Utilization of Social Media by Female Legislative Candidates for Healthy Campaigns

Rosidin[1], Juliana Kurniawati[2], Lesty Heriyanti[3]
Program Studi Administrasi Publik Universitas Muhammadiyah Bengkulu

Article Info	Abstract
	Social media is currently seen as a very effective medium to use in campaigns. Apart from its low cost, social media is also used by many people on this earth, including in Bengkulu. A healthy campaign is a very noble thing and has high moral value. To get sympathy from voters you don't have to carry out smear campaigns or character assassination. However, it can be done well, with full openness and transparency. The research method used is a qualitative descriptive method. Data collection techniques use observation, interview and documentation techniques. Researchers conducted searches on social media used by DPD RI Women candidates. Data on what media are used by female DPD RI candidates. The research results reveal that in general the social media used are Instagram, Facebook and Tiktok. The amount of content and content content for each candidate is similar. The content is adjusted to the situation and conditions currently occurring at that time. Social media platforms are considered to be a very effective campaign tool that can increase the popularity and electability of candidates. Not a single piece of content was found used by the DPD RI Female Member Candidates for the Electoral District of Bengkulu Province which contained SARA content, black campaigning and defamation as well as cornering each other. Candidate means that the DPD RI Women's Legislative Candidates have carried out a healthy campaign.
Info Artikel	Abstrak
	Media sosial saat ini dipandang sebagai media yang sangat efektif untuk digunakan dalam kampanye. Selain biayanya yang murah media sosial juga digunakan oleh banyak orang di muka bumi ini tidak terkecuali di Bengkulu. Kampanye sehat merupakan hal yang sangat mulia dan bernilai moral tinggi. Untuk mendapat simpati dari pemilih tidak mesti melakukan kampanye hitam atau pembunuhan karakter. Namun, dapat dilakukan dengan baik, penuh keterbukaan dan transparan. Metode penelitian yang digunakan adalah metode deskriptif kualitatif. Teknik pengambilan data mengunakan teknik observasi, wawancara dan dokumentasi. Peneliti melakukan penelusuran terhadap media sosial yang digunakan oleh calon DPD RI Perempuan. Mendata media apa saja yang digunakan oleh calon DPD RI Perempuan. Hasil penelitian mengungkapkan bahwa secara umum media sosial yang digunakan yaitu Instagram, Facebook dan Tiktok. Jumlah konten dan muatan konten masing masing kandidat memiliki kemiripan. Isi konten diseuaikan dengan situasi dan kondisi yang sedang terjadwi waktu itu. Platform sosial media dianggap sebagai alat kampanye yang sanggat effektif yang dapat meningkatkan populatitas dan elektabilitas calon. Tidak ditemukan satu isi kontenpun yang digunakan oleh Calon Anggota DPD RI Perempuan Daerah Pemilihan Provinsi Bengkulu yang memiliki muatan SARA, Kampanye hitam dan pencemaran nama baik serta saling memojokan antar calon. Artinya bahwa Caleg DPD RI Perempuan telah melakukan kampanye sehat.

Corresponding Author:
Rosidin
Program Studi Administrasi Publik Universitas Muhammadiyah Bengkulu
Email: rosidin@umb.ac.id

1. PENDAHULUAN

The existence of social media has greatly changed the strategies, techniques and tactics of legislative candidates, especially in elections in the last five years. (Saraswati, 2018). This can be seen from the emergence of special teams that handle social media. Even specifically

legislative candidates have prepared these various media as official sources in the dissemination of candidate campaign materials (Akbar, 2022). The legislative candidates have also produced and utilized short videos in disseminating their ideas and programs to voters through various available social media platforms (Saraswati, 2018). The emergence of social media as a tool for disseminating information aimed at the public or voters in elections is considered an effective and important step, especially in shaping opinions and setting political agendas (Abdillah, 2014).

Three advantages of social media as a political campaign media. Namely: social media provides easy access for prospective voters, candidates can directly interact with prospective voters on a scale and intensity that is easier than through traditional campaign patterns such as door to door, brochures, even coverage by print or television media (Syafrizal & Wardi, 2022). The utilization of social media in legislative campaigns offers direct engagement between candidates and potential voters through interaction and discussion spaces: by liking, commenting, and sharing messages. In addition to being easily accessible, social media is also cheap to reach for its users, which currently reach 132 million people in Indonesia. (Moekahar et al., 2022), although not all regions can access social media, this wide reach can fully reduce the cost of campaigns that are always fairly expensive. In fact, social media platforms such as Facebook, YouTube, Twitter, Instagram, and others do not have expensive costs in the process of disseminating their material (Fajar, 2021). Social media has a wide outreach because people are very easy to share the content or information they get. Some features, campaign messages can be tailored to the demographic conditions of potential voters so that they are more measurable and targeted (Hagar 2014; R. Sunstein 2017).

