

The Use of Buzzers by Political Parties Which Result in Black Campaign Practices in Indonesia

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Abstract

Buzzers are known as an effective marketing tool to sell a product. With the development of information technology, the use of buzzers is no longer limited to marketing products. Buzzers in Indonesia are now also used as a campaign tool by political parties. Unfortunately, many political parties' use of buzzers on social media is indicated as leading to black campaigns. The Black Campaign is a campaign to vilify political opponents whose truth cannot be justified. Political parties have a very important role in Indonesia, namely as a means or participant in elections, whether for the Presidential election, central or regional People's Representative Council, regional head elections. Political parties that are given status as election participants must continue to carry out their activities by prioritizing the spirit of Indonesian unity. Political parties do not just gather sympathizers or cadres for the sole purpose of power. Political Parties must be responsible for producing leaders and sympathizers who have character and act in the interests of the nation and state, in particular maintaining the unity of Indonesia by continuing to maintain brotherhood between tribes, religions and sects in Indonesia. Political parties are prohibited from carrying out black campaigns because black campaigns can cause social tension due to the spread of unfounded information and lead to forming hatred towards political opponents. The formulation of the research problem is: How does the law on the use of buzzers by political parties result in the practice of black campaigns in Indonesia? The purpose of this research is to find out how the law on the use of buzzers by political parties has resulted in the practice of black campaigns in Indonesia. The research method used is normative research. This research is based on primary and secondary research. Primary research is research that is based on statutory regulations, while secondary research is based on theories from experts sourced from books and journals. The results of this research are that political parties have an important role in maintaining unity in Indonesia and must use campaign tools in accordance with statutory regulations.

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1. BACKGROUND OF STUDY

Post-reformation Indonesia in 1998 after the fall of the New Order's power base breathed a breath of fresh air for the Indonesian people, especially the constitutional system of our beloved republic. At this time Indonesia is experiencing a transition period from the New Order's authoritarian government to a democratic system. Many things have happened from the impact of reform, namely all Indonesian people are waiting for the implementation of the period of freedom. The effort of the nation's thinkers to accommodate the wishes of the people was to change the constitutional system. It was felt that the people had experienced enough suffering, one of which was during the New Order era because many people's rights were taken away arbitrarily under the pretext of development at that time.

The idea of amending the 1945 Constitution is like sweet sugar which is certainly welcomed by many black ants. This illustrates the busyness of the people's representatives both in the People's Consultative Assembly (MPR), the People's Representative Council (DPR), practitioners and other high state institutions to together to formulate a form of amendment to the 1945 Constitution. In making the changes, all factions in the MPR agreed to maintain several existing structures, including the preamble to the 1945 Constitution, the form of the unitary state of the Republic of

Indonesia. The preservation of the preamble to the 1945 Constitution is a form of hope that the goal of establishing the Indonesian state will be maintained because the preamble to the 1945 Constitution is a manifestation of the people's initial desire to form the Indonesian state.

