

## Use of Social Media in the Convenient 2020 Election of Regent and Deputy Regent Pandemic Time of Covid-19 in Majene District

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### ABSTRACT

This study is measure how the use of social media in elections regent and deputy regent simultaneously 2020 during the Covid-19 pandemic, especially in the district Majene. Theory used \_ is theory participation Samuel Huntington's politics divided participation into two parts that is participation conventional and non- conventional. Study done using survey method to the 400 respondents who entered to in must vote in the 2020 local elections with a 4% margin of error. Result of study show that public Majene is very adaptive with adjustments form participation politics at the Pilkada momentum in the middle the covid-19 pandemic . Scalable from survey that public take advantage of social media in do update information related local election Facebook is a social media with utilization highest society \_ followed whatsapp , Instagram, youtube, tiktok, and twitter. Utilization the maximized For know information organizer election, you know record trail and candidate program until know activity candidate during the campaign period during the Covid-19 pandemic.

## INTRODUCTION

Election governor and deputy governor , regent and deputy regent , and/ or mayor and deputy mayor simultaneously 2020 ( next called election simultaneously 2020 ) by 270 regions throughout Indonesia colors and shades separately different \_ from election years previously Because held during the Covid-19 Pandemic . this \_ Of course just become challenge alone for Commission Election General Affairs (KPU) and ranks in success maintenance .

Election Regional Head \_ direct is form embodiment democracy Where public follow participate involved in a manner direct in election head area . Participation is activity somebody or group of people for follow as well as in a manner active in life politics , among others with road choose state leadership and direct or No direct affect policy government (*public policy*). Activity This covers action like give voice in election general , attend meeting general , held connection (*contact*) or *lobbying* with member parliament or official government , be member party or one \_ movement social with *directaction* and so on . The more tall participation signify that people follow , understand , and engage self in activity statehood . On the contrary low participation \_ become marker that people are lacking put appreciation or interest to problem or activity statehood .

Election in a manner democratic elections \_ Regency The fourth majesty time carried out . First in 2005 , second in 2011 , third in 2016 , and fourth in 2020. Implementation election This show principle democratic that is head area chosen in a manner directly by the people. Election head area or election is form life democracy to be right for every citizen of the Republic of Indonesia . Pilkada form democratic , strong , and strengthening government internal popular support framework realize objective national . Pilkada as legal means \_ for the people to maintain or replace in a manner peaceful and dignified leader / deputy For operate government . Pilkada give chance for best citizen \_ For lead public in realize ambition together . Pilkada is mechanism determination people's opinion through characteristic system \_ direct and purposeful choose leader area For occupy position executive , like Governors , Regents and Mayors . Pilkada is means implementation based on the sovereignty of the Indonesian people constitution .

As embodiment popular sovereignty , elections in a manner expected directly by the people can produce democratic state government . Law No. 15 of 2011 concerning Organizer Election Article 1 point 1 mentions, Elections is means implementation exercised popular sovereignty in a manner direct , public , free , confidential , honest and fair in Country Unity Republic of Indonesia based on The 1945 Constitution of the Republic of Indonesia . Article 2 of Law No. 15/2011 states, Elections must must rely on twelve principle organizer elections in it covers principle independent , honest , fair , certainty law , order , interests general , openness , proportionality , professionalism , accountability , efficiency , and effectiveness .

Law Number 8 of 2015 concerning Change on Law number 1 of 2015 concerning Determination Regulation Government Substitute for Law number 1 of 2014 concerning Election Governors , Regents , and Mayors who later changed become Constitution Republic of Indonesia number 10 of 2016

concerning Change Second on Law number 1 of 2015 concerning Determination Regulation Government Substitute for Law number 1 of 2014 concerning Election Governors , Regents and Mayors become Constitution with firm arrange return election head implemented area \_ in a manner simultaneously . Pilkada simultaneously is competition fighting over people's vote for get positions politics . As A competition , election simultaneously must organized by a credible institution in the eyes of the people as well participant .

