# VIRTUAL POLITICS:

# A NEW BRIDGE TOWARDS THE ELECTION OF THE 2019 ELECTION

**Rr Dinar Soelistyowati**

*Universitas Bhayangkara Jakarta Raya*

*dinar_funky@yahoo.com*

Rr Dinar Soelistyowati completed her education at the Social Bachelor Program at the Faculty of Social and Political Sciences at the University of Indonesia, then continued her Masters Program in Human Resource Management (S-2) in the Monodisciplinary Undergraduate Program at Jenderal Soedirman University, Purwokerto, and Master of Communication Studies S-2) in the S-2 Study Program at the Graduate School of Sahid University. Currently the author serves as a Permanent Lecturer at Bhayangkara University, Greater Jakarta and at several universities, such as the University of Indonesia, Bakrie University, and the Jakarta Creative Media State Polytechnic. The author is also involved in several competing researches and grants from DIKTI, such as "Factors that Influence Leadership Effectiveness in the Planning of Transmigration Programs and Their Implications for Minimizing Misuse of State Finance", etc.

**Abstrak**

Perkembangan kehidupan di era milenial membuat banyak perbedaan dan perubahan. Hal ini juga berlaku pada dua hal yang akan berimbas pada satu *event* besar: komunikasi dan politik menuju Pemilu 2019. Akibatnya, sistem komunikasi politik konvensional (kampanye di hadapan publik) yang biasa dilakukan oleh para kandidat calon presiden mulai bergeser ke sebuah 'jembatan' baru, yaitu komunikasi politik virtual. Penelitian ini bertujuan untuk memberikan gambaran bagaimana media sosial mampu menjadi sebuah media komunikasi politik yang baru dalam perkembangan politik Indonesia. Pembahasan dalam artikel ini mencakup fungsi dan peran media sosial dalam mengkomunikasikan visi dan misi calon presiden terhadap pola pikir masyarakat serta pola komunikasi masyarakat sebagai implementasi komunikasi politik di dunia maya. Kedua temuan ini diinterpretasikan ke dalam sebuah jaringan komunikasi politik virtual yang lebih fleksibel dalam memaknai dan menanggapi kembali visi dan misi calon presiden jelang Pemilu 2019. Penelitian ini menggunakan metode kualitatif dengan mengkombinasikan antara teori agenda setting dengan teori empati dan homofili sebagai teknik analisis penelitian.Penggabungan kedua teori ini diperlukan dalam menganalisis pola interaksi, baik dari calon presiden kepada masyarakat maupun sebaliknya di dalam satu situasi politik yang sama. Hasil dari penelitian ini menunjukkan bahwa pola komunikasi dua arah yang dibentuk antara calon presiden dengan masyarakat melalui media sosial menawarkan sebuah bentuk interaksi dan strategi komunikasi politik yang baru, baik dalam penyebaran visi dan misi serta program kerja calon presiden kepada masyarakat terutama bagi generasi milenial maupun sebagai acuan masyarakat dalam menilai kualitas dan kuantitas visi dan misi calon presiden dalam kontestasi Pemilu 2019.

**Kata Kunci:** Pemilu 2019, Komunikasi Politik Virtual, Media Sosial, Generasi Milenial

## *Abstract*

*The development of life in this millenial era make a lot difference and changes. These also applied to the two things which will be impact on one big event: communication and politics toward Elections 2019. As a result, the conventional political communication system (campaign in the public) what is usually done by presidential candidates start shifting to the new 'bridge', that is virtual political communication. The research aims to give a picture about how social media could be a new political communication media in Indonesian political development. The discussion in this article including the function and the role of social media in communicating the presidential candidates' vision and mission to the public's mindset also the pattern of public communication as the implementation of political communication in the cyberspace. These findings interpreted inward a vitual political commmunication network which is more flexible in interpret and respond back the presidential candidates' vision and mission ahead of the Election2019.The study using qualitative method with combining between agenda setting theory with the empathy and homophily theory as the research analysis techniques. These combined theories are needed in analyzing the interraction pattern, both from presidential candidates to the publics and vice versa in the same political situation. The result of this study shows that the two-way communication modelis formed between the presidential candidates and the public through the social mediaoffering a new political communication interraction and strategy, both in presidential candidates' vision and mission deployment also their working progrms to the public especially for millenial generation and as the public's reference in judging the presidential candidates's vision an mission quality and quantity in the Election 2019 contestation.*

***Keywords:*** *Election 2019, Virtual Political Communication, Social Media, Millenial Generation*

## INTRODUCTION

In today's modern era, communication technology has undergone rapid development. Many role and enormous contribution that has been given to the public. Various information we are looking for can be obtained through our smartphones and social media, ranging from information that aims to inform a phenomenon that existed until that is entertaining. However, in fact, all the role impacts and contributions that are felt of course are more likely to be felt by young people who currently belong to the millennial generation. Based on a survey conducted in 2017, the Center for Strategic and International Studies (CSIS) explained that there were striking differences between the millennial and non-millennial generations in terms of accessing online media. At least, 54.3% of millennials claim to read online media rather than non-millennial generation which is only 11.9% every day (CSIS, 2017).

