Digital Politics and Participation Politics in Society in the Era of Industrial Revolution

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ABSTRACT

Digital politics and public political participation in the 4.0 revolution era provide interesting themes in political studies in Indonesia. In political contestation along with the holding of the General Elections of President and Vice President and the Election of Legislative Members simultaneously in 2019, with the increasing level of public political participation, at least one of the important elements that encourages increased public participation is the role of social media. Social media has become a space for effective political interaction for all sections of society to access information, especially in the era of the industrial revolution 4.0 where the internet media has become a space for political battles both political actors and supporters of Candidates for Presidential Candidates. Digital politics is developing into a new space in realizing dynamic democracy, so the political communication that is built through social media is starting to become a place for political actors to offer ideas and political programs to the public. So this development gives that the future of Indonesian democracy is becoming more modern. by conducting descriptive analytical research in order to understand the digital political process and political participation which are the most important learning media for society in politics.

Keywords: Digital politics, political participation, direct elections, and democracy.

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INTRODUCTION

The dynamics of Indonesian politics every year experience significant changes. This change illustrates that there has been a modernization of Indonesian politics. According to Samuel Huntington, political modernization is a multi-faceted process which involves changes in all frameworks of human thought and activities, such as education, industry, democratization and mass media which do not take place randomly and independently, but all are interrelated (Triana, 2011) . So in, the context of the modernization of political Indonesia is an effort to encourage the realization of a dynamic democratic climate.

Political modernization that has become an important feature, one of which is explained by Huntington is the role of mass media, further Very Wahyudi explained that the role of mass media in political polarization in Indonesia through social media was felt very much since the rolling of the democratic party in 2014 during the election of the President of the Republic of Indonesia. Joko Widodo's election as President of Indonesia in the 2014 presidential election answered how the role of the media was very influential in supporting popularity (Wayudi, 2018: 50).

Unlike Wahyudi, Wasisto Raharjo Jati, who quoted (Postill, 2012; Coleman, 2015), explained that the existence of social media in the Indonesian middle class is one form of digital political implementation. Understanding of digital politics can simply be said as a space forming political ties in a society based on technological content that is to strengthen or reduce the level of democracy. For Wasisto, basically the notion of digital politics is literally a large arena that allows participation, representation, and articulation of interests and then synergize and contest with one another through digital content as its agent. (Wasisto, 2015).

Furthermore according to Wasisto, there is a political attachment created by middle class interactions in social media. Broadly speaking, the level of digital politics in Indonesia's middle class consists of several stages, namely political awareness, political engagement, and now political activism. In some cases the emergence of movements such as the 1 Million Supporters Movement of KPK, Cinta Prita Coins, and Volunteers in the 2014 Election shows that political awareness triggered by social media has now led from the original moral movement based on political engagement (political engagement) began to become a political movement (political activism)) (Wasisto, 2015).

In the context of digital politics as described by Wasisto as a space for forming political ties in a society based on technological content that is to strengthen or reduce the level of democracy and become a large arena that allows for participation, representation, and articulation of interests then synergize and contest each other through digital content as the agent. So in the context of Indonesia's political modernization, one of the important factors driving increased political participation in society is through the media, both mass media and social media.

Political participation is actually a popular concept in the study of political science and political sociology. However, its use varies, giving rise to different concepts. Nevertheless, most political science scholars conclude that what is meant by political participation is how the involvement of the community or the public in political activities (Salim, 2019: 1106).

Ramlan Surbakti, political participation is the activity of ordinary citizens in influencing the process of making and implementing public policy and in determining the leadership of the government. The intended activities, among others, submit claims, pay taxes, carry out decisions, submit criticisms or corrections, for the implementation of a general policy, and support or oppose certain prospective leaders, propose alternative leaders, and elect people's representatives in general elections (Surbakti, 2010 : 151).

Description Surbakti, related to political participation which is grounded in all activities of citizens who can influence policy and can determine one's leadership in society. What is meant by Surbakti, of course there are several definitions based on sociology that examines aspects of political participation, expressed by various sociology figures. The common thread is that sociology basically focuses its attention on society and individuals, because according to sociology, society as a place of interaction of individual actions which actions can affect society (Salim, 2019: 1106).

The community as a place of political interaction is certainly an important part in encouraging political awareness of the community to be actively involved in political participation. Political participation in the revolutionary 4.0 era did not merely become one of the functions of political parties directly to encourage people to be more active in the political field, but to encourage effective political participation of people through social media.

The use of social media for now is a political land that is very easy to be accessed by all groups, ranging from the Government in disseminating its work programs, politicians and political parties in increasing electability and popularity, even civil society in general uses social media to access information- information that is currently developing. Even the use of social media is open and reaches all levels of society (Wayudi, 2018: 50).

