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Election Campaign through Social Media: The Political impact of Facebook, Instagram, Twitter and Youtube on Voting Decision in Lanao Del Sur, Philippines

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ABSTRACT

In view of social media, it now turned as the primary source of information, e.g., Facebook, Instagram, Twitter, and YouTube. Every politician wants to have a strong influence on the public. The majority sorted out that social media had turned out to be an approach to finding out about selecting an aspirant for a government position. On the other hand, political candidates nowadays add social media campaigns as one of their political campaign strategies. This study examines how social media has an emotional impact on the decisions of selected voters in the province of Lanao del Sur after surfing a social media to promote economic agenda in a political campaigns. This investigation shows that social media political information does affect the voting conclusions of the selected respondents

INTRODUCTION

It has been observed that for decades, there has been a catastrophic of poor governance in developing Muslim countries wanting to implement Islamic Economic Principles. Instability and poor economic performance are both an outcome of many developing Muslim countries' leaders having low ethical or moral values. This paper explores the factors influencing an individual's decision to elect a leader which can uplift their economy using social media.

Technology has developed all through the years. It has carried possessions that society did not have several years ago. One thing that has progressed with technology is the use of social media such as Facebook, Instagram, Twitter, and YouTube which is delivered by the internet. Election is the method used in a democratic form of government to select public representatives to lead the people forward. In the Philippines, being a republican government, elections are a necessary means since they permit qualified citizens to choose their representatives in the political system to exercise their sovereign powers.

In Philippine law, an election is defined as "the means by which the people choose their officials for a definite and fixed period and to whom, as their representatives, they entrust the exercise of the power of government for the time being" (De Leon 2002). In the case of Lanao del Sur, any election has been observed as tiring and difficult. It has been said that the behavior of election campaigns over social media in the past local elections has contributed to a positive impact on the cost of winning a political position. Also, social media's election campaign is a non-expensive campaign, which in the absence of machinery to check and limit sources of campaign funds, becomes a fertile ground to reach other people in non-verbal communication. Social media has the

potential to help voters by allowing them to vote more conveniently.

This research investigated the political impact of social media on winning an election struggle. The study tried to look deeper on what was the attentiveness of the respondents in social media, social media sites they usually logged in with; it also tried to explore the perceptions of the respondents on social media networking and most important was their view and opinion of this study which can be used by people who has a governance style with servant leadership approach which is very competent to promote the attainment of Islamic economic development in the province of Lanao del Sur.

Statement of the Problem

This study attempts to find answers to the political impact of social media such as Facebook, Instagram, Twitter and YouTube in the Province of Lanao del Sur. Specifically, this study, searched for answers to the following question:

1. What is the soci-economic profile of the respondents?
2. How the respondents describe social media sites?
3. How do the respondents describe the influence of social media on selecting a candidate for a political position?

What is the implication of the study?

METHODS

Research Design. The researcher used the descriptive research method to identify the implications of the study and possible outcomes that could be used by people running for a political position. This study used a structured survey questionnaire that was prepared by the researcher in seven pages and distributed personally to the respondents, as well as a softcopy sent online to the respondents and a personal and online interview. The data in the questionnaires was checked, tallied, and

tabulated. The results provided valuable data about the problem being studied. Ultimately, the findings served as the basis for the conclusion and recommendations.

Research Locale. Lanao del Sur (Maranao and Iranun: Pagabatan Ranao), officially the Province of Lanao del Sur, is a Philippine province in the Autonomous Region in Muslim Mindanao (ARMM). The capital is the city of Marawi, and its borders are with Lanao del Norte to the north, Bukidnon to the east, and Maguindanao and

Cotabato to the south. To the southwest lies Illana Bay, an arm of the Moro Gulf. (https://en.wikipedia.org/wiki/Lanao_del_Sur)

Research Respondents. The respondents of the study are selected 200 individuals that were qualified to vote in the 2013 and 2016 national and local elections in the Republic of the Philippines from the different municipalities in the province of Lanao del Sur.

RESULTS AND DISCUSSION

Table 1. Socio Economic Profile of the Respondents

| <i>Age</i> | | Frequency | Percentage |
|------------|----|-----------|------------|
| 18-25 | 41 | | 20.5 |
| 25-35 | 62 | | 31 |
| 35-45 | 51 | | 25.5 |
| 45-above | 46 | | 23 |
| Total | | 200 | 100 |

This study selected qualified voters in the 2013 and 2016 election in the Philippines as provided by its constitution. This implies that the data of this

study are realistic since majorly of the respondents emanated from all qualified voters.

Table 2. *Sex*

| <i>Sex</i> | Frequency | Percentage |
|------------|-----------|------------|
| Male | 111 | 55.5 |
| Female | 89 | 44.5 |
| Total | 200 | 100 |

The data showed that perception that was drawn was male and female preference is different. drawn from the investigation is balance since the

Table 3. *Occupation*

| <i>Occupation</i> | Frequency | Percentage |
|---------------------|-----------|------------|
| Government Employee | 85 | 42.5 |
| Private Employee | 88 | 44 |
| Self-Employed | 27 | 13.5 |
| Total | 200 | 100 |

The numbers showed that the majority of the employees, which implied that they were always respondents were either government or private attached on browsing social media.

