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Review On Phenomena Of Hashtag War In General Election In Indonesia

Dani Fadillah, Luo Zhenglin, Uspal Jandevi, Nizam Ahsani, Choirul Fajri

Abstract: This paper aims to determine the dynamics of political communication in the digital era. Hashtag war phenomenon becomes something new in the 2019 Indonesia President and Vice President General election, Each stronghold has a specific hashtag to win a supported pair and to drop its competitors. This manuscript reviews research results, works reports, news, and other sources which related to the phenomenon of the hashtag war was occurred in the Indonesian general elections in 2019. The results were the rise in the aspect of the hashtag war in the context of the 2019 elections in Indonesia in potentially damaging the nation's unity, destroying the essence of democracy, and making the community not receiving the information they should Get.

Index Terms: Digital word, Phenomena, Hashtag war, Politic, Communication, general election, Indonesia.

1 INTRODUCTION

After the establishment of presidential candidates and vice presidents, 2019 – 2024, various forms of campaigns were conducted to support the candidates. Social media became the most crowded media campaign in the millennial era. If seen from the phenomenon, the presidential election that brings together Joko Widodo-Ma'ruf Amin and Prabowo Subianto – Sandiaga Uno is predicted more competitive r than 2014 election. During the registration of presidential candidates at the General Election Commission (KPU), ' War ' has begun to appear, among the supporting stronghold when the opposition party strikes then the position will be directly fought. Various designations presented in each Pasion president and vice president, as a form of attack given against the opponent. The war on social media is even the measure by which the impact can felted in the real world. Negative issues are often used to invite the appeal of media publications to conduct a political attack against opponents [1]. Seeing the political phenomenon at this moment is very interesting, a lot of hashtags crowded on social media. The war is very crowded in social media. With only two candidates of community support will certainly split. There is a supporter of the Joko Widodo-KH Ma'ruf Amin and Prabowo Subianto-Sandiaga Uno. Current support disputes are evident in social media. Even long before the candidate and she was seted, a hashtags war was already happening. There are hashtags #2019GantiPresiden and also #2019TetapJokowi. Even the crowded war in this virtual universe has materialized in the real world [2].

2 METHODE

This research uses the library research method. According to Muhadjir, the literature research needs to processed philosophical and theoretical than empirical tests in the field. Because of its academic and philosophical nature; this literature study often uses rational approach rather than other approaches. Its research methods include data sources, data collection, and data analysis [3]. By conducting a library study, researchers can take advantage of all information and thoughts relevant to the research. A literature study is an ongoing task during research activities. A review will produce scientific work. Therefore it must be able to contribute to the advancement of Science. The careful examination needs to be done, from choosing the title, lest there is duplication of problems that have been researched by others. Although the original question is infrequent, the study or results of previous studies do not have to be imitated completely, unless the techniques used proved improper or the results of the research and the conclusion were doubtful, Or have found new information that could provide another workaround [4]. When a title is defined, it is essential to review all material that is relevant to that title. The literature study or review shows how the problem researched is related to the results of the previous research or study. For certain subjects, it is necessary to look at the problem and a framework of theory, so it is necessary to review the required other methods.

3 THEORITICAL FRAMEWORK

Political Communication in Digital World

The existence of communication developments in the digital age or social media affects the effectiveness of political communication [5]. Especially the case with Digital political communications. As whatever happened in Indonesia, that people of the Republic of Indonesia can now send messages and criticism directly to political figures through social media [6]. This medium will lead to a unique sensation for the community. Tsunami information can no longer dam. It not separated from the emergence of the internet that can accommodate millions of data. From the Internet, it forms a space exchanging information called cyberspace. Nowadays, cyberspace is a potential for the political message [7]. Information in the digital age is now not only text, but a combination of text, sound, and image. The methods and medium to disseminate information in the digital era are varied with effortless access. Cyberspace, especially social media, is

