

The Threat of Virality Manipulation in Social Media Towards Deliberative Democracy

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The Future of Social and Political
Sciences in a Networked Society
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Do you remember these cases?

Viral Setelah Diprotes Bima, Pemda Lampung Akhirnya Perbaiki Jalan Rusak

Adi Mirsan - Viral

Sabtu, 15 April 2023 16:29 PM

 Komentar

BAGIKAN



Do you remember these cases?

Sri Mulyani dan Buntut Panjang Kasus Mario Dandy Satrio

Kompas.com - 27/02/2023, 08:10 WIB



KONTEN PROMOSI



Alyssa Soebandono
Kurusnya
Memprihatinkan, Ada
yang Tak Beres?



Meredakan Diabetes di
Segala Umur hingga
99%, Nyesal jika Tak tau



Baru Menang
Indonesian Idol, Salma
Langsung Kena Gossip
Netizen!



Apa Kaitan Suami

Close Ads X

Ikuti oleh Google

Do you remember these cases?

**Anak buah Ferdy Sambo,
Hendra Kurniawan divonis
tiga tahun penjara, terbukti
halangi penyidikan kematian
Brigadir Yosua**



Social media users as interest groups and pressure groups

- Pressure groups are groups that try to influence the government (Gabriela, 2015).
- Both groups aim to influence policy (Lagadec, 2014)
- Pressure groups and interest groups are modern phenomena in democracy (S. Singh, 2015).

Virality and manipulative virality

- Solving problems based on virality is a pattern that keeps repeating itself.
- People deliberately create virality to get what they want.
- However, virality no longer occurs naturally, but through social media manipulation.
- Virality developed into a manipulative industry.

Unethical way of virality

1. Creating fake accounts to amplify content from feeders. Fake accounts are social media accounts intentionally created using false identities. Researchers have revealed that fake accounts are used in cyber attacks, information-psychological operations, and social opinion manipulation.
2. Using bots on social media platforms where software controls the content to influence public opinion. Bot accounts can shape public opinion and manipulate public discourse as if it is a widely discussed topic, thus undermining deliberative democracy.
3. Achieving virality by paying buzzers. Paid buzzers manipulate democracy for business interests rather than social responsibility. While individuals have the right to promote issues based on their own awareness, promoting issues for business motives is unethical.
4. Achieving virality through the creation of hoaxes. Hoaxes are false information or news spread with specific motives to manipulate public opinion. Hoaxes manipulate deliberative democracy, which emphasizes rational arguments in discussions.

CONCLUSION

- Fake accounts, bots, paying buzzers, and hoaxes threaten deliberative democracy.
- In deliberative democracy, manipulation should not exist.
- The government needs to formulate regulations to prevent the creation of fake accounts, the use of bots, the payment of buzzers, and the creation of hoaxes.

Thank you very much