Table 4. *Monthly Income*

| <i>Monthly Income</i> | Frequency | Percentage |
|--|-----------|------------|
| Below 15,000 PHP (Below 300 USD) | 88 | 44 |
| 15,000 PHP – 30,000 PHP (300 USD – 600 USD) | 81 | 40.5 |
| 30,000 PHP – Above (600 USD – Above) | 31 | 15.5 |
| Total | 200 | 100 |

The figure implied that all the respondents can afford to buy a data to connect to use the internet even they were not in their respected offices.

Table 5. Education

Education

| | Frequency | Percentage |
|-----------------------|-----------|------------|
| Doctoral Degree | 11 | 5.5 |
| Earned Doctoral Units | 43 | 21.5 |
| Masteral Degree | 58 | 29 |
| Earned Masteral Units | 45 | 22.5 |
| Bachelor Degrees | 43 | 21.5 |
| Total | 200 | 100 |

The data showed that all the respondents can understand the concepts of using social media and can browse with full understanding and awareness. This implies that the insight of studies is coming from a degree holder which can provide an accurate reaction.

Table 6. Time Spent in Social Media

Time Spent in Social Media

| | Frequency | Percentage |
|-----------------------|-----------|------------|
| Below 3 hours per day | 151 | 75.5 |
| 4-6 hours per day | 42 | 21 |
| Above 6 hours per day | 7 | 3.5 |
| Total | 200 | |

The figure above implies that the entire respondent's time spent in social media is enough to read an election advertisement in social media.

Table 7. Gadget

Gadget

| | Frequency | Percentage |
|-----------------------|-----------|------------|
| Mobile Phones/Tablets | 121 | 60.5 |
| Laptop/Desktop | 79 | 39.5 |
| Other | 0 | 0 |
| Total | 200 | 100 |

The findings showed that mobile phones and tablets were the majority gadgets used by the respondents to access the internet. This was not surprising given that this gadget it is the main source of communication such as text messaging and making a call. This implied that these gadgets were handy and user friendly with internet access.

Table 8. Social Media Engaged

| Social Media Engaged | Frequency | Percentage |
|----------------------|-----------|------------|
| Facebook | 133 | 66.5 |
| Instagram | 31 | 15.5 |
| Twitter | 11 | 5.5 |
| YouTube | 25 | 12.5 |
| Total | 200 | 100 |

It can be seen in the table that Facebook is the most common social media engaged in by the respondents. The finding implied that Facebook is the most popular social networking site utilized by the student users since it is the website they always engaged in.

II. Impact of social media on the preference of the respondents

- Majority of the respondents believed that social media:
- Collaborate them with other fellow to be familiar with the manifesto of a political party’s ideas and policies;
- Through social media they can be involve in political activities posted in Facebook, Instagram, Twitter and YouTube;
- Social media is their primary source for information;
- Social media keep them in touch with the world of politics even outside their places;
- Social media is used as an instrument to campaign their preferred candidates because of its capacity to reach people residing in places out of their reach;
- Social media engaged them to the world of politics;
- Through social media they can directly talk or give ideas to their prefer candidate;
- Social media’s political advertisement is enough to be Self-absorbed;
- Social media gives opportunity to those occupied people to participate in a political campaign. Further, social media provides an accessible information about politics;
- Respondents believed that the social media can easily catches attention, trust and empathy since it show pictures and videos that makes information real and true which eventually makes it believable;
- Using social media can heal to immoral criticisms;

- Respondents believed that through daily log-in in social they were updated on the manifesto of the politicians they love to vote;
- Social Media have real election-related emotional affair such as citizen testimonial related to politician accomplishments;
- Politician can be widely and easily popular in social media at this information age;
- Social media is used as a tool to cater the supporters' questions towards the politicians;
- The social media advertisement do not distract the usual election campaign such as; political rally and house to house campaign.

CONCLUSION

Throughout the years, technology has evolved. It has transported possessions that societies lacked a few years ago. One area where technology has advanced is use of social media platforms such as Facebook, Instagram, Twitter, and YouTube, which are all delivered via the internet.

According to the findings of this study, the total amount of time spent on social media by the respondents is sufficient to read an election advertisement posted on social media. Mobile phones and tablets were the most popular internet-accessing devices among those who responded, and Facebook is the most popular social networking site among students which implies that Facebook is the most used social media platform, thus, the most used as well for political advertisements.

Majority of the respondents agree that social media has emerged as a viable method of learning about and selecting candidates for government positions. However, some disagree. Political candidates, on the other hand, have increasingly included a social media campaign as part of their overall political campaign strategy.

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