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11 now used as a means of exchanging information through a variety of platforms, such as Facebook, Twitter, and Instagram. The world that now upholds freedom of expression plays a vital role in the massive information on the community in cyberspace and leads to action in the real world [8]. Citing Arum Candra from his book titled *Language Disorder in Cyberspace*, the concept of communication in the cyberspace emphasizes intersubject interactions that try to achieve understanding along with the situations they face. Thus, the campaign in the cyberspace is not only a series of images or sounds that are meaningless but rather a symbol containing political discourse that is being pursued to face a situation, namely the local head of the area [7]. Social Media, as the form of cyberspace, becomes the most favored medium by generations of millennials to produce and consume information. With the figures displayed above, the likely millennials to be influenced by social media campaigns are very wide-open. Millennials are beginning with the 19-year-old population or in other words as beginner voters are targeted at tender to affect the results of simultaneous elections that are currently underway. Morality in the individual communication theory up to the Morrison outlines the time communication that discusses the term mass media explicitly. In this book, Morissan even categorizes internet or cyberspace as the latest mass media [9]. For Morissan, the mass media gives an overview of the communication tools in which it covers a wide range of scales from the least to the largest or widespread information dissemination. Considering the development of communication media in the modern era, such as today that can connect people from all over the world. Assuming that, Morissan recognizes cyberspace as a mass media that can utilize for mass communication purposes. The Internet that contains social media sites is an effective medium in the dissemination of particular issues. Rulli Nasrullah in his book titled *Inter-Cultural Communication in the Siber cultural Era*, explaining the internet is a new mass media (new media) that has a feature as a media interaction and no longer as a one-way medium. As an interaction media, the Internet dramatically guarantees access to communication for its users directly and very quickly. Compared to other mass media, the Internet can provide direct space for access to respond to each other's uploaded content [10]. With its interactive nature, various political messages from social media campaigns can quickly spread and cause a variety of ongoing reactions. Not infrequently, many of its users are active to take action in the real world, such as choosing a regional head with a political awareness that sourced from social media [11].

4 RESULTS AND DISCUSSION

A hashtag's war is a state in which dealing with the message's identification through social media has a different purpose so that it can identify the knowledge and choice of everyone's attitudes. The Hashtagwar occurs because the message composed using Hashtags created intending to influence the attitudes and actions of the followers, according to what the constituent wants to achieve. This goal is not always the same, and because of this distinction as well, the message through hashtags can potentially be a war hashtag. That is, the hashtag war is meant to create a war that can affect the knowledge and choice of community attitudes according to the purpose of the message composer in the hashtag. Content that can create hashtag wars i.e., content that has the opposite meanings presented by Parties with opposite

objectives also. If this attributed to the war between the president's stronghold and the opposition, then it must be admitted that the opponents of the president have much to harvest the coffers of popularity through the sign offenses. For example, many attacks on government policies that are considered controversial are led to regulatory change hashtag. The goal is clear: #2019GantiPresiden hashtags are meant to be not reelected in next year's elections. Not only that, but the hashtag is also made of songs and the most phenomenal, massive production of T-shirts sold everywhere. For the president, this hashtag should be regarded as an essential affair and needs to respond. Unfortunately, when the president spoke in front of his supporters in Bogor, West Java, the president can only be replaced by people, not T-shirts #2019GantiPresiden. Instead of being a counterbalance, it was precisely that the speech slowed the popularity of the opponent's hashtag to three-fold. This hashtag's phenomenon proves that it turns out that the President-opponent politicians have taken the shortcut. Instead of criticizing government policy with a strong and logical argument, they simplify the problem through a fence sign. In addressing the public hashtag campaign by the opponents of the opponent, the government also took a similar road, i.e., combating almost all hashtags with hashtags, which seemed also based on a strong desire to strive to preserve the popularity of His reign [12]. And more noticeably odd, the government seems to be somewhat emotionally visible when utilizing the state apparatus to win the fight, as in the event of raids conducted by polices. This will can be seen; for example, there are several officials The area known to order police raid Jersey #2019GantiPresiden, which continues to ban the hashtag for the reason of disturbing order [13]. Meanwhile, information technology expert Ismail Fahmi viewed the social media hashtag movement as one of the symbols of community ideas. Thus he assessed the political hashtag war on social media, in fact, gives a sign that the community has led to a functional democracy, only with one condition, not colored by a clash of provocations. He said that there was a hashtag #Jokowi2Periode that had been viral some time ago was a big idea of the society that wanted to continue to lead Indonesia as president in two periods. So, according to him, these hashtags are not a mess because when so many people support it, from being online only and scattered in social media, then become offline in T-shirts, hats, mugs, and pins, it is the thing that is outside Regular. Therefore, he encouraged the public to be more cautious and unprovable to produce intimidation. He also encourages people to be calmer in addressing the provocations that have exhaled. He emphasized, by accepting disagreements, should a hashtag war be a good democracy event [14]. But the political communication analysis UIN Jakarta, Gun Gun Heryanto, assessed the negative impact of the #2019GantiPresiden hashtag war with #diasibukbekerja. According to him, the war in cyberspace usually raises black campaign that leads to intimidation in the real world. In other words, the Internet can be a tool of campaign and propaganda. But on the other hand, the abuse of abundant expressions can allow black propaganda, the black campaign that can make people intimidating, persecution, and so on. He said there were no harmful excesses in expressing his freedom through a hashtag. However, Gun agreed, the hashtag war should be anticipated in order not to pose a covert black campaign. Because to him, this expression of freedom argues, of course, the freedom to determine political

