

Web-based Information Openness to Increasing Political Participation in Indonesia

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http://dx.doi.org/10.18415/ijmmu.v6i3.820

Abstract

This qualitative research aims to describe the use of web-based information disclosure to increase political participation in Indonesia. Technological advancements make it easier for the Indonesian people to understand political participation. *Jari Ungu* is a web-based communication media created to recognize legislators in 2014-2019, government regulations, governor and legislative candidates for 2019-2024. Data is taken through a literature study of 10 articles related to political participation. The researchers also collaborated with five participants aged 18-25 years, five participants aged 30-40 years, five participants aged 50-60 years and three legislative candidates for interviews live in Jakarta. The results of the study indicate that web-based can improve political participation in Indonesia. In addition, *Jari Ungu* as a web-based provides convenience to the public in recognizing legislative members as well as prospective legislative members. *Jari Ungu* also provides an opportunity for the public to oversee every policy and regulation made by legislative members and governors in various provinces in Indonesia. Even though 10 from 40 participants did not know about *Jari Ungu*. This research can be used as a source of information for socialization to the community in areas related to web-based political participation education. It is the legislative members they choose.

Keywords: Web-Based; Political Participation; Communication Media; Legislative Candidates

Introduction

Technological developments are increasingly rapid, especially in the field of internet-based information technology. So the role of communication media is increasingly important. According to Byun, Sung and Park (2017) technological innovation has strategy and also technology life cycles changed by technological area. Media and communication is one proof that technology has an influence in the political world (Wasko, 2018). As we know news media connected political actors to citizens (Vos & Aelst, 2017). Therefore use in technology by social media can promote democratic attitudes or behavior (Yu & Oh, 2018). Such as female participation in politics may also influence positive role model for young generations (Yao & You, 2018). In the other side, attaining media attention politicians can be seen as more influential and improve their position in policy debates (Kunelius & Reunanen, 2011). Political communication media by social media such as Facebook and Twitter enable users' content generation, expression and social interaction(Velasquez, A., Wash, Lampe, & Bjornrud, 2014). Implication of social media for social change is political efficacy employed in prior research and social media activism(Velasquez, Larose, Velasquez, & Larose, 2015).

Based on Rosenstone and Hansen in (Dahan & Monogan, 2016) explained that participation is an inherent and people are more likely to participate when invited directly. Social media isn't only one political participation affected citizens. Based on Dahan and Monogan (2016) Church strictness influences political participation in America. Political participation need time, cognitive energy, material resources and civic skills (Dawkins, 2016). In Italy, political participation comes from parents' socialization to children's about political activity (Dotti & Quaranta, 2015). Therefore, Social media is used as a communication strategy politics is relatively new and becomes warm phenomenon until now. For example, in Indonesia internet and social media have played significant role in contemporary political sphere (Molaei, 2017). Digital media also building sustainable democratic to engage in civic and political activism in Indonesia (Suwana, 2018). Use in media social Facebook and Twitter place the focus on the individual politician rather than the political party (Enli & Skogerbø, 2013). In Israel, digital fit had a strong positive effected to political success (Eyal, 2016). From the above comparisons regarding political participation in several countries, there is a link between the media and political progress. According Falasca, Dymek and Grandien (2017) explained that social media has an influence on campaigns in Swedish. That study found carriers of advertising as well as audiences whose free labour generates political campaign content through social media. Meanwhile, In Germany news media influence political actors' (Fawzi, 2018). It shows by political actors perceive the mass media to be omnipresent during the whole policy cycle even behind closed doors.

Political communication in German shaped by social media (Stier, Bleier, Lietz, & Strohmaier, 2018). Based on Stier study found politicians and their audiences discuss different topics on social media than those salient among a mass audience. There is a positive relationship existed between social media use and online political expression and social media use with political participation in Asia(Skoric, Zhu, & Pang, 2016). Because the importance of the expressive use of social media to increasing political participation. Serek, Machakova and Macek (2018) argue political participation in The Czech Republic encouraged adolescents' general readiness to participate and a lower institutional trust channeled the participation towards non-normative actions that typically challenge traditional institutions. This difference in political participation shows that each country has its own political system. The use of social media also varies with regard to political participation. Based on previous research, political participation has increased due to the presence of social media and some have not used social media as a place for political actors to campaign. Even teenagers' political participation is not influenced by social media and is weakened due to distrust of the government.

