political organizations to be able to enter and interact in the political arena. Jeffrey P. Jones mentions that the media is the political meeting place that precedes, shapes, and sometimes determines further participation (of political actors), through various forms of media (books, magazines, newspapers, newsletters, billboards and advertisements, direct mail, radio, movies, email, websites, blogs, social networking sites, and, of course, cable television and networking.) and across various genres of fiction and nonfiction. Such meetings will not only share "information" about ideas, issues, events, or political players, but will also shape our mental map of the political and social world beyond our direct experience (Perloff, 2021).

Another concept is related to the logic of network media (network) which is currently widely used in digital social media. Social media platforms are characterized by their differences from the logic of mass media, although there is overlap between the two, relating to the production, distribution, and use of media. This is further explained by linking it to three aspects of mass media logic: professional idealism, commercial interests, and technological capabilities (Klinger & Svensson, 2019).

The role of the media in the dissemination of information is not only limited to mainstream media, but with current technological advances has developed into new media based on digital computers and connected to networks. Digital technology is one form of today's communication revolution, which is then also referred to as new media. The form of the communication revolution itself can be seen from the characteristics of the new media, namely the integration, interactivity and digital code of communication (Dijk, 2006).

The use of big data has also entered the political realm. With big data, political actors or political institutions can organize this data to become the basis for making decisions to carry out campaigns or outreach somewhere.

Big data has also been used in political contestation, including the use by candidate pairs fighting in the 2019 Presidential Election. The candidate pair Joko Widodo - KH Ma'ruf Amin has used big data to map voter tendencies in an area (Aditya, 2021). The success team from the Jokowi – Ma'ruf pair has made efficiency by using big data, where campaigns in a certain area can be carried out with targets that have been mapped out in advance (Kumparan, 2019a, 2019b).

The researcher attempted to analyze the use of media networks and big data by the Jokowi-Ma'ruf Amin pair in the 2019 Presidential Election. The discussion focuses on the use of media networks and big data in winning the presidential candidate pair Jokowi-Ma'ruf Amin in the 2019 Presidential Election. This can help understand the role of digital media and data in political communication and campaigning.

METHODS

This research was conducted using a qualitative descriptive approach. It describes the topic raised by using a literature review. Neuman (2013) also states that there are 6 types of Literature Review, namely content review, historical review, integrative review, methodological review, self-study review, and theoretical review. Self-study review is a type used by the author in presenting the topics discussed with an understanding of the research subject.

The researcher used literature review by reviewing different literatures, mainly books and journal articles. The researcher only included most recent ones, from 2018 to 2023. The researcher then applied Miles and Huberman (2014) technique for the analysis stage: Reduction, data display, and conclusion.

RESULTS AND DISCUSSION

The process of political contestation in the 2019 presidential election was marked by intense competition from pairs of candidates in gaining sympathy and votes from voters, bearing in mind that there were only 2 pairs of candidates. For this reason, the use of all media and platforms will be carried out by the candidate pairs and their success teams, including using media both in the form of mainstream media and digital application-based social media (Ariefana & Yasir, 2018).

The successful team of presidential candidates Jokowi and Ma'ruf Amin in the long campaign process were seen to be quite shrewd in playing the media element in an effort to win their campaign. Cardholders from the mainstream media have been approached and many have moved closer to the Jokowi-Ma'ruf camp. The Jokowi-Ma'ruf candidate pair also includes the owners and editors of mainstream media in their success team. Among those directly involved are Surya Paloh (Nasdem) with the Metro TV-Media Indonesia network, Hari Tanoesoedibyo (Perindo) with the MNC media network, and Erick Tohir with the Mahaka Group network such as Jak TV, Republika Daily.

In the implementation of his campaign, it appears that in the second period of Joko Widodo's re-nomination as a presidential candidate with his deputy Ma'ruf Amin, more media owners moved closer to the incumbent, Jokowi. If in the previous presidential election in 2014 his rival Prabowo Subianto-Hatta Rajasa was still supported by one of the major media, namely TV One and Viva.com which were owned by Aburizal Bakrie who was the general chairman of the Golkar Party at the time, then in the 2019 presidential election there seems to be no major mainstream media that are close to the Prabowo-Sandiaga Uno camp.

Some observers view that the large number of media owners who are close to one pair of candidates is a bad sign for democracy (Apinino, 2018). However, when viewed from a different perspective, it can be said that this is the maximum effort of the pair of candidates to gain votes in winning the political contest. At the social media level, the Jokowi-Ma'ruf Amin presidential pair also collaborated with several institutions and media that manage social media as a platform to gain sympathy and win voters' votes.

The mainstream mass media which has closed in on the Jokowi-Ma'ruf camp has of course participated in promoting the candidate pair it supports, although still paying attention to the journalistic code of ethics by also covering both sides of the challenge, although perhaps not with the same intensity. Reporting on political programs and promises as well as

the campaign process of the Jokowi-Ma'ruf candidate pair has certainly colored most of the mainstream media in Indonesia.

There are a number of figures/practitioners from the mainstream media who are directly involved in the Jokowi-Ma'ruf winning team, including Riza Primadi and Rizal Mustari from ex Trans TV; Tina Talisa, former TV One presenter who is a Nasdem candidate; Usman Kansong, Chief Red Media Indonesia; Arya Sinulingga from MNC Group; Putra Nababan, presenter on Metro TV; Meutya Hafid, former Metro TV presenter who became a candidate for the Golkar Party (Hakim, 2019a).

With the direct involvement of these media practitioners, including in directing the candidate pairs to face the Open Debate for the Presidential and Vice Presidential Candidates, it is clear that the role of the mainstream mass media is very optimal in efforts to win the Jokowi-Ma'ruf candidate pair (Hakim, 2019b).