choices that were expressed in social media. The hashtag, one of them, is a symbolic reference of a person's decision [15]. The self-esteem seems to consider a hashtag as an essential affair and, therefore, deserves a response. In front of his supporters in Bogor, West Java, he mentions it can only be replaced by the people, not by #2019GantiPresiden-written t-shirts. Instead of easing, the comment even slowed the popularity of the railing mark by three times. Traffic in cyberspace shows the popularity of the opponent's hashtag, and it is superior to the presidential supporters. A ground attack followed the cyber war. Several local officials, for example, are known to order the Pamong Praja Police Unit (Satpol PP) to sell T-shirts #2019GantiPresiden. The hashtag is also forbidden to circulate on the grounds of disturbing public order. In Jakarta, the hashtag had brought the victim: A mother with a pro-president of the president's opponents on the free day of motorized vehicles. To be admitted, the opponents of the president harvest popularity through a hashtag war. Several polls mention the proportion of those who like and dislike the hashtag are relatively balanced. Those who like to generally claim to choose Prabowo Subianto, political opponents, if the elections are held now. Currently, all attacks against controversial government policies, the edges, are directed to the regulatory change hashtag. We know there is shallow in the sign of war fence. Political battles, either by the government or against the opposition, are conducted through artificial devices. Politicians opponents of the president take the shortcut. Rather than criticizing a policy with a strong argument, they simplify the problem through the fence marks. Look at how the government's opponents party did not care when the government called for the House of Representatives to revise the Antiterrorism act-a rule with potential side effects amid the many civil rights of the public. See how they did not comment when the president took a normative stance on the demands of the outfitting of human rights violations. Instead, the government takes a similar path: combating hashtags with hashtags – a healthy attitude is suspected to be based on the will to nurture sheer popularity. Worse, the government tempted to utilize state officials to win the fight-for example in raids conducted by polices. In a simple study of the number of scholars can be seen in table 1.

Table 1. Scholars Opinion about Hastags War

Scholars	Hastags Impact	Opinion
Gun Gun Heryanto	Increase Political Participation	Hashtags are one of the ways to increase political participation and good for democracy.
Rozmatul Izad	Blank Opinion	War hashtags do not offer anything idea for the community, just screaming without meaning.
Ismael Fahmi	Community Ideas	Hashtags are the way people convey their aspirations. Hashtags are human creativity in voicing opinions.
Yudha Wirawanada & Teguh Ohta Wibowo	Black campaign	War hashtags tend to aim to insult political opponents brutally without apparent reasons.

We have the right to defend its authority. He also has the right to convey government success to the public. Both motifs can be sliced in the field. For the Inkumben, we once said, work is part of the campaign itself. Here, the government must be

good at the froth. The perpetrators of both activities must be distinguished: The winning team is successful, government communication is done by state apparatus.

5 CONCLUSION

The hashtags war that took place between the two strongholds was considered to be considered negative impacts and should stopped immediately. This Hashtag is now the identity and marked difference between the two parties. It is now negative. So I agree if any community is asking to stop this hashtag war. One of the negative impacts of the hashtag war that is happening today is to keep the information that is needed by the community [16]. Because to raise the popularity of each of the hashtags it supports, the public sees only information that they think is beneficial to him. As a result, the hashtag war only raises emotional levels and sentiments between the two groups. The biggest concern is the hashtag war will further thicken the grouping of the middle of society. If this happens, it will be difficult to unite the Indonesian nation because it is easy for community to have emotional emotions. The condition will thus weaken the foundation of the country. A developing nation of social capital such as fraternity, sincerity, and similarity, it will be close to the conflict and make a weakening of the government itself. Every interested party in political contestation should change its mindset or mindset. It should be this contestation is not a competition and a fight, but a race event so that everyone will compete to improve this nation from all the shortcomings that are still perceived now. Likewise, with a much-mushed hashtag war, it should not be merely a mere differentiator of identity.

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