METHOD

The research approach used is a qualitative approach. Moh. Nazir who stated that the purpose of the descriptive research was to make a systematic, factual and accurate description, picture, or painting of the facts, characteristics, relationships between the phenomena investigated. As for the characteristics of descriptive research, among others, exploring various theories that have developed, looking for several methods and various writing techniques both in order to collect and process and analyze data that has been used by previous and new writers, get a broader orientation in selected problems and avoiding the occurrence of some unwanted duplication (Moleong, 2000: 63).
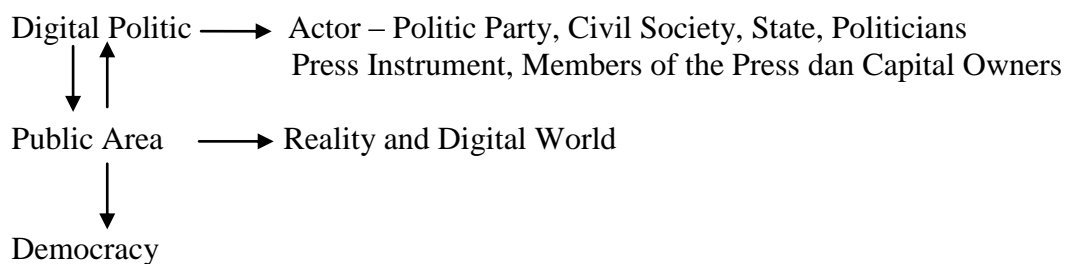
Researchers use data sources, namely secondary data. Secondary data in the form of additional data that supports primary data can come from theories, journals, books and internet records, existing evidence, or archives both published and not publicly published. which is relevant to the discussion of digital political research and public political participation in this 4.0 industrial revolution era.

FINDINGS AND DISCUSSION
Digital Politics and Political Participation Of Communities in the Industrial Revolution 4.0

Studying digital politics in the perspective of the study of political sociology, digital politics is a necessity. Digital politics is an instrument using digital political technology that is used by political actors to build their political interests. Examples such as imaging, political marketing and political participation as well as hegemony of public space: an example is the existence of a bazer to hegge public opinion. For example, the freming of the KPK issue was weakened or strengthened, the issue of flooding and Jiwasraya.

Digital politics has become a new alternative, encouraging a changing and challenging political dynamics. This can be seen sporadically and continues to be constructed in the reality of world politics, including in Indonesia. The shift of direct or face-to-face communication patterns to digital-based communication spaces such as social media, which is certainly a changing communication pattern in the reality of people's lives, including political communication. therefore, digital politics becomes a necessity. So conceptually, the reading of digital politics in Indonesia can be understood from the following illustration:

Digital Politic ⟶ Actor – Politic Party, Civil Society, State, Politicians
⬍ Press Instrument, Members of the Press dan Capital Owners

Public Area ⟶ Reality and Digital World

⬇

Democracy

In this study the authors describe that, digital politics encourages a new dynamic in community political participation by involving actors, countries, civil society, politicians, the press, members of the press and capital owners in the public sphere that changes from a reality to a digital world which is essentially aimed at to realize a traditional political life transitioning to a democratic system in Indonesia.

According to Wasisto, the existence of the transition cannot yet be used as a fundamental parameter given the degree of political awareness of the Indonesian political middle class which is still volatile depending on the context that influences. The construction of the political preferences of the Indonesian middle class depends on how far the issue is endorsed and then influencers spread the

issue as a common problem or interest for the Indonesian middle class. The premise is actually a starting point that the existence of Indonesian social media needs to be optimized as a political media (Wasisto, 2015).

Understanding what Wasisto described, the political transition that was previously based on conventional transition into digital-based politics certainly becomes a parameter of the degree of political awareness in the middle class. However, digital politics which is a necessity at the moment, does not merely involve the middle class in making social media as political media. This can be observed in reality where even the lower middle class makes social media as their political media in order to channel their political aspirations and interests over the candidates they love.

The use of social media as political media is actually sociologically understood as a change in political behavior that consciously changes when people get a new public space that for them they did not previously get. Thus, social media becomes an alternative in channeling aspirations both socially and politically. But on the other side. The public makes social media as political media, of course, to have consequences, as is the case in Indonesia today. When the Presidential Election contest was over, there were still political divisions in the community between the community groups who associate as supporters of Joko Widodo with serial number 01 and the community groups who associate themselves as supporters of Prabowo Subianto as Presidential Candidates named sequence 02. Therefore, Significant changes in people's active political participation by making social media a political media should be an important record of the state, especially political parties.

Wahyudi explained that the digital politics of society can be faster and respond to the information they need, so social media often provides space for people to comment by giving comments space in their own columns for example, and comments not only delivered to the editor, but are political expressions that are then it can be from someone else. Furthermore according to Wahyudi, social media indirectly provides an opportunity for voters to respond directly or encourage the public to discuss politics online. The use of social media for political communication using online media is the trend chosen by political parties and the candidates they carry. (Wahyudi, 2018: 53-54).

Fundamental changes in political communication and political participation of the people in Indonesia have begun to be seen by political parties using social media to disseminate political information to the public or to simply maintain existing networks, especially to gain public sympathy. Changes in the form of political communication are patterns and roles of the community as political actors themselves. Political communication through social media places citizens as targets to be influenced, so as to benefit the political elite who have an interest. In fact, it is not only related to political actors or political elites, social media becomes a new communication space for one community to another. Social media forms the structure of citizen communication as a political actor, whether or not they come into contact with the state (Wahyudi, 2018: 54).