Social media in the function of connectedness is very high because through social media the public can directly communicate with candidates through their social media accounts (Rusda et al., 2017). The public can also ask directly, provide comments, share messages or simply like information provided by candidate pairs, so that the communication that is built becomes two-way communication. Likewise, social media has a high level of function in terms of mobilization to do something done by candidates or political parties, for example using campaign stickers, campaign clothes, attending gatherings, or other things. Legislative candidates have substantive content and good positive campaigns. The commitment to fill the public space with rational intelligence must be echoed in order to reduce the emergence of content. The role of social media as a campaign maker must participate in raising substantive news not only highlighting surface issues, but sentiment issues in public debates. By opening up space for programmatic debates that can be carried out during the campaign period.

It is interesting to discuss the social media used by female legislative candidates, especially candidates for the Regional Representative Council of the Republic of Indonesia, especially female candidates in using social media platforms in conducting healthy campaigns.

2. RESEARCH METHOD

This research was conducted on female candidates for DPD RI in the electoral district of Bengkulu Province. The research was conducted from the candidate's election registration to the campaign period, namely July-December 2023. The research method used is descriptive qualitative method. Researchers see the phenomena that occur in the field. Data collection techniques use observation, interview and documentation techniques.

3. DISCUSSION

Researchers conducted a search for social media used by female DPD RI candidates. Recording what media are used by female DPD RI candidates. Researchers saw what content was uploaded into the social media used for the campaign. Researchers analyzed

whether the media used had unusr propaganda and defamation of other candidates. Then it is concluded whether the social media used has supported a healthy campaign.

1.   Candidates for DPD RI Dapil Bengkulu.

Based on the determination of the Bengkulu Provincial KPUD, there are 12 candidates for DPD RI Bengkulu Province, namely: H. Abdul Haris Makmun, SH, Ahmad Kenedi SH, MH, Adrian Wahyudi, Def Tri Hardianto, S.IP, apt Destita Khairilisani, S Farm, MSM, Edi Agusdin, Elisa Ermasari, S.Mn, Dr. Ir.H Imron Rosadi, MM, M,Si, Hj Leni Haryati John Latif, SE, M.Si, Patrice Rio Capella, Dr. Rahimandani, MA and Sultan Bahtiar Najamuddin. Candidates' serial numbers, names and genders are as shown in the table below:

Table 1.1 Sequence number, candidate name and gender

Sequence Number	Members' Name	Gender
1	H. Abdul Haris Makmun, SH	Man
2	Ahmad Kenedi SH, MH	Man
3	Adrian Wahyudi	Man
4	Def Tri Hardianto, S.IP	Man
5	apt Destita Khairilisani, S Farm, MSM	Woman
6	Edi Agusdin	Man
7	Elisa Ermasari, S.Mn	Woman
8	Dr. Ir.H Imron Rosadi, MM, M,Si	Man
9	Hj. Leni Haryati John Latif	Woman
10	Patrice Rio Capella	Man
11	Dr. Rahimandani, MA	Man
12	Sultan Bahtiar Najamuddin	Man

From the 12 DPD candidates, there are 3 female DPD candidates namely: Apt Destita Khairilisani, S Farm, MSM, Elisa Ermasari, S.Mn and Hj Leni Haryati John Latif.

1.   Social Media used

The results of the search for social media used by female DPD RI candidates are very diverse ranging from Facebook, Instagram, Twitter and TikTok. All candidates use social media platforms. The social media studied were limited to three social media, namely Instagram, Facebook and Tiktok. The social media used are as in the table below:

Table 1.2 Social media usage data

No	Members' Name	Types of social media used
1	apt Destita Khairilisani, S Farm, MSM	Instagram, Facebook dan Tiktok
2	Elisa Ermasari, S.Mn	Instagram, Facebook dan Tiktok
3	Hj. Leni Haryati John Latif	Instagram, Facebook dan Tiktok

1.   Number of Content and Followers

Candidate pairs use social media as an effective means of communication, this can be seen from the amount of content and followers on the social media used. In one social media platform such as Instragram, candidates have several accounts such as candidate names, candidate supporters, candidate friends and so on. This does not only apply to Instagram but also Facebook and TikTok.

Table 1.3 Number of Content and followers

No.	Members' Name	Number of Content	Follower
1	apt Destita Khairilisani, S Farm, MSM	Instagram : 493	5.662
		Facebook : 20	1,1 ribu
		Tiktok : 99	2.580
2	Elisa Ermasari, S.Mn	Instagram : 231	13,6 ribu
		Facebook : 9	17 ribu
		Tiktok : 135	3.417
3	Hj. Leni Haryati John Latif	Instagram : 2.225	2.242
		Facebook : 140	131
		Tiktok : 28	616

Destita Khairilisani on her Instagram account has 493 contents with 5,662 followers. while on her Facebook account she has 20 contents with 1.1 thousand followers. The tiktok account has 99 contents with 2,580 followers. Elisa Ermasari on her Instagram account has 231 contents with 13.6 thousand followers. On Facebook account has 9 contents with 17 thousand followers. Meanwhile, the tiktok account has 135 contents with 3,417 followers. Leni Haryati John Latif on the Instagram account has 2,225 content with 2,243 followers. facebook account has 140 content with 131 followers and on the tiktok account has 28 content with 616 followers.