Millennials themselves are also a large group that has such a large impact. Not only in terms of population, this generation also contributes greatly to every basic aspect of Indonesia. One aspect that is inherent in this country is politics. Speaking of politics, government in Indonesia is currently preparing to face a grand political event held every five years. Of course this event involves not only parliamentarians, but also all levels of society to choose who the candidates become representatives of the people for the next 5 years. The Indonesian people named this event as General Election, or commonly abbreviated as Election.

At a glance, the 2019 elections are not different from the previous elections. Participants in the same political party as the same presidential candidates as in the previous period, the same vision and mission and political promises, even with a little intonation and language, were slightly changed to refresh the political atmosphere in order to spoil the hearts of the people. However, if what is seen is a political campaign system, there are clearly different ones. In the previous several periods, the candidate pairs actively took to the streets voicing work programs to attract sympathy from the public. However, in this period, the conventional political campaign system began to shift to a virtual political campaign system, a system of political campaigning with social media as a new weapon for the candidate pair in capturing political targets. Unmitigated, this candidate pair also took the millennial generation as representatives of each candidate pair in campaigning on social media.

Even now, not a few accounts on social media are made specifically for political campaigns. This is done because of four things. First, the virtual political campaign system is considered more effective without having to spend a lot of campaign funds. Second, the virtual political campaign system also allows the decline of abstentions during the upcoming 2019 Election. Third, this system is one of the fulfillment of a democratic and informative Indonesian community development perspective that emphasizes freedom aspects in transacting ideas and accurate information so that the public and the government get a variety of information choice references. Fourth, the virtual political campaign system is the implementation of awareness and openness of government institutions in the implementation of countries where citizen engagement with high knowledge and sufficient awareness is at the core of deliberative democracy.

However, targeting the millennial generation as a potential political asset is not an easy thing to do because millennial political choices are unpredictable and they also tend to be apolitical, making them difficult to approach by political parties / candidates, they are also known to have low levels of loyalty and move to choice politics depends on the trend that occurred at that time. In addition, millennial generations tend to have a high level of sensitivity to certain issues such as radicalism. The survey conducted by the Alvara Research Center and Spring Water Foundation in August 2017 shows the potential for radicalism to start strengthening in educated groups, namely students, students,

and professional groups. The aspirations that began to question the ideology of the state, the Pancasila, and the Republic of Indonesia clearly began to surface. Action in the form of intolerance towards different groups is also

increasingly common. This trend is certainly very influential on Indonesia's political discourse in the future (Ali, 2017).

This condition is certainly a challenge for each political party to immediately innovate to gain votes from young people, including the swing voters who also have millennial behavior. In his interview, Charta Politika Indonesia Muslimin Research revealed that the basic desires of young people in the millennial generation are analogous to 4C, namely critical or critical thinking, change, communicative, and community or community based hobbies. PPP politician Achmad Baidowi added that millennial genealogies should be given space by political parties. Political parties must also capture the phenomenon of social digital which has been used by millennial generations, such as technological sophistication (Media Indonesia, 2017). For this reason, there is a need for a political communication strategy that is right on target with appropriate media, not only to attract sympathy to pocket voters, but also to seek healthy political aspirations and informative and innovative ideas from the wider community to plan an ideal governement programs for all levels of Indonesian society in the next period of government.

The objectives of this study include: (1) providing an overview of how social media can become a media of new political communication virtually in Indonesian political development; (2) explain the role of the millennial generation in communicating the vision and mission of presidential candidates on the mindset of people in cyberspace through social media; and (3) describe the pattern of public communication as the implementation of political communication in cyberspace.

Understanding the above, it becomes important to study the role of the millennial generation and the use of social media as a medium of virtual political communication in general and communicate the strategy of virtual political campaigns in particular through scientific studies. Through this research, it is hoped that it can become a benchmark for the Indonesian government in carrying out a virtual political campaign system and can be used as a new space in seeking informative political aspirations, especially those from the millennial generation.