In its development, social media become important as an effective tool in the process political communication, especially in the context of the campaign elections that can mediate among politicians with its constituents, namely between communicators and communicants remotely and massive. Therefore, through social media, communicators can do political communication with supporters or constituents, that is to build or form public opinion and at the same time mobilize support massive politics. The use of social media has also been done improve political communication networks, political relations and community political participation in elections. According to Reichert and Print (2016) argue Australian scholars and politicians found that news media use stimulates political discussions increasing political participations on young Australians. As a developing country, the use of social media is needed to make it easier for Indonesians to recognize legislative candidates, as well as regulations made by the government. Based on Johansson (2016) research, population in Indonesia close to 260 million, approximately 88.1 million had access to the internet in the beginning of 2016. Based on Alimuddin and Seniwati (2016) research study about the internet and social media in political participation in Indonesia, social media supported Jokowi's campaign in the presidential election in 2014. Joko Widodo was successful in taking followers in to his social media. After five years leading Indonesia, in 2019 190 million Indonesian voters set off the polls to elected their President and Vice-President, elected 136 members of the national Regions House, 575 members of the powerful House of Representatives, 2,207 provincial level MPs from the 34 Provinces and 17,610 local councilors across more than 500 local authorities (Evans, 2019). Technology era brought millennial become a strategic target to be won over in the concurrent presidential and legislative elections (Temby, Burhani, Irawanto, Temby, & Burhani, 2019). Perbawani, Rahayu and Anshari (2018) argue that in Indonesia, internet and social media have changed the dynamics of public engagement in politics and democracy explored. Therefore modern political communication is Web 2.0 (Iosifidis & Wheeler, 2018). Online political participation used in Taiwanese citizens to express political opinions on the web (Hsieh & Li, 2013). Based on that study, previous research discussed related political participation through Facebook, Twitter and News media. But no one has examined the specific use of the website in increasing political participation. For this reason, the research question in this study is how the role of the website in information openness to increase political participation in Indonesia?

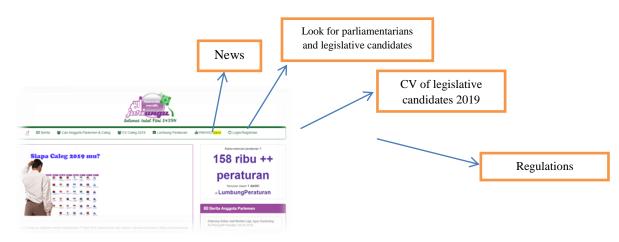
Methodology

According to Grossoehme (2014) when we used qualitative research methods are robust tool for chaplaincy research question. In the other side, qualitative research helped the researcher in Italian social and organizational psychology (Montali et al., 2019). Based on Lindlof and Taylor in (Chesebro, Borisoff, Chesebro, & Borisoff, 2007) qualitative researchers seek to preserve and analyze the situated form, content and also experience of social action. This study uses an approach qualitative to facilitate more studies deep and detailed. Descriptive study especially for mapping voter behavior in using webbased media, the Jari Ungu, and its influence on understanding people's political participation. The unit of research analysis is individuals. In this research, we used Jakarta as a located for collected data. Jakarta is a city that is powerful and all the progress in the nation can be seen here, such as technologies and national politics (Kusno, 2015). The qualitative observation conducted by the authors took to the field to observe one of the legislative candidates in promoting themselves directly. Then, observe the legislative candidates who are active in social media. After that, the researchers also observed the Jari Ungu web and saw the activities of the users. The researcher also conducted a survey of 40 participants according to aspects of the age of 18-25 years, 30-40 years, and 50-60 years related to the Jari Ungu platform. Qualitative interviews were conducted with researchers conducting individual interviews. Interviews were conducted with five participants aged 18-25 years, five participants aged 30-40 years, five participants aged 50-60 years and three legislative candidates who knew the Jari Ungu platform and were also active in social media. This interview was held after the 2019 general election. As written evidence, researchers also collected documents through relevant research results; there are 10 articles from several journals. For participants aged 18-25 years written I1-I5, while participants aged 30-40 years are written P1-P5, participants aged 50-60 years are written O1-O5 and L1-L3 is written for legislative candidates.