Election simultaneously in the District Majene in 2020 where \_ took place during the Covid-19 pandemic . Duties and obligations of the organizers election the more heavy If compared to with election before . Besides on duty carry out Election Regional Heads and Deputy Regional Heads , administrators are also charged with pandemic .

In case candidacy , campaign , voter list issues fixed (DPT), until collection , calculation and recap of data, as well participation voter For follow as well as during the Covid - 19 Pandemic a number of things that happen outside \_ control . because \_ That Social media is needed for implementation participatory elections \_ still Still can encouraged .

Practice democracy No Can released of the maintenance process election general . Ambition from implementation election general is realization mark democracy always \_ developed that is problems of freedom, autonomy, equality, representative, majority rule citizenship. Hope for the future implementation election general No just procedural ie just an image ritual election once five years in choose leader .

## **METHODOLOGY**

### ***Location and Determination Techniques Sample***

Research location done in the district Majene , as for method study done with use method survey . Determination technique Sample use method *multistage random sampling*, sample random systematic is sample taken \_ Where sample members are selected in a manner systematic from the population list . For determine amount respondents who will made sample in research This as many as 400 respondents ( Slovin ) with *Margin of error* :  $\pm 4.9$  % and level 95% confidence.

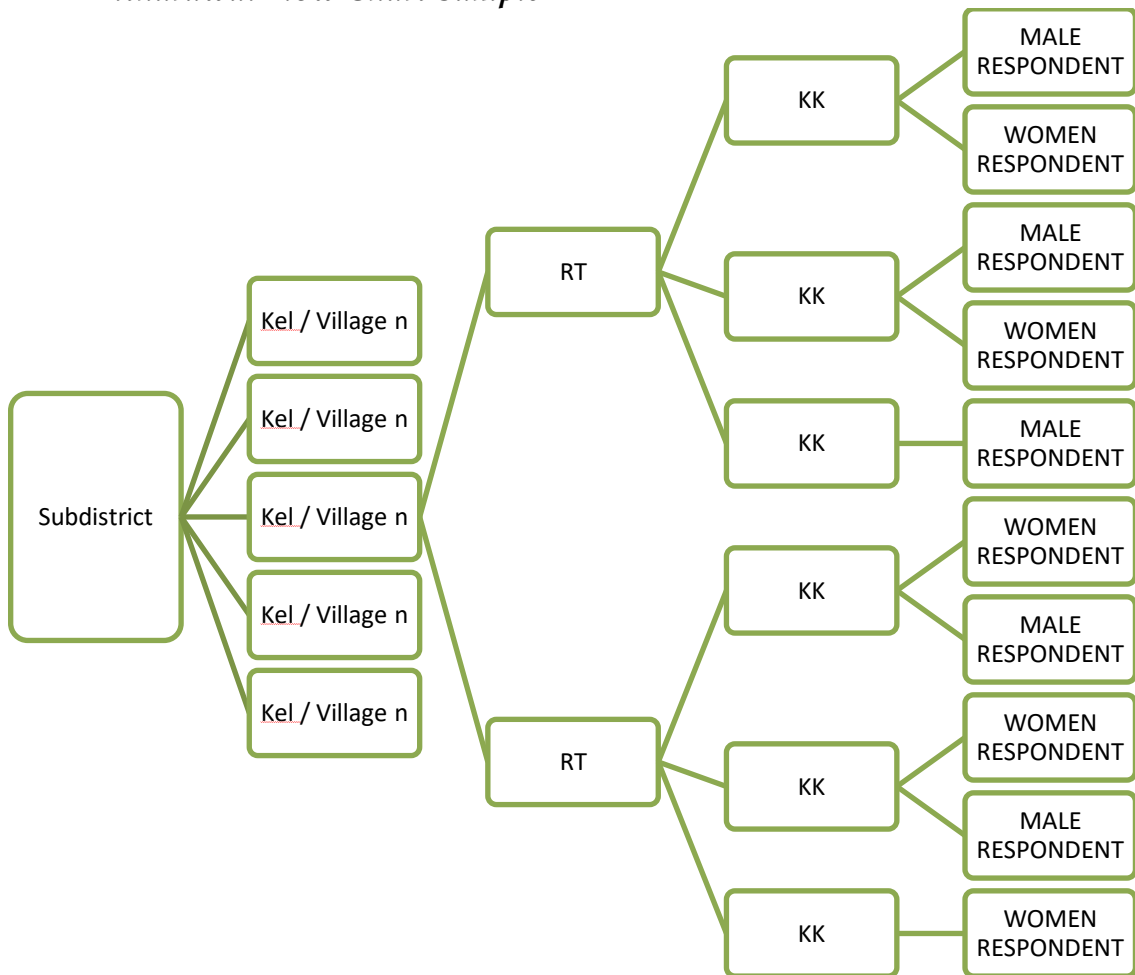
Sample is those who fulfill condition must select . Interview stare advance respondent use questionnaire . Control Quality results interview done randomly by 20% of the total sample by spot checker with return come over respondent elected .