## LITERATURE STUDY

### Previous research

Previous relevant research is a study conducted by Dudi Rustandi entitled "Online Political Imaging: A Strategy to Win Digital Masses Ahead of the 2014 Election". The aim of the study was to analyze by searching digital information (literacy) how each presidential candidate would do his imaging through online media. The research method used is quantitative research methods with literacy studies as a method of collecting research data. The results of the study show that through various types of conversations in the online world, not every candidate has an awareness of the importance of building political communication in the online world (Rustandi, 2013).

Another study was conducted by Eko Harry Susanto in his journal entitled "Political Dynamics of Communism in General Elections". This study aims to provide an overview of the dynamics of political communication in the context of facing elections. The research method used is a qualitative research method that is focused on tracking data relating to legislative elections. From the results of the study concluded that the existence of political communicators

consisting of elite political parties and legislative candidates, public participation in using voting rights, and the quality of legislative members of general election results which are fundamental factors supporting the successful implementation of elections that produce quality legislative members (Susanto, 2013).

While for the current research conducted by researchers (2018) entitled "Virtual Politics: A New Bridge towards the 2019 Election". This study aims to provide an overview of how social media can become a new media of political communication in Indonesian political development. This study itself uses descriptive qualitative research methods with library research techniques and literature studies.

## Communication

The terminology of communication comes from Latin, namely Communica, which means to divide, and Communis, which means building togetherness between two or more people. In contrast to Lasswell, Steven actually proposed a broader definition, that communication occurs whenever an organism reacts to an object or stimuli, whether it comes from someone or the surrounding environment. Hovland, Janis, and Kelly also made the definition that "Communication is the process by which an individual (the communicator) transmits stimuli (usually verbal) to modify the behavior of individuals (the audience)." This definition is almost the same as the definition made by scholars of human communication (human communication) namely "Communication is a transaction, a symbolic process that requires people to regulate their environment by (1) building relationships between humans, (2) through information exchange, (3) to strengthen attitudes and behavior other people, (4) and try to change that attitude and behavior. "Another definition was made by Barelson and Steiner (1964) namely" Communication is the transmission of information, ideas, emotions, skills, etc., by the use of symbols , words, picture, figures, graphics, etc. "While Gerbner defines "Communication is a special interaction through symbols and message systems." (Cangara, 2016).

## Politics

In our daily lives, the term "politics" is not so foreign because everything done on the basis of group interests or power is often in the name of a political label. Therefore, recent political definitions put more pressure on the state in relation to the dynamics of society as made by Kaspar Bluntschli that "politics is the view which is concerned with the state, which audience to understand and comprehend the views in its conditions ,, in its essential nature, various forms of manifestations, its development. "Even Harold D. Lasswell is more firm in formulating politics as a science of challenging power" when we speak of the science of politics, we mean the science of power. "

In the book entitled Introduction to Political Communication by McNair (2000) it is stated that "political communication as a discussion about the allocation of public resources, official authority (who is given the power to make legal, legislative and executive decisions), and official functions (what is the state reward or punishes). "So political communication according to McNair is purely talking about the allocation of public resources that have value, whether it is the value of power or economic value, officers who have the authority to give power and decisions in making laws or rules, whether legislative or executive, as well as sanctions, whether in the form of gifts or fines.

From some of the meanings that have been stated, political communication can be interpreted as a communication process whose implications or consequences for political activity. These factors also distinguish between other communication disciplines such as development communication, educational communication, business communication, intercultural communication, organizational communication, family communication, and the like. The difference lies in the contents of the message. This means that political communication has messages that are politically charged, while education communication has a message that contains educational problems. So to

distinguish between one discipline and another in the study of communication, lies in the nature or content of the message (Cangara, 2016).

**Political Communication**

Starting from the concept of communication and political concepts described earlier, the effort to approach the understanding of what constitutes political communication, according to Dahlan (1999) is a field or discipline that examines the behavior and activities of communication that are political in nature, have political consequences, or influence political behavior.

Meadow in Nimmo (2004) also makes a definition that "political communication refers to exchanges of messages or messages that are significant actions have been changed or have consequences for political systems." Here Meadow puts pressure on symbols or messages that The statement was significantly formed or had consequences for the political system. But Nimmo himself quoting Meadow in his book only put pressure on the regulation of humanity carried out under conditions of conflict, as stated "communication (activity) is considered to be politically viable (actual or potential) which regulate human conduct under the condition of conflict. "

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To avoid the study of political communication, it is not only about power, Doris Graber reminded in his Political Language (1981) that political communication is not only rhetoric, but also includes language symbols, such as body language and political actions such as boycotts, protests and demonstrations. Thus, the notion of political communication can be formulated as a process of passing symbols or communication symbols that contain political messages from a person or group to other people with the aim of opening insight or ways of thinking, and influencing the attitudes and behavior of audiences who become a political target.