Progressive thinking is needed in the process of amending the 1945 Constitution because after the amendments to the 1945 Constitution from 1999 to 2002 there were many changes that were felt. The form of the Indonesian state is still a unitary state, but supreme sovereignty is no longer in the hands of the MPR, this institution is no longer the highest institution, but has been reduced to becoming just a high state institution. The Indonesian state increasingly emphasizes that Indonesia is a legal state. This juridical basis can be found in article 1 of the 1945 Constitution after the amendment. The enshrinement of Article 1 of the 1945 Constitution has the effect that the sovereignty of the Republic of Indonesia is in the hands of the people and is regulated according to the Constitution. However, the implementation of the 1945 Constitution as a constitution or basic foundation of a country has experienced many obstacles. One of the obstacles is the abuse of authority which is often carried out by state apparatus. Problem after problem always arises as a test of the implementation of the constitution after the amendment of the 1945 Constitution. In 2023, it will be exactly 23 years since the amendment of the 1945 Constitution, but the implementation of the 1945 Constitution is not as easy as imagined because the development of the times is a test that must be taken into account because of the mandate of the people's sovereignty. The 1945 Constitution requires the readiness of a good constitutional system. The sovereignty of the people over this country is stated in Article 1 paragraph 2 of the 1945 Constitution and is a characteristic of a democratic country. To accommodate people's sovereignty in directing this country, one of the ways is by having political parties. In 2023, it will be precisely 23 years since the amendment of the 1945 Constitution, but the implementation of the 1945 Constitution is not as easy as imagined because developments over time are a test that must be taken into account because people's sovereignty as mandated by the 1945 Constitution requires the readiness of a good constitutional system. The sovereignty of the people over this country is stated in Article 1 paragraph 2 of the 1945 Constitution and is a characteristic of a democratic country. To accommodate people's sovereignty in directing this country, one of the ways is by having political parties. In 2023, it will be precisely 23 years since the amendment of the 1945 Constitution, but the implementation of the 1945 Constitution is not as easy as imagined because developments over time are a test that must be taken into account because people's sovereignty as mandated by the 1945 Constitution requires the readiness of a good constitutional system. The sovereignty of the people over this country is stated in Article 1 paragraph 2 of the 1945 Constitution and is a characteristic of a democratic country. To accommodate people's sovereignty in directing this country, one of the ways is by having political parties. The sovereignty of the people over this country is stated in Article 1 paragraph 2 of the 1945 Constitution and is a characteristic of a democratic country. To accommodate people's sovereignty in directing this country, one of the ways is by having political parties. The sovereignty of the people over this country is stated in Article 1 paragraph 2 of the 1945 Constitution and is a characteristic of a democratic country. To accommodate people's sovereignty in directing this country, one of the ways is by having political parties. The sovereignty of the people over this country is stated in Article 1 paragraph 2 of the 1945 Constitution and is a characteristic of a democratic country. To accommodate people's sovereignty in directing this country, one of the ways is by having political parties.

The role of political parties in determining people's representatives is very large. The election of the President, DPR members and regional heads must or can be through political parties. Based on Article 1 of Law Number 2 of 2008 concerning Political Parties (UUPP) it is stated that Political Parties are national organizations and are formed by a group of Indonesian citizens voluntarily on the basis of the same will and ideals to fight for and defend the political interests of members, society, nation and state, as well as maintaining the integrity of the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia. The problem currently is that in the era of social media, advances in information technology, we see many narratives that seem to divide people in relation to democratic process. On social media, The internet contains videos, news, statuses that vilify political opponents. Regarding this problem, political parties seem to be involved in hating each other's political opponents or opposing parties.

The development of information technology gave birth to a fairly effective political marketing system known as the buzzer. The use of buzzers in Indonesia cannot be separated from their use abroad. According to references, buzzers began to be used during the United States election contestation between Barack Obama and Donald Trump. In Indonesia, buzzers became known during the Jakarta regional elections in 2012 and continue to be used today in every presidential, legislative and regional head election. (<https://tekno.tempo.co/read/1550627/histori-awal-keberadaan-buzzer-di-indonesia>: 2023) The term buzzer on social media during Regional Head Elections (Pilkada) and Presidential General Elections (Pemilu) tends to be identified with the use of negative campaign strategies, thus giving the term a negative impression. In Regional Head Elections and General Elections, many regional head candidates use buzzer services and they are usually organic and integrated into the candidate pair's success team, they can also be party cadres. The phenomenon of mutually vilifying political opponents is also known as the Black Campaign. Black campaign is a campaign model by creating an issue or gossip aimed at the opposing party, without being supported by clear facts or evidence (slander). Black campaign is also a covert campaign. The perpetrator usually does not show his identity or what group he comes from. The contents of the black campaign are irrational and cannot be discussed openly, so that most audiences will simply accept the contents of this campaign without being able to protest against the contents of this black campaign. (Journal of Communication and Informatics Research and Development: 2014) Based on the description above, the author is interested in researching the use of buzzers by political parties which result in black campaign practices in Indonesia.