Ward becomes PSU/Primary Sampling Unit. A total of 38 PSUs and each PSU consist of of 10 respondents (5 men and 5 women). Exception to Subdistrict proud.

SUBDISTRICT	FRI. VILLAGE/EX	TOTAL TPS	FRI. DPT	% DPT	RESP	FINAL RESP	EX. SAMPLE/PSU
EAST PROUD	9	70	20705	18%	72	70	7
PROUD	8	88	28127	24%	98	100	8
PAMBOANG	15	63	15850	14%	55	50	5
SENDANA	16	61	16175	14%	56	60	6
TAMMERODO	7	31	8515	7%	30	30	3
TUBO	7	26	6374	6%	22	20	2
MALUNDA	12	47	12934	11%	45	50	5
ULUMANDA	8	34	6411	6%	22	20	2
<b>TOTAL</b>	<b>82</b>	<b>420</b>	<b>115091</b>	<b>100%</b>	<b>400</b>	<b>400</b>	<b>38</b>

Table 3.2. Distribution Respondents

*Withdrawal Flow Chart Sample*



SUBDISTRICT	NEIGHBORHOOD/VILLAGE	NUMBER OF RESPONDENTS	QUESTIONNAIRE NUMBER
EAST PROUD	Waste	10	1-10
	Baurung	10	11-20
	Baruga	10	21-30
	Tande	10	31-40
	North Labuan	10	41-50
	Lembang	10	51-60
	East Tande	10	61-70
PROUD	Ward Totoli	12	71-82
	Ward Rangas	14	83-96
	Ward New	12	97-108
	Ward proud	14	109-122
	Galong Village	12	123-134
	Ward Pangali -Ali	12	135-146
	Village Afternoon Palipi	12	147-158
	Village Pambo'borang	12	159-170
PAMBOANG	Lalampanua	10	171-180
	Betteng	10	181-190
	North Bond	10	191-200
	Continuous	10	201-210
	balance	10	211-220
SENDANA	Mosso	10	221-230
	Mosso Dhua	10	231-240
	tallu Banua	10	241-250
	Limbua	10	251-260
	Totolisi Sendana	10	261-270
	tallu North Banua	10	271-280
TAMMERODO	Tammerodo	10	281-290
	North Tammerodo	10	291-300
	Tallambao	10	301-310
TUBO	Onang	10	311-320
	North Onang	10	321-330
MALUNDA	Malunda	10	331-340
	Stone Daydream	10	341-350
	Mekkatta	10	351-360
	East Lombang	10	361-370
	Maliaya	10	371-380
ULUMANDA	happiness	10	381-390
	Tandeallo	10	391-400
<b>TOTAL</b>	<b>38</b>	<b>400</b>	

Table 3.3. Distribution Respondents

## RESULTS

In the 2020 regional election process, campaign restrictions were implemented due to the Covid-19 outbreak, this greatly affected the level of information on voters in Majene Regency. In a pandemic situation, information related to elections is indeed not easy, this is due to limited mass gathering. In fact, socialization and campaigning in the election process are synonymous with gathering masses to carry out socialization and campaigns related to elections, as shown in the following data regarding the level of election information in simultaneous post-conflict local elections in Majene Regency.