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**Computer Mediated Communication (CMC)**

Computer Mediated Communication (CMC) is a new concept in the field of communication. This concept emerged as a result of the diffusion process of innovation in the field of communication technology, especially regarding communication through new media. Computer Mediated Communication (CMC) is the application of the

results of the diffusion of communication technology innovations in the form of computers that are used as a medium in the communication process. CMC can be seen as a transfer of communication technology that brings direction to the use of computers as a medium in processing ideas / messages and information that is axiomatic (information that is clear) (Darmawan, 2012).

## New Media

New media theory is a theory developed by Pierre Levy, who argued that new media is a theory that addresses the development of media. In new media theory, there are two views, the first is the view of social interaction, which distinguishes the media according to their proximity to face-to-face interactions. Pierre Levy views the World Wide Web (WWW) as an open, flexible and dynamic information environment and that enables humans to develop new knowledge orientations, which are interactive and based on society. New media or online media is defined as a product of technology-mediated communication that is shared with digital computers (Creeber, 2009). Another definition of online media is media which consists of a combination of various elements. That means there is media convergence in it, where several media are put together (Lievrouw, 2011). New media is a media that uses the internet, technology-based online media, flexible character, potentially interactive and can function privately and publicly (Mondry, 2008).

From some conclusions regarding the definition of new media it can be argued that new media is a digitization of the concept of understanding from the age of development of technology and science, from all the manual to automatic and from all the complex to concise. Digital is a complex and flexible method that makes it essential in human life. Digital is also always related to the media because this media is something that continues to evolve from ancient media (old media) until now who have used digital (modern media / new media) (Widyaningrum, 2016).

## Internet

According to Lister et al, the internet is a collection of networks that connect computers and servers together. Whereas a more detailed understanding was made by Federal Networking, the US Council in 1995, that the internet refers to global information systems; (i) logically connected together with a unique global address space based on Internet Protocol (IP) or its extension, (ii) able to support communication with the Transmission Control Protocol / Internet Protocol (TCP / IP) or its extension of frequency, and / or Other compatible IPs, and (iii) provide, use or connect, either publicly or privately, the high-level services that line communications and related infrastructure are discussed here.

Newhagen & Rafaeli (in Wood & Smith) identify characteristics that distinguish the internet from other forms of communication. These characteristics include multimedia and interactivity. We can understand the characteristics of multimedia as a medium with various forms of content which include a combination of text, audio, image, animation, video, and forms of interactive content.

While interactivity allows someone to create their own message, publish their content, or engage in online interactions, this interactivity characteristic allows communicators to interact between them. When we exchange messages via e-mail with anyone, we realize that two-way communication can occur through the internet.

Morris and Ogan argue that traditional mass media such as newspapers and television show that between message makers and audiences are described as one-to-many relationship one-way relationships, while the internet can be seen as a means of one-to-one communication as in e-mail, one-to-many and many-to-one.

Although in communication the internet users are separated by distance and physical presence far enough, according to Parks & Floyd, internet users feel as a community through CMC (Computer Mediated Communication), which according to Shedletsky & Aitken can be a means of establishing friendship or other intimate relationship (Heryanto, 2018).

### Social Networking

Social networking sites in English called social network sites are a web-based service that allows users to create profiles, view a list of available users, and invite or accept friends to join the site. The appearance of this social networking site displays a user profile page, which consists of the user's identity and photos (Juditha, 2011).

Social networking is a form of social media and is also a type of mass media in the form of digital media. Mass media as a channel of information for a wide audience always comes with a variety of news. The public cannot avoid their need for information, both from the world of politics, economics, education, social, culture, technology, and others. Social media which in English "Social Media" according to grammar consists of the word "social" which has the meaning of social or an interaction, and "media" is a container or social place itself. Social media is an online media with its users being able to easily participate, share and create content including blogs, social networks, wikis, forums and the virtual world. Blogs, social networks and wikis are the most common forms of social media used by people throughout the world (Juditha, 2011).

### Social Media

Mandibergh defines social media as "a media that accommodates collaboration between user-generated content" (User generated content)"  (Nasrullah, 2015).

Social media has the following characteristics:

a. The message delivered is not just for one person but can be sent to various people, for example, messages via SMS or the internet.
b. Messages delivered freely, without having to go through a Gatekeeper.
c. The messages delivered tend to be faster than other media.
d. The recipient of the message that determines the time of interaction (David, 2017).