2. STATEMENT OF THE PROBLEM

How does the law on the use of buzzers by political parties result in black campaign practices in Indonesia?

3. RESEARCH METHOD

This research was conducted to find solutions to legal issues that arise, therefore the type of research and method used in this research is normative juridical, namely research carried out by means of document study focused on examining concepts and theories, statutory regulations. Mukti Fajar, et al (2015: 33) in terms of finding answers to problems or problem formulations that arise.

4. DISCUSSION

Indonesia's independence has entered 78 years since the proclamation of Indonesia's proclamation by the figure of Soekarno in front of the excitement of the people who stared in horror while waiting for the moments of the evolution of their civilization from a colonized nation to an independent nation. Now that Indonesia has become independent, a statement of the desire to carry out the life of the Indonesian nation freely according to the wishes of the nation is written down in the Indonesian constitution in the form of the 1945 Constitution. In the 1945 Constitution there are state goals which are reflected in the preamble to the 1945 Constitution. very noble meaning, one of which is found in the first paragraph of the opening of the 1945 Constitution which reads: "Indeed, independence is the right of all nations and therefore colonialism in the world must be abolished,

Political parties in the scientific knowledge of society are generally groups of people who gather together to have power so that they can realize their common desires. Article 1 of Law Number 2 of 2008 concerning Political Parties (UUPP) states that Political Parties are national organizations and are formed by a group of Indonesian citizens voluntarily on the basis of the same will and ideals to fight for and defend the political interests of members and the community. , nation and state, as well as maintaining the integrity of the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia. Based on Article 2 of the UUPP, it is stated that political parties are founded and formed by at least 50 (fifty) Indonesian citizens who are 21 (twenty one) years old with a notarial deed. This provision confirms that it is

not too difficult for people to establish a political party in terms of the number of founders. Of course, the role of political parties as a unifier of the nation should not be ignored by the founders of political parties. The ease for people to establish political parties is the result of the amendment to the 1945 Constitution that Indonesia is a democratic country based on law. This can be explicitly found in Article 1 paragraph 2 and 3 of the 1945 Constitution after the amendment. The democratic rule of law system adopted by Indonesia has the implication that every people is free to gather, associate and express opinions. Based on Article 10 UUPP it is stated:

1. The general objectives of Political Parties are:
 - a. realizing the national ideals of the Indonesian nation as intended in the Preamble to the 1945 Constitution of the Republic of Indonesia;
 - b. safeguard and maintain the integrity of the Unitary State of the Republic of Indonesia;
 - c. developing democratic life based on Pancasila by upholding the sovereignty of the people in the Unitary State of the Republic of Indonesia; And
 - d. realizing prosperity for all Indonesian people.
2. The specific objectives of Political Parties are:
 - a. increasing political participation of members and the public in the context of organizing political and government activities;
 - b. fight for the ideals of Political Parties in social, national and state life; And
 - c. building ethics and political culture in social, national and state life.
3. The aims of Political Parties as referred to in paragraphs (1) and (2) are realized constitutionally.

Then in Article 11 UUPP it is stated:

1. Political Parties function as a means of:
 - a. political education for members and the wider community so that they become Indonesian citizens who are aware of their rights and obligations in social, national and state life;
 - b. creating a conducive climate for the unity and unity of the Indonesian nation for the welfare of society;
 - c. absorbing, gathering and channeling the political aspirations of the community in formulating and establishing state policies;
 - d. political participation of Indonesian citizens; And
 - e. political recruitment in the process of filling political positions through democratic mechanisms by paying attention to gender equality and justice.
2. The functions of Political Parties as intended in paragraph (1) are realized constitutionally.