Results and Discussions

Jari Ungu

JariUngu.com was built by all of them not politicians, not political observers, not members or sympathizers of certain parties, as ordinary people who, after the 2009 Legislative Election, needed a medium of communication with elected representing our region (Jari Ungu, 2019).



Picture 1. Jari Ungu website.

Based on the picture 1, to enter on *Jari Ungu* website should click <u>https://jariungu.com</u> after that to seek news update about parliamentarians or legislative candidate click news (*berita*). We can seek the profile of legislative candidates by click CV legislative candidates 2019 (*cv caleg 2019*). There are more than 158 thousand of regulations in there. To connected and read the regulations, we can create an account of *Jari Ungu* by click login or registration.

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Picture 2. Regulation List

Picture 2 show Jari Ungu also connected with Facebook and Twitter. We can share our comment in that web through Facebook. The connection has done because Jari Ungu has Facebook account.

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Picture 3. Jari Ungu on Facebook

Picture 3 show Jari Ungu also connected with Facebook because of that, people can give a comments to legislative candidate or parliamentarians. As we know Facebook use for news and

discussion network heterogeneity (Kim, 2018). For this reason, the *Jari Ungu* developed the website through an account on Facebook. So that social media becomes a political communication activity that gives an impact on political strategic (Kelm, Dohle, & Bernhard, 2017).

Web-based can improve political participation

Observations are made when the legislative candidates hold a direct campaign or the media. Then, researchers also conducted observations by giving a survey of 40 participants.

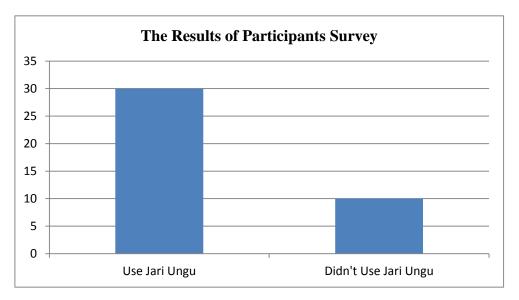


Figure 1 The results of participants survey about use Jari Ungu

Source: private document

Based on figure 1, more than 30 participants know about *Jari Ungu* and they also use it to connect with parliamentary. In the other side, from 40 participants only 10 participants didn't use *Jari Ungu* because they don't know about it. The findings of this research also conducted through interview with 20 participants for 40 minutes.

"In my opinion, political participation can be interpreted as involving someone or a group of people who are actively involved in political activities" (interview, P1, 2019) "Participation in politics does not mean we are included in it. I think political participation is only citizen whose purpose is to save the nation for the progress of a country"(interview, I2, 2019). "Participation in my opinion is community participation in political activities being carried out, starting from participating in election activities, political discussions, campaigns and participation in political parties to participating in demonstration activities" (interview, O1, 2019). "In my opinion political participation has the meaning of someone's involvement in political activities both actively and passively" (Interview, I3) "Political participation is the community enlivening the party of democracy without cheating" (interview, P3, 2019).

Citizen participation in politics has always been a defining characteristic of democracy (Hooghe, Hosch-dayican, & Deth, 2014). Van Deth (2014) argue political participation is something done by people in their role as citizens. It is also mean political participation should be voluntary and not enforce by law, rules or threats.

"Jari Ungu as a platform is very helpful in increasing political participation. In my opinion, through the web, we can see legislative candidate" (interview, I1, 2019). "Technological progress requires that we participate in innovation. The existence of the Jari Ungu site, I can promote