### General Election (Elections)

According to Harris G. Warren, as quoted by Haryanto, states that elections are an opportunity when citizens choose their officials and decide what they want the government to do for them. Sudiharto stated that elections are an important means of democracy because elections are an example of the participation of the people in politics. This happened because of the large number of citizens so they had to appoint representatives for the life of the country. Elections are the most important institution in every democratic country, especially in the form of a Republic like Indonesia, the institution serves to fulfill three political principles, namely democratic sovereignty of the people, the legitimacy of the government and the regular change of government. Ramlan Surbakti defines elections as a mechanism for selecting and delegating or surrendering sovereignty to people or parties that can be trusted.

According to Kusmardi and Harmaily Ibrahim, elections are one of the fundamental rights of citizens who are very principled, because in the implementation of human rights is the necessity of the government to conduct elections.

In accordance with the principle that the people are sovereign, all of that is returned to the people to determine it. Therefore elections are an absolute requirement for a country that adheres to the notion of democracy to carry out people's sovereignty.

Article 1 paragraph (1) Law No. 22 of 2007 concerning the Implementation of the General Election, the definition of Election General Election) is a means of implementing sovereignty which is carried out directly, publicly, freely, confidentially, honestly and fairly in the Unitary State of the Republic of Indonesia based on the 1945 Republic of Indonesia Constitution.

Thus general elections are the process of selecting certain people to fill certain political positions. These positions are diverse, ranging from the president, people's representatives at various levels of government, heads of provincial / regency / city regions to the election of village heads (Huda, 2018).

**Millennial Generation**

Millennials are the terminology that is currently being discussed. Millennials (also known as Millennial Generation or Generation Y) are demographic groups (cohorts) after Generation X. Social researchers often classify generations born between 1980-2000 as millennial generations. So it can be said that the millennial generation is the current generation of young people aged between 15 and 34 years. The study of millennial generations in the world, especially in America, has been done a lot. Among other things, a study conducted by the Boston Consulting Group (BCG) with the University of Berkley in 2011 took the theme of American Millennials: Deciphering the Enigma Generation. The previous year, 2010, the Pew Research Center also released a research report entitled Millennials: A Portrait of Generation Next.

Based on these studies, these are the characteristic of the millennial generation:
1. Millennial believes in User Generated Content (UGC) rather than unidirectional information.

   It can be said that the millennials do not believe in the distribution of information in one direction. They believe in user generated content (UGC) or content and information made by individuals. They don't believe in large companies and advertisements because they are more concerned with personal experience than conventional advertising or reviews. In terms of consumption patterns, many of them decide to buy products after seeing reviews or testimonials made by other people on the Internet. They also did not hesitate to share their bad experiences with a brand.

2. Millennials prefer cellphones to TV.

   This generation was born in the era of technological development, the Internet also plays a major role in their survival. So television is not the priority of the millennial generation to get information or see advertisements. For millennials, television advertising is usually avoided. Millennials prefer to get information from their cellphones, by searching for it to Google or talking to the forums they follow, to keep it up-to-date.

3. Millennials must have social media.

   Communication between the millennial generation is very smooth. However, that does not mean that communication always happens face to face, but it is the opposite. Many millennials do all of their communication through text messaging or chatting in cyberspace, by creating an account that contains their profile, such as Twitter, Facebook, and Line.

   Social media accounts can also be used as a place for self-actualization and expression, because what is written about him is what everyone will read. So, almost all millennials are certain to have social media accounts as a place of communication and expression.

4. Millennials don't like to read conventionally.

The population of people who like to read books has dropped dramatically in the millennial generation. For this generation, writing is considered confusing and boring. Millennials are arguably more like looking at pictures, especially if they are attractive and colorful.

Even so, millennials who like to read books still exist. However, they did not buy books at the bookstore anymore. They prefer to read books online (e book) as one solution that makes it easier for this generation, not to bother

carrying books. Today, many publishers have provided e-book formats for sale, so readers can read in their smart phones.

5. Millennials know technology better than their parents.

Now all digital and online, it's no wonder the millennials also spend their lives almost always online 24/7. This generation sees the world not directly, but in a different way, namely by surfing the internet, so they know everything. Starting from communicating, shopping, getting information and other activities, the millennial generation is a generation that is very modern, more so than their parents, so they often teach technology among parents.

6. Millennials tend to be disloyal but work effectively.

It is estimated that in the next 2025, the millennial will occupy a portion of the workforce throughout the world as much as 75 percent. Now, not a few positions of leaders and managers have been occupied by the millennials. As revealed by Sociolab's research, most millennials tend to ask for high salaries, request flexible working hours, and request promotions within a year.