To carry out their goals and functions, political parties have rights and obligations that must be carried out in accordance with the essence of the law and the constitution, the essence of which is that the wisdom of the stakeholders is very necessary so that the unity of the Indonesian state is maintained. Article 12 UUPP states that the rights of political parties are: Political Parties have the right:

1. obtain equal, equal and fair treatment from the state;
2. organize and manage the organization's household independently;
3. obtain copyright on the name, symbol and image sign of a Political Party in accordance with statutory regulations;
4. participate in general elections to elect members of the People's Representative Council, Regional People's Representative Council, President and Vice President, as well as regional heads and deputy regional heads in accordance with statutory regulations;
5. form factions at the level of the People's Consultative Assembly, People's Representative Council, provincial Regional People's Representative Council, district/city Regional People's Representative Council in accordance with statutory regulations;
6. nominate candidates to fill membership in the House of Representatives and
7. Regional People's Representative Council in accordance with statutory regulations;
8. propose temporary replacement of members in the People's Representative Council and Regional People's Representative Council in accordance with statutory regulations;

9. propose the dismissal of its members in the People's Representative Council and the Regional People's Representative Council in accordance with statutory regulations; nominate pairs of candidates for President and Vice President, candidates for governor and deputy governor, candidates for regent and deputy regent, as well as candidates for mayor and deputy mayor in accordance with statutory regulations;
10. forming and having a political party wing organization; And
11. obtain financial assistance from the State Revenue and Expenditure Budget/Regional Revenue and Expenditure Budget in accordance with statutory regulations.

Based on Article 1 of Law Number 7 of 2017 concerning General Elections, it is stated that General Elections, hereinafter referred to as elections, are a means of popular sovereignty to elect members of the People's Representative Council, members of the Regional Representative Council, President and Vice President, and to elect members of the Regional People's Representative Council. , which is implemented directly, publicly, freely, confidentially, honestly and fairly within the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia.

When referring to the provisions of the UUPP, political parties should carry out campaigns that prioritize the spirit of unity. Campaigns should be carried out by conveying ideas in the interests of the nation and state, namely by not badmouthing, insulting, or finding fault with political opponents in an unhealthy manner. According to sources from Kompas media, presidential candidates and their sympathizers have exchanged insults. Some say one of the candidates is only good at running and imaging. There are also those who are worried about President Joko Widodo's maneuvers which appear to support one of the presidential candidates. (<https://nasional.kompas.com/read/2023/06/05/08575361/keriuhan-panggung-pilpres2024-ganjar-anies-saling-sindir-prabowo-standing:2023>) What is more dangerous is the existence of political buzzers. These political buzzers use various efforts to create information that cannot be verified and tends to produce negative reports about political opponents. In fact, these buzzers tend to make video clips, social media statuses, comments in cyberspace which often contain harsh words, insults and tend to lead public opinion to hate political opponents. The term buzzer became known when social media was widely used by people around the world, including in Indonesia. Social media is considered the most effective for marketing a product or service. Now, on social media timelines, both on Facebook, Instagram, Path, Twitter and others, you often find good posts by artists, institutions or ordinary people who have millions of followers about an event or product/service. It could be that they are called buzzers because they are considered to have influence on the opinions of their followers. They are also usually called endorsements, namely an artist or buzzer who receives payment from a brand to promote a product or something related to that brand through their social media accounts.

Buzzers on social media are seen as effective in marketing a product. Not only that, the job as a buzzer is now considered very promising. Being a buzzer is not limited to artists or famous people, but ordinary people who have millions of followers/friends on their social media accounts can become buzzers with high incomes. Buzzer work is considered not too difficult, because just by having an account on social media, marketing products/services, and can do it anytime and anywhere, a buzzer can earn a promising income. Because of its success in the marketing field, buzzer services are widely used by various groups, from companies with well-known brands to ordinary people who have just opened a startup business to market their products/services. Even in the political field, the buzzer profession has become a necessity in the marketing process of political parties and the election of regional heads or heads of state. Buzzers are considered one of the most important actors in gathering opinion in cyberspace and carry out a marketing function. Christiany Juditha (2019:200)