1. Social media content used

The content of the social media content is very diverse, between candidates have similar content, and this is because candidates follow the development of information and conditions at that time. In general, the content includes invitations to vote, national holiday greetings, socialization and self-actualization, recitation, free Palestine, Dirgahayu Bengkulu Province, Dirgahayu Kabupaten Kota, Caring Candidates and other content. In detail presented in the data below:

Table 1.3 Data Muatan Konten

No.	Members' Name	Number of Content
1	apt Destita Khairilisani, S Farm, MSM	Instagram: Destita's Call to Vote, National Teacher's Day, Free Palestine, Destita's Profile, Heroes' Day, Youth Pledge, MSME Corner, People Ask Destita Answers, National Batik Day,
		Facebook: Destita Kerudung Putih, Musycab and the launching of Srikandi, Invitation to vote on February 14, 2024. Being close to the people of Bengkulu is Happiness, Free Palestine, Dirgahayu Bengkulu Province. Destita Reliable Pharmacist, Heroes' Day, Overnight at Jati fence.
		Tiktok: Destita Keudung Putih, Zikir Akbar, Destita Blusukan, Manyo Manyo Dance, UMKM Bangkit, Putri

		Bengkulu membangun, Gathering with sedulur destita, Gathering with the big family of Seluma, Ualang tahun PWI. Shopping at the market.
2	Elisa Ermasari, S.Mn	Instagram: Youngest DPD, Appeal to vote on February 14, 2024, Attending recitation, attending weddings, blusukan to the market, entrepreneurial strategies, elisa Bengkulu entrepreneurs, youth oath, elisa menelok pukek, youth leaders care about scouts.
		Facebook: friendship that expands the mind, Gathering with bundo kandung, invitation to vote on February 14, 2024, Happy National Teacher's Day, Healthy Walk Activities, Care for the progress of MSMEs, Let's Read Newspapers, New Hope for Bengkulu,
		Tiktok: Elisa for a better Bengkulu, Provil Elisa, Elisa Cares for Floods, Elisa and National Figures, Harvest, Young Entrepreneurs, Happy Isra Miraj, Seluma bending festival, Dirgahayu Basarnas, Happy 304th City Anniversary, Shopping in the market, Youth Pledge Day.
3	Hj. Leni Haryati John Latif	Instagram : socialization in lebong, socialization in seginim, attending wedding reception, national teacher's day, continue working for Bengkulu, BKMM DMI recitation, Musyda PDNA Kota, National Batik Day, Heroes' Day, DPD RI fun walk, Visit to Pesantren, Morning Chat, August.
		Facebook : Happy National Press Day, IPHI MTP Recitation, Leni Replaces the Son, Press Conference, BKKMM Bengkulu Recitation, IKJPP Inauguration, Happy Mother's Day, PKS Nationality Dialogue, Bundo Kandung Arisan and Gathering, Nusantara Day.
		Tiktok: Leni John Latif DPD Candidate, Batiku For Bengkulu, gathering with the people of Rejang, Bengkulu building, Dirgahayu Bengkulu Province, Volleyball match in Lebong. Tomato harvesting, peace campaign

		signing, Bundo Kandung inauguration, Trokon Rejang Lebong Tourism.

Gambar 1.5. contoh isi konten media soaial.

There are 12 candidates for DPD RI Dapil Bengkulu Province, 9 men and 3 women, 75% men and 25% women. The 30% female representation required by the law has not been fulfilled, but the representation as a female DPD RI member for Bengkulu Province in the previous election period was very high reaching 50%.

The social media used by prospective female DPD RI members in Bengkulu are very diverse ranging from Instargaram, Facebook, Tiktok, Twetter, WA Community Group and Telegrem and other social media. The most widely used social media are Instagram, Facebook and Tiktok. Instargram has the highest ranking with the highest number of accounts and the most content, followed by Facebook and TikTok. The choice of Instagram is because it is easy to use and is used by many people, especially first-time voters and generation Z voters.

Social media content in general is almost the same for all candidates, including self-promotion, holiday greetings, recitation, candidate profiles, candidate socialization to voters and candidate achievements. The results of the study showed that there was no SARA content found, such as discrediting candidates for ethnic background, employment or religion. No candidates attacked each other by conducting black campaigns. All candidates focused on their respective activities to brand themselves so as to achieve high electability and electability.

4. CONCLUSIONS AND SUGGESTIONS

All Female DPD RI Candidates for the Bengkulu Province Electoral District use the Social Media Platform as a campaign tool, candidates have many media platforms. In general, the social media used are Instagram, Facebook and Tiktok. The amount of content and content content of each candidate has similarities. The content is adjusted to the situation and conditions that are happening at that time. Social media platforms are considered a very effective campaign tool that can increase the popularity and electability of candidates. Not found a single content used by the Candidates of DPD RI Women Electoral District of Bengkulu Province that has SARA content, black campaigns and defamation and mutual vilification between candidates. This means that the Female DPD RI Candidates have conducted a healthy campaign.

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