They are also not loyal to a job or company, but are more loyal to the brand. Millennials usually only stay in a job for less than three years. However, because the millennials live in an information age that makes them grow smart, not a few companies experience an increase in income because they employ millennials.

7. Millennials began to conduct many transactions in cashless.

Everything is getting easier with the sophistication of this increasingly advanced technology, so even in the millennial generation, there have been many encounters with buying transaction behavior that has not used cash anymore, aka cashless.

This generation prefers not to bother carrying money, because now almost all purchases can be paid using a card, so it is more practical, just need to swipe or tapping. Starting from public transportation, to shopping for clothes with credit cards and other buying and selling activities (Winastiti, 2016)

**RESEARCH METHODS**

This study uses a descriptive qualitative approach. Descriptive research is more specific by focusing attention on certain aspects and often shows the relationship between various qualitative descriptive variables, where this study uses qualitative methods which simultaneously are also descriptive research

The formulation of qualitative research methods using library research techniques, aims to get an objective picture of a study. This description will at the same time be the right answer to the research problems that the researcher carried out.

The focus of this research is millennial generation activities in the process of political communication in cyberspace. In this study data collection is done by means of literature studies and inquiry.

## DISCUSSION

### Elections and their Implementation in Campaigns in Indonesia

Towards the convening of the 2019 General Election, we can begin to feel the political competition activities of each group of candidate pairs. Both the pairs of candidates and political parties who participated in supporting the candidate pairs began competing to find support from the community through campaigns. The campaign itself is the official venue for election participants to convince voters by offering their vision, mission and program. In the General Election Commission Regulation (PKPU) Number 21 of 2013 concerning the stages of the 2014 Election, the campaign was divided into two stages. In the first stage, the campaign was carried out through limited meetings, face-to-face meetings, dissemination of campaign materials to the public, and installation of teaching aids. Second, campaign through public meetings and advertisements in the mass media (The Indonesian Institute, 2015).

Regarding the campaign, of course this is a part of the election process that is important for the candidate pairs for two reasons. The first is with regard to self-image. If the politician is likened to a product, imaging for him is a necessity. Imaging has always been identical to the product or service that will be marketed. But since the Election was held proportionally open to the DPR and direct elections for the president, imaging became a very important part of the political marketing system. (Rustandi, 2013). Second is how the community responds and evaluates well to each candidate pair / based on the content of the campaign. This becomes a separate calculation for each candidate pair in obtaining votes.

One of the strategic issues in the implementation of elections in the last decade is related to the fairness and integrity of elections as a parameter of democratic elections. Justice and integrity of elections must be manifested in the regulation of all stages of the election, including campaign activities.

Campaign has a very important position in the election process. Namely, as an instrument or means of public political education. In the context of political parties (political parties), as defined by Rogers and Storey (1987), campaigns are a series of actions carried out planned, which are expected to create certain effects on a large number of audiences and carried out continuously at a certain time period.

In addition, the campaign became an effective instrument to gain support from the masses and voters in the election. Therefore, the election campaign must not be allowed to become a dark aisle without clear lights.

If you look at the implementation of Law No. 7 of 2017 concerning Elections related to campaign activities, there is a potential that could threaten the realization of justice and elections with integrity. This is due to the existence of a number of unclear campaign arrangements or entry in the gray area that can be utilized by political parties participating in the 2019 Election. The intended arrangement is related to Article 276 of Law No. 7 knows 20117 regarding Elections in paragraphs a, b, c and d which regulate, a new campaign can be implemented after a fixed list

of candidates has been established for the election of members of the DPR, DPD and DPRD and Candidate Pairs for the election of the President and Vice President.

Then break down to PKPU No. 5 of 2017 concerning Stages, Programs and Schedule of Implementation of the 2019 Election which states that new campaigns can be held from September 23, 2018-13 April 2019, or still around 7 (seven) months. This provision is different from the 2014 Legislative Election in which the campaign was held since 3 days of the determination of political parties as participants in the election. In addition, the campaign period for the 2019 Concurrent Election is only 6.5 months, or shorter than the 2014 Election campaign period which takes a year.

The main problem is unclear what can be done by political parties participating in the 2019 Election now if the campaign cannot be implemented. In fact, let alone the gray area, the clear rules are often violated by political parties, campaign teams or sympathizers with various modes.

When arrangements are consistently applied, of course the most disadvantaged are new political parties. Because, for the old political parties without too much effort to introduce themselves, they were already known to the public. Minimal party name, image and football party leaders and cadres, especially if the political parties have representatives who sit in the executive ranks (cabinet and government) or in the parliament (DPR leadership). While the new political parties have not been well known and massive by the public. Even mentioning names, pictures or serial numbers as participants in the General Election, many people do not know.