However, the use of the term buzzer on social media during Regional Head Elections (Pilkada) and Presidential General Elections (Pemilu) tends to be identified with the use of negative campaign strategies, thus giving the term a negative impression. In Regional Head Elections and General Elections, many regional head candidates use buzzer services and they are usually organic

and integrated into the candidate pair's success team, they can also be party cadres. certain. Buzzers are one of the spearheads of a regional/state head candidate's success during the election process because they not only carry out a marketing function, but also work to bring down and vilify other candidate pairs (including attacking them with hate speech in various forms). . On the other hand, they also defend one of the candidate pairs they support. Christiany Juditha (2019a:200)

The growing use of buzzers in election contestations must be regulated in such a way. Misuse of buzzers by political parties can enter the realm of black campaigns, or even criminal or civil prosecution. Article 1 number 35 of Law Number 7 of 2017 concerning General Elections (UU No. 7 of 2017) states that an election campaign is the activity of election participants or other parties appointed by election participants to convince voters by offering a vision, mission, program and/ or the self-image of election participants. The campaign implementation process carried out by election participants is regulated in CHAPTER VII concerning Election Campaigns from Article 267 to Article 339 of Law no. 7 of 2017. One of the regulations contains prohibitions or limitations on campaigns, as regulated in Article 280 paragraph (1) of Law no. 7 of 2017, namely regarding the prohibition on insulting another participant based on ethnicity, religion, race and group (SARA). If these provisions are violated, criminal sanctions will be given. In connection with the black campaign, currently it has not been regulated clearly and firmly in Law no. 7 of 2017. Wirdyaningsih said that there is no definition that regulates or defines black campaigns, although implicitly, black campaign law enforcement can be interpreted broadly (extensive legal interpretation) from Article 12 letter c of Law no. 7 of 2017 which states that the KPU prepares KPU Regulations for each stage of the Election, one of the norms in which is the prohibition of black campaigns. Apart from that, Article 12 letter l also states that the KPU can carry out other tasks in organizing elections in accordance with the provisions of statutory regulations, one of which concerns the interpretation of the legal provisions of statutory regulations intended to find a basis for the prohibition of black campaigns.). The term black campaign is used in Indonesia to refer to activities known as negative campaigns in order to bring down political opponents. What is included in negative campaign activities according to Law no. 7 of 2017 relates to violations of the code of ethics for organizing elections, violations of election administration, election disputes and election crimes. Denico Dolly (2019: 2) Black campaigns are aimed at insulting and spreading false news, slander, or are aimed at bringing down certain candidates. Alfred B (2017:53)

Currently, political parties are an important tool in the democratic party in the Republic of Indonesia. Political parties are a means of electing leadership candidates in the country of Indonesia which has been regulated in the Election Law, Regional Government Law, Political Party Law and other regulations. In order to get votes and support from the public, political parties, such as the explanation above, are starting to use buzzers because they are quite effective in sending political messages to the public in today's digital era. However, unfortunately the use of this buzzer is often found in the field leading to messages containing black campaigns. According to the Law, Political Parties should be a means of unifying the nation, Instead, on the contrary, it sends signals of hatred towards fellow members of the nation which actually triggers disintegration among community groups. Political parties, which should be a means of democracy, must still prioritize true democratic values. The definition of democracy is taken from the Greek words *demos* which means people and *kratos/kratien* which means power or government. The hope of the nation's founders to implement a democratic system reflects the desire for government to be in the hands of the people or that sovereignty is in the hands of the people. Apart from that, it is also interpreted as giving power to *Demos* to rule itself. Arelene W. Saxonhouse (1995: 251) This understanding of democracy is used by the nation's intellectual actors to accommodate the people's voice in an association as a forum for the people's desires. The development of the meaning of association became the root of the formation of what is now known as a political party. Democracy, which is interpreted according to Aristotle as government of the people, by the people and for the people, will not be able to run under control if the political interests of the people are not accommodated by law. Meanwhile, according to Sri Soemantri, a constitutional expert, law is a

locomotive that requires rails, namely politics, as a path to implement the law. This understanding means that democracy requires a platform,

The Role of Political Parties in Legislative and Executive Power.