In the winning strategy for the Jokowi Ma'ruf candidate pair, apart from collaborating with the mainstream media, the winning team also optimized the use of social media and analyzed voter trends through social media. This is in accordance with what was stated by Klinger & Svensson (2019) that with Datafication it can be translated and measured all activities of social media users in a certain area to then be modeled into a data according to what is needed. With this datafication, social reality can be monitored and predicted based on the algorithms of social media users.

The use of big data through the datafication process will make it easier for the campaign team to map the things that are liked and needed by the constituents of prospective voters. The Jokowi-Ma'ruf campaign team then conducted a mapping of issues that were of interest to the public with specific areas to be visited in the campaign by the candidate pairs or by the campaign team. With this mapping, the campaign can be more focused on the needs of the people in the area.

The campaign team also mapped the areas based on potential voters to choose candidate pairs. Areas that are the mass base of voters, visits or campaigns in those areas will be carried out to strengthen voters who are sure of the candidate pair, and remind voters to come to TPS to vote and participate in escorting the voters' votes. For areas that are swing voters or are still gray in the sense that they are still unsure about choosing a pair of candidates, the campaign will be optimized because the chances of getting votes are quite large. Meanwhile for areas that are the base of opponents, campaigns will not be prioritized in those areas, because there is very little opportunity to change people's views and it takes a lot of effort to do so which is not commensurate with the expected results.

The data analysis was also carried out to see the sentiment from the public regarding the statements of the candidate pairs. If there is negative sentiment from the public, the campaign team will flood cyberspace with "messages for small change" such as unique and funny messages that are entertaining, which can then increase public trust in candidate pairs.

Before making a visit to an area, the campaign team has already mapped out how voters tend to be in that area. The results of using the analysis of digital social media look very good. Among other things, there was a lot of enthusiasm from the residents when the open campaign was carried out, because it had previously been mapped out how strong social media supporters were for the Jokowi-Ma'ruf candidate pair in the area.

For areas where voters need cheap education, campaign messages will target this more, so that what is expected by the community can be a positive response that matches the wishes of the community. The campaign team also fielded campaigners from politicians who know the area and who are popular for the target community, so it is hoped that the political messages conveyed can be effectively received by the people in the area.

Data analysis (datafication) on the use of social media has produced many results as expected by the candidate pairs and their success team. With the strategy implemented by the Jokowi-Ma'ruf candidate pair, it appears that the winning team has optimally used the media as a winning strategy, both mainstream media and digital-based social media.

With the strategy implemented by the Jokowi-Ma'ruf National Campaign Team, which consists of practitioners and politicians from parties supporting the candidate pairs, it appears that a positive synergy has been established from political forces supporting the candidate pairs along with the power of media owners and practitioners in an effort to win towards the Jokowi-Ma'ruf candidate pair, and it appears from the results that the incumbent has managed to maintain the trust of the public to return to lead Indonesia for the next five years.

The use of big data to obtain datafication is one of the advantages of communication technology (Castells, 2009). This advantage has been widely used for various purposes, including for the benefit of practical politics. In its use, political actors and political institutions that cover it will combine the use of mainstream media and social media. The two media will get data supply from datafication big data which is the result of an analysis of constituents who use social media as well as mainstream media in an area.

In the political battle to fight for the President's seat, the political marketing that is carried out must be carried out with the confidence of winning at least 50% + 1. However, candidate pairs must also pay attention to the difference in the difference in votes so that victory can be secured from demands for a presidential election dispute if the difference in votes is very thin.

In contrast to product marketing, which at least wants to get a certain percentage of share, political marketing, especially at the presidential election level, must be calculated carefully so that the victory must be a majority or more than 50%. It would be better if the winning number reaches above 55% so that the difference in votes can be 2 digits (or 10%) from its competitors.

Therefore, the role of big data is very important for mapping potential voters and finding the most profitable campaign sites, taking into account the availability of resources and the time available. In addition, the utilization of media networks together with the use of big data will produce an effective combination in an effort to win the 2019 presidential election battle.

CONCLUSION

The success of a pair of candidates in winning a political contest cannot be separated from the political communication they do to gain votes from people who have the right to vote. In practice, the strength of political actors and parties will be related to the media that supports them, both digital and non-digital media. Actors and political parties that are supported by the media, both digital media and mainstream media (non-digital) will be more effective in conveying political messages in each of their campaigns.

The power of political parties and their relationship with the media (both digital and non-digital) used can be observed quite clearly when the presidential election is held, starting from the preparation, campaign, voting, to after the election winner is determined. This can be seen from the interests of the media (or media owners) to get close to the existing political forces, to gain access to power or to facilitate their economic business in the media sector or other fields, which is manifested in the form of participation in the election winning campaign team for a pair of candidates. On the other hand, political actors and their supporting political parties also need the presence of the media to help convey their political messages, and of course to gain voters' votes to win the presidential election contest.

Therefore, in the case study of the Jokowi-Ma'ruf Amin candidate pair, the utilization of media networks and the use of big data to map the battle areas in the 2019 presidential election contestation, has brought the candidate pairs Joko Widodo and Ma'ruf Amin (as political actors who supported by the supporting political party institution) to become the winner in the political contestation. This is none other than because the success team of the Jokowi-Ma'ruf Amin candidate pair has paid attention to all aspects to win in the political contest, and took steps to involve media both digital and non-digital to the fullest, and utilized big data analysis in determining Steps in the campaign. This step seems to have yielded positive results as expected by the candidate pair and their success team.

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