With an earlier start, it is most likely that the old political parties have the most chance of gaining mass support / voters in the 2019 Concurrent Election. New political parties have a chance to not gain public support. More than that, the old political parties have the chance to pass the parliamentary or parliamentary threshold of 4% of the total legitimate national votes as mandated by Law No. 7 of 2017 concerning Election Article 414. Conversely, new political parties have the potential to fail to qualify for the Streshold parliamentary because they get a vote below 4 percent.

Another gap that is often used in campaign activities is the use of mass media, both print, audio-visual and internet, especially by political parties who are also owners of mass media companies. The installation and duration of the advertisement may now seem difficult to do because it will be monitored by the Bawaslu, the Indonesian Broadcasting Commission, or the Press Council and the public. However, in the form of programs / broadcasts such as talk shows with various forms, covert coverage, paid news, and others the opportunity is still very open to do (Fachrudin, 2018).

**Characteristics of Millennial Generation and Social Media and Its Contribution to the Process of Organizing the General Election 2019**

In political events, especially the 2018 simultaneous regional elections and 2019 elections, the millennial generation is a potential voter (voter) who is very potential as an agent of change. Millennials will be the future recipients of the nation's leadership relay. Regarding political life, the millennial generation has the character, first, they are more tech savvy but tend to be apolitical towards politics. They are not loyal to the party, it is difficult to submit and obey instructions. Millennials tend not to easily trust the political elite, especially those who are caught in corruption and play negative issues on social media. Second, the millennial generation tends to change in giving political rights. They tend to be more rational, like change and anti-security. They tend to channel political rights to parties that touch their interests and aspirations as young. (Mujiran, 2018).

Social media has dramatically changed Indonesian politics, from structuralist origin to being populist and from power-oriented, now more in daily life. This change has important implications for the strengthening of representation and participation of netizens through social media on a large scale (Girsang, 2018).

Millennial and beginner voters become one of the strategic voice niches in the upcoming 2019 Election. Alvara Research Center CEO Hasanuddin Ali said Indonesia's democracy in the future will be determined by the millennial generation. Despite being a determinant, millennial groups tend to be ignorant of politics. Hasanuddin said that based on the latest survey, it was known that only 22 percent of millennial children participated in political reporting. The rest follow more news about sports, music, film, lifestyle, social media, and IT. While 70 percent of the other millennials tend to be apathetic towards politics.

Meanwhile, Chairman of the Indonesian Child Protection Commission (KPAI) Susanto assessed that the attention of political parties in providing education for beginner and millennial voters is still considered limited. According to him, there needs to be access to millennial groups to find out about the election process, namely by holding election socialization. According to him the election socialization for beginner voters indeed needs to be done by the election organizers. While the Deputy for Youth Development of the Ministry of Youth and Sports (Kemenpora) Asrorun Ni'am Sholeh considers it important to position youth as a subject. According to him it is important to build a mindset that youth is not only used as an object, but shifts from object to subject in the aspect of

its contribution. So that the approach taken is no longer reactive but participatory. He gave an example of how the regulation of 30 percent representation of women in parliament was able to encourage women in political participation. According to him, there needs to be a similar regulation to increase youth participation in public spaces, including in the bureaucracy, political positions, and in other strategic sectors (Murndaingsih, 2018).

Contestation in the upcoming 2019 elections should no longer be ignored by the millennial generation. It is time, they take a role in the context of national politics. According to the explanation of the Chairman of the Muhammadiyah Central Board of Directors Haedar Nasir when he was a speaker at the Festival and Dialogue of the Generation of Millennial Muslims held by Sinergy 2019 in South Jakarta, Tuesday (07/31/2018), it was time for the millennial generation to actively participate and not ignore politics. In the discussion entitled 'Millennial Muslim Views of the 2019 Election', Haedar also explained how big the power of millennials is, especially in building a political civilization. He stated that around 49 million Indonesians are millennial generations. With its extraordinary potential, it must be empowered, including in politics. For this reason, don't let them become just sufferers and not allergic. Haedar hopes that millennials will become active participants. This means not only contributing when the election period, but actively plunging during the pre-election. He appealed to just follow and guard the election process (Nasir, 2018).