Based on Article 22 E paragraph (3) of the 1945 Constitution, participants in the general elections for the People's Representative Council (DPR) and the Regional People's Representative Council) are political parties. So it can be understood that the role of political parties is very large in elections. Political parties must pay attention to the provisions prohibiting black campaigns. Black campaign according to the Big Indonesian Dictionary (KBBI) is conveying ugliness to political opponents that is not in accordance with the facts. It should be understood that the parties related to the general election campaign are as follows: (<https://www.Hukumonline.com/klinik/a/jerat-Hukum-bagi-pelaku-kampanye-black-lt53855266e3777/:2023>)

1. Article 269 paragraph (1) of Law Number 7 of 2017 states that the Executive of the Presidential and Vice Presidential Election Campaign consists of administrators of the Proposing Political Party or Association of Political Parties, individuals and organizations organizing activities appointed by the Presidential and Vice Presidential Election Contestants.
2. Article 270 paragraph (1) of Law Number 7 of 2017 states that the DPR member election campaign organizers consist of administrators of political parties participating in the DPR elections, member candidates. DPR, Election Campaigners, individuals and organizations appointed by Election Contestants as members of the DPR.
3. Article 270 paragraph (2) of Law Number 7 of 2017 states that Election Campaign Implementers for members of the provincial DPRD consist of administrators of political parties participating in the Provincial DPRD Election, candidates for provincial DPRD members, Election Campaigners, individuals and organizations appointed by the member Election Contestants. Provincial DPRD.
4. Article 270 paragraph (3) of Law Number 7 of 2017 states that election campaign organizers for district/city DPRD members consist of administrators of political parties participating in the district/city DPRD elections, candidates for district/city DPRD members, election campaigners, individuals and organizations. appointed by the Election Contestants as members of the district/city DPRD.
5. Article 271 of Law Number 7 of 2017 states that the DPD member election campaign organizers consist of DPD member candidates, individuals and organizations appointed by the DPD member election participants.

The role of political parties which is so large in the election process must comply with Article 280 paragraph (1) of Law Number 7 of 2017 concerning things that are prohibited in campaigns and forms of black campaigning to vilify political opponents with baseless issues. Related to this, in its implementation, things that are prohibited in carrying out election campaigns are:

1. Questioning the state foundation of Pancasila, the Preamble to the 1945 Constitution of the Republic of Indonesia, and the form of the Unitary State of the Republic of Indonesia;
2. Carrying out activities that endanger the integrity of the Unitary State of the Republic of Indonesia;
3. Insulting a person, religion, ethnicity, race, class, candidate and/or other election participants;
4. Inciting and pitting individuals or communities against each other;
5. Disrupting public order;
6. Threatening to commit violence or advocating the use of violence against a person, a group of community members, and/or other election participants;
7. Damaging and/or removing election participants' campaign props;
8. Using government facilities, places of worship, and places of education;
9. Carrying or using image marks and/or attributes other than the image marks and/or attributes of the Election Contestant concerned; And
10. Promising or providing money or other materials to Election Campaign participants.

The use of buzzers for black campaigns clearly violates Law Number 7 of 2017. Every implementer, participant and/or Election Campaign team who deliberately violates the prohibition