Diagram 4. 13. Distribution of Pilkada Information

From the data on the election process, campaign restrictions were implemented due to the Covid-19 outbreak. This certainly affected the level of information on the election to voters, where 31.75% of the public said that the 19-pandemic outbreak had no effect on them related to election information, and 30.75% voters consider that the election information they get is minimal and has a significant effect on this because there are restrictions on mass gatherings that make socialization more difficult. Meanwhile, voters who think that the pandemic has greatly affected the information they get are 7.50%, and voters who think that the pandemic has no effect are 31.75% and voters who think they don't know/don't answer are 4.50%. This indicates that in general the pandemic outbreak greatly affected the information they received related to holding elections simultaneously and related to vision and mission information from regional head candidates.

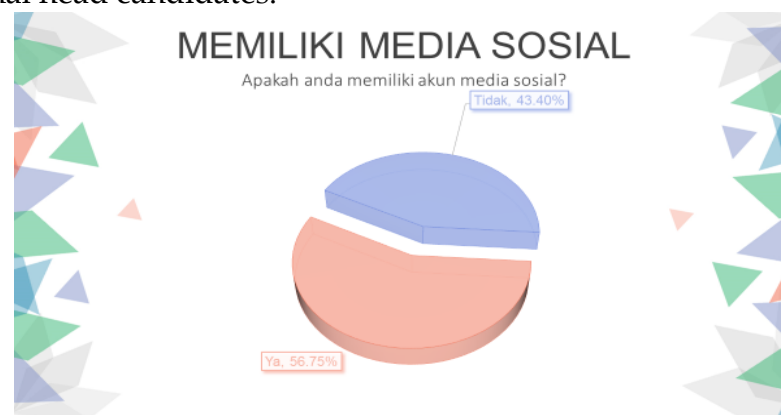


Diagram 4.14 Social Media Ownership

Based on these data, it illustrates that the tendency of voters in the technological era to get more political information through social media than electronic media, this is because social media is more practical and can be accessed quickly and *up to date*. The data above illustrates that more than half of the voters in Majene Regency claim to have social media to obtain information, where 56.75% admit to having social media and 43.40% of voters say they do not have social media as a means of political information.