Chairperson of the 2019 Sinergy Fajar Zulkarnaen said the role of the millennial generation in the 2019 Election contestation was very important. Fajar said that it would be a big mistake if they chose apathy or ignorance because their representation in politics became a necessity. Therefore, Fajar also asked the millennial generation not to get abstentions. Fajar also explained, referring to KPU data, from the total DPT (Permanent Voters List) of the 2014 Presidential Election as many as 190,291,110 million people, those who did not vote reached 29.8% or 56,732,857 votes. The number of 2014 presidential election golput is more severe than the 2009 presidential election which reached 27.7%. Including when Pileg (2014). About 24% of residents did not vote. That's why we are determined to continue campaigning for '2019 Anti Abstention'. Fajar reminded that abstention is a choice that is a wrong perception. Even those who stated they chose Golput because they considered all candidates the same (Zulkarnaen, 2018).

The problem is, do political parties consistently provide political education to them? It is now photographed that political parties do not have a precise strategy to approach this millennial generation. With its different character, the millennial generation is not an instant voter like the assumption of political parties so far. Political parties tend to approach voters, including young people and beginner voters, only when they wish.

When support and power have been achieved, voters are abandoned. Often the party also pragmatically assumes that for money and groceries, the voice of support can be achieved. Millennials are well aware of the party's duping actions which only harm this nation.

As a generation that thirsts for change, unfortunately until now not many political parties have a precise strategy to attract the voice of the millennial generation with programs and languages that are able to greet them. Political parties still tend to assume that what is called the voters is all the people who have given their voting rights.

Therefore, political education to the millennial generation is important. Because, it is not impossible with justifiable reasons, the millennial generation does not vote because they feel the party program does not touch or too many promises that are difficult to fulfill. They may not participate in political events when they don't get political enlightenment.

Political literacy can be given either through social media or the internet that intersect directly with millennials. They are guardians of change. Educating them in politics is a valuable investment for future changes (Mujiran, 2018).

**Formulation of a Virtual Political Communication Strategy Ahead of the Implementation of the 2019 Election**

According to Gun Gun Heryanto (2013: 28-29), political marketing must be comprehensively understood: first, political marketing is more than political communication. Second, political marketing is applied in all political organizations. Third, political marketing uses marketing concepts widely, not only limited to marketing techniques, but also marketing strategies, from publication techniques, offering ideas and programs, and product design to intelligent market, as well as processing ideas and programs, and product design to intelligent market, and information processing. Fourth, political marketing involves many disciplines in its discussions, such as sociology and psychology. Fifth, political marketing can be applied in various political situations, from general elections to the lobbying process in parliament. Thus, political marketing is not intended to sell contestants to the public, but rather as a technique of maintaining relations with the public in order to create lasting two-way relationships.

The marketing approach does not guarantee victory, but marketing provides a concept to facilitate how parties, candidates and political programs are offered as well as offering commercial products. Political parties and candidates for general election formulate the right strategy in accordance with the provisions of applicable regulations in order to win the election legally.

Several disciplines are applied to make campaign planning more focused, effective and efficient to achieve victory in an election. The use of the concept of communication management by utilizing existing facilities and resources is expected to continue to guarantee the ongoing, creative, educative and democratic political communication.

By analyzing political marketing (political marketing) as well as commercial product marketing, Nursal (2004: 113-114) states that there are four objectives in the segmentation process: 1). Design the substance of offers of political parties or candidates more responsive to different segments. 2). Analyzing voter preferences because with an understanding of the character of each voter segment allows marketers to know the tendency of political choice in each segment. 3). Determining opportunities for vote acquisition. 4). Determine effective communication strategies.

The need for the role of political communication in political marketing concepts and methods is increasingly evident when faced with an election. This grand event is an arena for the determination of national leaders and periods

of politics that are very competitive, in this case political communication examines in more detail the concepts and methods of delivering political messages in elections, which are actually political products (Irawan, 2018).

## CLOSING

Based on the results of the research and discussion, it can be concluded that the communication strategy carried out by the millennial generation through social media has been carried out in the delivery of information about the situation and conditions related to the process of holding the 2019 election in cyberspace. The results obtained from the communication strategy were able to attract a number of groups, not only among the millennial generation, but also for political actors and observers.

Based on the discussion and conclusions that have been elaborated by the author, suggestions and input can be given in implementing communication strategies to take part and supervise the process of holding the 2019 Election. The suggestions that the authors can provide are as follows:

1. The Office of Communication and Information and related parties should create public spaces in cyberspace that function as digital forum media in sharing and exchanging political views and seeking and choosing healthy and truly new political aspirations for the upcoming 2019 Election.
2. The Communication and Information Service should also have workers who have good communication skills with the ability to move in cyberspace neutrally and flexibly in observing, monitoring, and following up on any political communication movements that occur in the virtual political world in Indonesia.

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