myself as a web-based legislative candidate" (interview, L1, 2019). "Using Jari Ungu is so easy that I feel helped by the existence of these sites" (interview, O2, 2019). "I have known the Jari Ungu since 3 months ago. This site is very useful in overseeing every rule "(interview, O3, 2019). "Jari Ungu gives a new nuance in political education. It's just lacking in socialization for election procedures" (interview, I4,2019). "Sites like Jari Ungu are needed for those of us who are old. Even though I am old, I am still happy to learn to use technology" (interview, O4, 2019). "Innovation in introducing the parliamentary and also legislative candidates shows that technology provides convenience for its users. According to me Jari Ungu is a useful platform for the introduction of elections" (interview, I5, 2019). "Socializing through Jari Ungu is very interesting. Because as a legislative candidate, I can provide information through a CV that is submitted to Jari Ungu then videos related to work programs "(interview, L2, 2019). "I knew Jari Ungu from my instagram friend and then I opened it" (interview, P4, 2019). "Through social media such as Facebook, I found Jari Ungu website. When I opened it I got the information about governor regulation, parliamentary, and also CV of legislative candidates" (interview, P5, 2019).

Solis and Kutcher in (Picard 2015) argue advertisements are appearing between messages from friends and colleagues. It was also engaging with people on social media. Buchi and Volger (2017) argue increasing the internet use is changing the way individuals take part in society. One of that is political participation used *Jari Ungu*. That's made online environment today can be characterized as one of information overabundance resulting in increased informational selectivity out of necessity (Feezell 2016).

Discussion

According to Anduiza, Cantijoch and Gallego (2009) the results of their research about political participation and internet shows that young people use the internet for non-political purposes and thus does not lead to more involvement. But the finding above shows young people tried to learn political participation through web such as Jari Ungu. Thus, social media users can freely and safely explore and engage with the information (Min & Wohn, 2018). From the results of interviews related to the understanding of political participation, all participants were able to answer related to the notion of political participation. Some participants such as P4 and P5 get information related to Jari Ungu through social media. The use of social media applications in the electoral arena is increasingly widespread now. this is because social media has a wide range of power, and in terms of cheaper costs than using classic print media, such as banners, pamphlets, leaflets and so on, as well as the reality of society, especially among students who on average have used various social media applications. In general, there is a tendency for political parties to use social media accounts for various purposes, for example to convey their vision and mission and work programs, or to describe themselves so that they are better known to the public in election campaigns such as banners, billboards, leaflets, pamphlets and so on. Jari Ungu provides more complete access. Based on the participant interview L2 argue used Jari Ungu, can share legislative candidate CV to read by citizens. Seems like Temby, et.al argue about millennial become a strategic about politics.

People now prefer new media rather than conventional media, the reason is because new media is faster in delivering information and users can choose the information they are looking for or need. Some sites are targeted at specific interest groups while others are general. One of the sites is the *Jari Ungu*. The findings accordance McNamara (2017) argue about political creativity through digital media. This concept is very good for people in urban areas. In accordance with the research location, namely in the capital city of Indonesia. So that to develop creativity in politics the opportunity is wide. This can be shown from the results of a survey of participants regarding their knowledge regarding the *Jari Ungu*. 30 participants said they knew the *Jari Ungu* website. The use of *Jari Ungu* as a media for campaigns and also provide information to citizens to increase political knowledge in accordance with the Political communication media developed by Velasquez. Because *Jari Ungu* also has a Facebook account to

promote website. As a medium of communication between citizens and the parliamentary, *Jari Ungu* has an important role in this matter. Because the findings show that Skoric, Zhu and Pang statement was that, there is a positive relationship existed between social media use such as *Jari Ungu* and online political expression and social media use with political participation in Asia especially in Jakarta, Indonesia. Some Facebook accounts citizens show online political expression on *Jari Ungu* website. This is because *Jari Ungu* website is connected with Facebook.

Conclusion

The results of this study indicate that technological advances provide opportunities for citizens to increase innovation in various fields, one of which is politics. In the current technological era, millennial need the media to get political information. The presence of *Jari Ungu* as a website that provides information regarding the parliamentary, governor regulation and legislative candidate facilitates and increases citizens' interest in political participation. This is shown through the results of research that show that through the *Jari Ungu* the community can supervise the governor regulation and parliamentary regulation. Then, *Jari Ungu* provides an opportunity for legislative candidates to conduct campaigns by submitting CV and performance videos. Communities can also recognize legislative candidates according to their respective regions. *Jari Ungu* are connected to social media Facebook where through Facebook people can more easily share their knowledge gained through *Jari Ungu*.

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