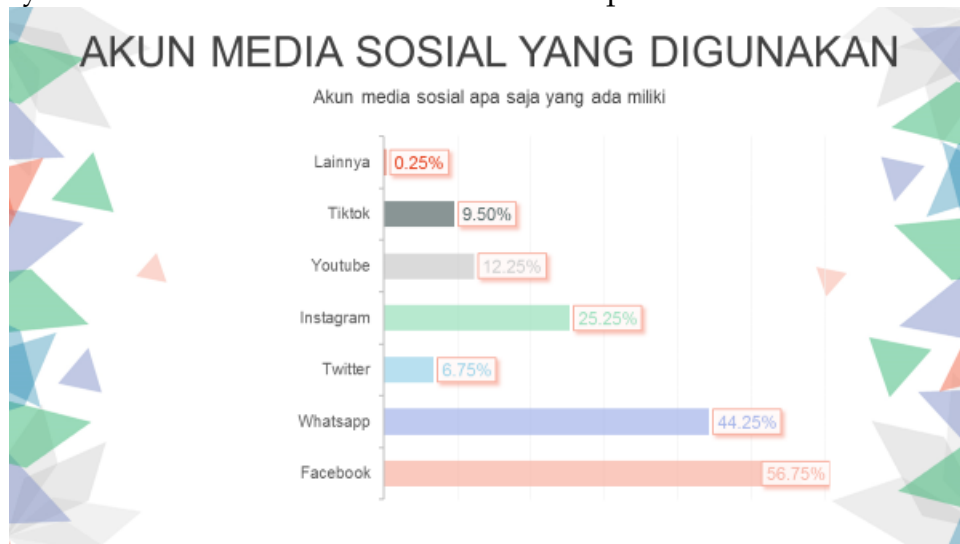


Diagram 4.15 Social Media used by Voters

The various social media that are currently developing and are in great demand by voters in Majene Regency are Facebook by 56.75%, WhatsApp by 44.25%, , Instagram by 25.25%, Youtube by 12.25%, Tiktok by 9.50% and Twitter 6.75% and others 0.25%. If traditional media uses print media and *broadcast media*, then social media uses the internet. Thus, social media as a means of communication has a role in bringing its users to participate actively by making contributions and *feedback* openly, both for sharing information and responding online in a short time. In this context, judging from the 2020 simultaneous post-conflict local elections, it was found that pairs of candidates who were competing in regional head elections made use of social media amid campaign restrictions due to the co-19 outbreak.

In other words, they tend to still use conventional campaign styles in political communication, rather than using internet networks, Facebook, Twitter, WhatsApp and so on. In fact, the environment has changed, namely the arrival of a new era called the era of digital technology, or also known as contemporary new media. Multimedia technological devices have begun to be used as a means of outreach and campaigning for candidates for legislative members. This is what causes the level of voter political participation .

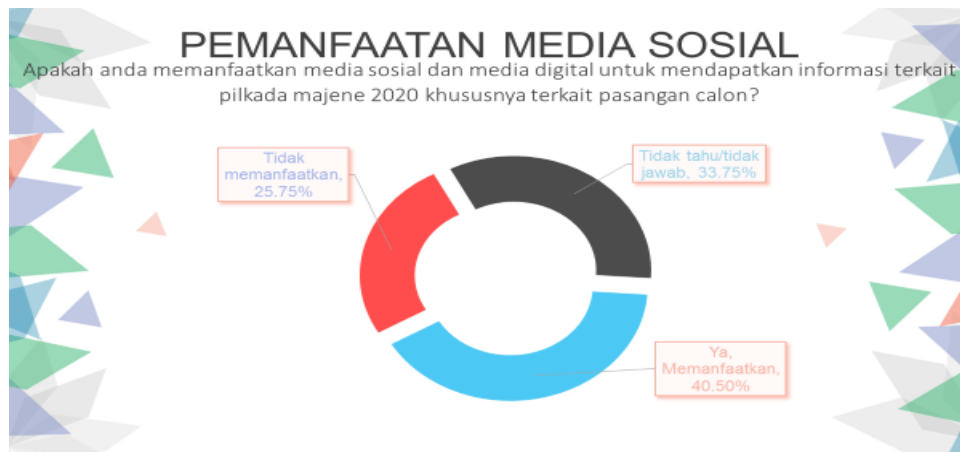


Diagram 4.16 Utilization of Social Media

The use of various social media applications by accessing the internet in Majene Regency shows that 40.50% of voters use social media to obtain information regarding the vision and mission of candidate pairs as well as information from the KPU, and 25.75% of voters admit that they do not use social media as a means of obtaining election information. , and 33.75% of voters did not give their perception regarding the use of social media as a means to obtain post-conflict local election information.



Diagram 4.17 Types of Social Media Used by Voters

Utilization of social media applications, which is seen from the frequency and social media that is most frequently accessed by voters in Majene Regency, which is indicated by the number 40.25%, voters use Facebook social media to obtain information related to post-conflict local elections and the vision and mission of regional head candidates, 49 .% kept secret or did not know or answer about social media that was most frequently accessed, and 7.00% of voters used WhatsApp to share and get election information and 1.25% of voters in Majene Regency used Instagram and Twitter use was relatively smaller 0.50 Only % of voters still use Twitter as a means of obtaining election information.

This means that in general voters in Majene Regency often use social media applications in communicating or seeking information, namely through Facebook, WhatsApp, Instagram and so on. From this fact, it shows that the majority of voters in Majene district are very active in accessing the internet via mobile phones.