Ahmad Alwajih in 2014 in his article entitled The E-Democracy Dilemma in Indonesia; Analyzing the Relationship of the Internet, the State, and Society, begins with a fundamental question that is the internet able to guarantee the administration of the country to be more democratic? The answer can end in "yes" and "no," or even both paradoxes, of course with their respective reasons. Then Alwajih, elaborating on Idi Subandy Ibrahim's research which emphasized the shift in the democratic process in the public sphere which necessitated a discussion room without repression like Habermas's idea. For Ibrahim, who examines the use of a social networking site called Facebook as a political media noted, support for Bibit - Chandra is increasing when the case of the Corruption Eradication Commission (KPK) versus the National Police is warming. This support is realized in the form of a fanpage, the number of people who clicked Like, and some comments on the wall of the page. (Alwajih, 2014: 140).

Referring to Ibrahim's description related to a shift in the democratic process by necessitating a discussion room without repression (restraint) of the public spehere (public space) by examining Habermas's idea. For Habermas, public space itself appears as a specific area. Public areas that are presented for opposition to the private area, but according to Habesmas sometimes the term public is raised only as one of the sectors of public opinion deliberately formed to oppose the authorities. Because it depends on the conditions that exist, whether state organs or the media, such as the press, which provides a place of communication between public members themselves, the term public opinion is then often referred to as public organs (Habermas, 2012: 3).

Referring to Jurgen Habermas's idea of public space that in the 18th century, cafes, salons or gathering places as an arena for public discussion, after the 1990s where the Internet era was present as a virtual arena that could be used to respond reality happened. The term public sphere or Habermas-style public space was popularized in 1989 through the book The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society explains the concept of space created from a collection of certain people (private people) as if created as a form attitude towards public authority. This condition arises because of changes in the culture of citizens in response to the reality and political rules in the 18th century; as citizens' intellectuals increase, media literacy, access to quality works and journalism are more critical through published news. If conclusions are drawn, Habermas's public sphere is a space that works by using a foundation of practical moral discourse that involves both rational and critical interaction built with the aim of finding solutions to political problems (Zainal Fatah and Megasari Noer Fatanti, 2019: 311).

In political reality, for Wasisto internet penetration in the Indonesian public sphere has increased in intensity every year. According to data reported by Wijaya (2014), the number of internet users, which is around 72.7 million of Indonesia's population, is an active internet user. Of these 62 million are active users of smartphone-based social media. Broadly speaking, users of social media are middle class Indonesians who domicile in big cities like Jakarta, Bandung, Surabaya, Medan, Makassar. The social media platforms that are favorite for the

middle class are Facebook (14 percent), WhatsApp (12 percent), and Twitter (11 percent). The large potential for the use of social media in Indonesia then named Indonesia as "the social media capital of the world" (On Device Research, 2013). (Wasisto, 2015)

In the next stage for Wasisto the prospect of digital politics based on social media will continue to play an important role in the future of Indonesian democracy in the future. Middle class political culture needs to be changed from just pleasure to exposure as an extra parliamentary political group. It's just that a crucial problem is the regulation of the internet in Indonesia. On the one hand, the state wants to penetrate and protect internet content at the same time, but on the other hand, this regulation is a repressive way of censoring Indonesian middle class political activism. In the future, it is necessary to formulate the right parameters to position the internet in the relations of the state and society, namely whether the internet is public goods or private goods. But clearly the internet has now developed into a new arena for Indonesian democracy (Wasisto, 2015).

CONCLUSION

Digital politics is an instrument by using digital political technology that is used by political actors to build the political interests that they want to convey to the public actually becomes a necessity. Because, with the political modernization that marked the era of the industrial revolution 4.0, it has directly changed the pattern of political participation of the people who were passively involved in every political activity, now actively in the context of political participation by making social media a political media.

Digital politics is a necessity because political participation is not limited to the middle class or political parties that control technology. However, in the era of the industrial revolution 4.0, the general public has made digital technology or the internet a political media to channel their social and political aspirations in the life of the nation and state. Thus, in the 2019 PILPRES contestation which then led to massive political divisions occurring in the community and became a challenge for Indonesia because social media was used as political media, it led to the construction of hoax news which eventually divided the socio-political life of the Indonesian people.

But on the other hand, digital politics that continues to undergo change needs to realize political consensus between the state and society in order to build positive content in politics so that it becomes an important thing for the progress of democracy. Because, to build positive content in the context of digital democracy is to create a dynamic democracy. Creating a dynamic democracy certainly rests on the correlation between the context of reality and digital media publications. For example, the political alignments of empowerment to the community, the political promise and reality must be the same and concrete. Therefore, every actor who uses the media as political media needs consistency and commitment in realizing a dynamic and responsible democratic process, so that political participation in the industrial revolution era 4.0 has a positive impact

on political reality for the advancement of national and state democracy in Indonesia.

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