on implementing Election Campaigns, namely inciting and pitting individuals or communities against each other as intended in Article 280 paragraph (1) letter d of the Election Law is punishable by a maximum imprisonment of 2 (two) years and a maximum fine of IDR 24 million. The practice of buzzers occurring in every political party campaign recently may be in line with the opinion that political parties are no longer based on national ideals. Political parties seem to only think about the electability of political parties to win their candidates. The issue of electability achieved and desired by candidates and parties in the election campaign itself is not through an ideological campaign. Political parties, for example, apart from using buzzers, also use money politics, which is also part of the black campaign. Because money politics has become a political culture for the political elite, these contestants also experience an electoral dilemma in that they are also worried about the vote acquisition of rivals who also spend a lot of money. The existence of an elite dilemma driven by fear of losing has an impact on the majority of Indonesian voters that money politics is part of the campaign dynamics of a particular candidate or political party. Adhyasta Election Journal (JAP) (2022:77) also uses money politics which is also part of the black campaign. Because money politics has become a political culture for the political elite, these contestants also experience an electoral dilemma in that they are also worried about the vote acquisition of rivals who also spend a lot of money. The existence of an elite dilemma driven by fear of losing has an impact on the majority of Indonesian voters that money politics is part of the campaign dynamics of a particular candidate or political party. Adhyasta Election Journal (JAP) (2022:77) also uses money politics which is also part of the black campaign. Because money politics has become a political culture for the political elite, these contestants also experience an electoral dilemma in that they are also worried about the vote acquisition of rivals who also spend a lot of money. The existence of an elite dilemma driven by fear of losing has an impact on the majority of Indonesian voters that money politics is part of the campaign dynamics of a particular candidate or political party. Adhyasta Election Journal (JAP) (2022:77) The existence of an elite dilemma driven by fear of losing has an impact on the majority of Indonesian voters that money politics is part of the campaign dynamics of a particular candidate or political party. Adhyasta Election Journal (JAP) (2022:77) The existence of an elite dilemma driven by fear of losing has an impact on the majority of Indonesian voters that money politics is part of the campaign dynamics of a particular candidate or political party. Adhyasta Election Journal (JAP) (2022:77)

The widespread election process, for example in the DPR, using buzzers for black campaigns seems to agree with AF Polard's statement. Max Boy (1994:17) in his book *The Evolution of Parliament* believes that the DPR is not the idea and ideal of democracy, but is a cunning feudal system. According to him, DPR representation was not the spring at democracy theory, but an incident at the feudal system. This thought is very appropriate to explain the construction of the DPR in this country. AF Polard's rationale above was based on the formation of a parliament in England, the forerunner of which was the need of the king in power at that time. The nobles who were gathered by the king were initially only asked for advice in carrying out their duties and became the House of Lords, or the upper house of the British parliament.

In the democratic rule of law system, especially Indonesia, political parties are one of the state superstructures alongside pressure groups, mass media, student movements, community organizations and various other formal institutions. Political parties are something important in state governance because political parties are the lifeblood of the entire political and democratic system in a country. One of them is in the hands of political parties. The recruitment of institutional resources for the chief executive in this country is at stake. The presence of political parties as one of the pillars of the democratic system must be used to defend the rights of citizens and help build community welfare in accordance with the mandate of the constitution. To achieve the goals of political parties in accordance with the constitution and statutory regulations, political parties are obliged to carry out campaigns without using buzzers for the purpose of black campaigns because if misuse of buzzers continues, it can result in divisions between nations and political habits which can threaten the unity of Indonesia. Of course, apart from violating the constitution and laws, misuse of buzzers for black campaign purposes will really damage the minds of the nation's

children and could result in riots erupting due to social tensions that are continuously instilled by buzzers. As children of the nation who still care about the unity of Indonesia, it is time for political parties to improve themselves and return to the larger goals and functions of political parties for the benefit of the unity of the Republic of Indonesia.

5. CONCLUSION

Political parties as an important part of democracy must prioritize unity in Indonesia. Political parties or their sympathizers are not allowed to carry out campaigns using buzzers with the aim of black campaigns. Political parties play an active role in dealing with the rise of buzzers on social media or other information media that carry out black campaigns. To maintain unity in Indonesia, political parties need to immediately take firm steps within their own parties and sympathizers to use buzzers truly for the benefit of the nation and state so that there will be no more use of buzzers aimed at carrying out black campaigns so that society is not divided for the sake of unity in Indonesia. .

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