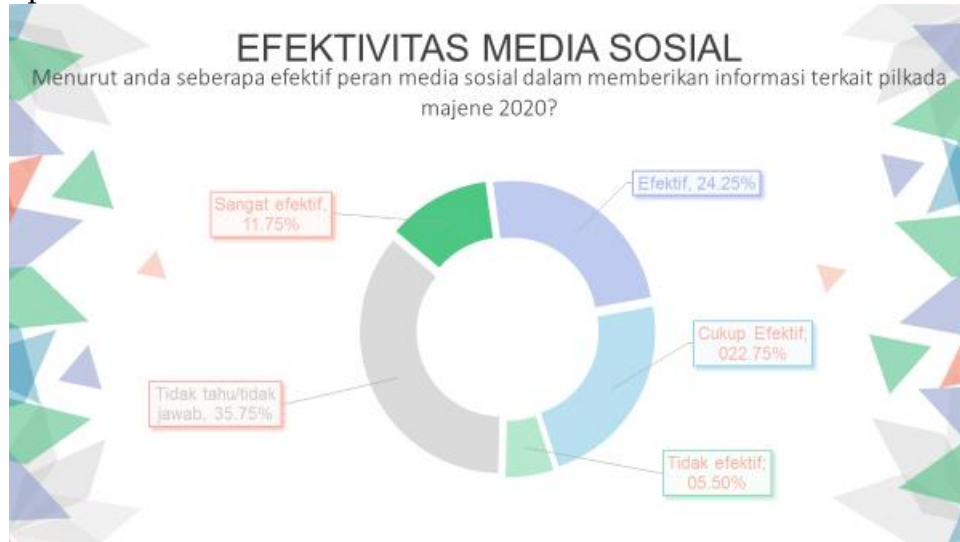


Diagram 4.18 Effectiveness of Social media

The use of social media applications in the election arena is increasingly widespread nowadays, this is because social media has a wide reach, and in terms of costs it is cheaper than using classic print media, for example banners, pamphlets, leaflets and so on, as well as the reality of society, especially post-conflict local elections in Majene Regency, which on average have used various social media applications.

With advances in information technology, it is increasingly easy to get information, one of which is through social media applications. Because of this, it is increasingly being used by politicians in campaigns, taking into account that the use of social media accounts has spread widely and is almost limitless, campaign messages are relatively faster than using conventional campaign media such as banners, billboards, leaflets, pamphlets and so on.

Voters in Majene district, almost have a majority view of the effectiveness of social media that can be used as a means to socialize the vision, mission, and platform (work program) of regional head candidate pairs, so they can show that 11.75% stated that social media was very effective in being used to disseminating the vision, mission, and platform (work program) of candidate pairs 24.25% said it was effective, and only 0.5% said it was ineffective, while 35.75% of voters did not provide an assessment regarding the effectiveness of using social media in providing information related to the visions missions and information related to post-conflict local elections in Majene Regency.

## CONCLUSIONS AND RECOMMENDATIONS

- a. From the research, 30.75% of voters said campaign restrictions due to Covid-19 had an effect on the level of information related to the regional elections and 40.5% of voters admitted to utilizing social and

digital media to obtain information related to the 2020 Majene regional election.

- b. Facebook is the most used social media to find information related to the local elections. 11.75% of voters consider social media to be very effective in providing information related to the regional elections, 24.25% think it is effective and only 34.75% of voters admit to watching the local elections broadcast by the station tv.
- c. On research This 38.75% of voters admit that they do not understand the contents of the Candidate Pair's Vision-Mission and Work Program.
- d. The effectiveness of the campaign uses more social media due to campaign limitations.

### **RECOMMENDATIONS**

- a. Campaign in Century pandemic need using social media and network media For deliver information election to selector .
- b. Information related post-conflict local election need the more innovative in framework reach sympathy voter with use more visualization \_ interesting .
- c. forming team special For spread information to voter disability
- d. In remote areas need tool display or deployment information about election through billboards , pamphlets or decal For increase participation selector .
- e. Make socialization education more politics \_ focused to various groups and communities .
- f. Need holding network media other than print media For spread information elections .
- g. Innovative in make method campaign on social media can reach public more broad

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