

COMMUNICATION POLITICS AND DEMOCRACY DIALOGUE: CASE STUDY ON THE INDONESIAN PRESIDENTIAL ELECTION 2024

Krisna Aditya¹ Gilang Bintang²

¹krisna.aditya48@gmail.com, Universitas Kebangsaan Republik Indonesia

²gilangbintang@ukri.ac.id, Universitas Kebangsaan Republik Indonesia

***Abstract.** This article discusses the analysis of political communication and democratic dialogue in Indonesia as the largest democratic country which is currently carrying out a democratic process in the 2024 legislative and presidential elections. Another thing in various case studies in Indonesia highlights the principle problems in democracy. Election process, money politics, elite pragmatism, institutional weaknesses of political parties. The article also mentions the important role of dialogue in political communication and the potential for spreading misinformation and tending to attack political figures. Research shows that there is a tendency for democratic decline which has an impact on weakening the integrity of the electoral process. This reflects democracy which is still problematic in various aspects, starting from civil liberties, government functions, to the election process. As we know, several factors causing the decline of democracy include the growth of digital politics, populism, the economic transformation of society, and the impact of the pandemic. Talking about democracy today, as we have observed, many problems occur in the world because of stagnant dialogue due to broken bridges between civilizations. Dialogue and discussion efforts are one of the efforts to build a healthy democratic country. There is not a single democratic principle in the world that is perfect. In fact, until now democracy is still developing. The development of democracy in Indonesia continues to experience changes as a form of search for national identity which is marked by several failures. It was also stated that the various difficulties that befell Indonesia, ranging from the financial and monetary crisis to conflicts of interest, actually perfected democracy because society became more united and stronger. Indonesian democracy runs side by side with the largest number of Muslims and modernization. Democracy in Indonesia has its own characteristics. Therefore, democratization never stops. Talking about democracy will always be relevant.*

Keywords: Communication politics, Democracy, Presidential Election

INTRODUCTION

Communication plays an important role in shaping the political landscape and ensuring the sustainability of democracy in Indonesia. The 2024 Indonesian General and Presidential Elections serve as a case study to understand how effective communication can influence the outcome of the democratic process. In this election, candidates utilized various communication strategies to connect with voters and convey their political agenda. From social media campaigns to televised debates, each candidate sought to engage in dialogue with voters and garner support for their vision of Indonesia's future.

The success of these communications efforts ultimately determines the outcome of elections, and highlights the importance of open and transparent dialogue in maintaining a healthy democracy. By encouraging meaningful conversations and encouraging civic engagement, politicians can ensure that the voices of all citizens are heard and respected. According to Almond and Powell, political communication is a political function which together has other functions, namely aggregation, articulation, recruitment and socialization

which are present in a political system. Effective communication is very important to uphold democracy and politics in Indonesia. Through dialogue and engagement, we can work towards a more inclusive and representative political system that truly reflects the will of society.

Indonesia, as a country that adheres to a democratic system, elects the country's leader by taking the majority of votes. Voting by majority is a form of public participation in the political system in Indonesia. Voting applies not only to electing state leaders, but in village head elections, voting or elections are also carried out.

In the campaign, the General Election Commission (KPU) of the Republic of Indonesia gives potential candidates the freedom to socialize themselves, such as putting up billboards, banners, pamphlets or dialogue via social media. The presence of New Media helps campaigns convey political information that they want to convey for political purposes.

A person who conveys information about matters that have political meaning is called a political communicator, for example the President, members of the DPR, politicians and community groups who can influence the running of the government. Political messages conveyed by political communicators can be done verbally or non-verbally, openly or without realizing it.

In Indonesian history, when democratic life was teetering, social conditions continued to change, laws were enforced half-heartedly, justice and public order were discarded, it was precisely at this level that government actors who held the lives of the people really needed to be given input at all times. thoughts, both in the form of constructive criticism from within and from outside in order to create a conducive political life system.

The objectives of this study are as follows: 1) Analyze the historical context of the democratization process in Indonesia, including important events and historical milestones; 2) Identify political, social and economic factors that influence the development of democracy in Indonesia; 3) Examining the role of civil society organizations, political parties and other stakeholders in shaping the democratic landscape; 4) Examining the challenges and obstacles faced by Indonesia during the democratic transition and consolidation; 5) Understand the impact of decentralization and regional dynamics on democracy in the country; 6) Analyze the extent of the effectiveness of Political Communication as a dialogue link between the government and the people in the Republic of Indonesia which adheres to a democratic system to provide a broader perspective on democratization trends.

As an important milestone in Indonesia's democratic journey, this study will focus on the Indonesian Presidential Election as a case study. Presidential elections are important events that often test the maturity and stability of a country's democracy (Purwanto et al., 2020). The Indonesian Presidential Election is a very relevant case study because of its significance in determining the nation's political direction. By analyzing the election process, campaign strategies, and public participation in these elections, we can gain valuable insight into the state of democracy in Indonesia and its continued development. Throughout this study, we will use qualitative research methods including historical analysis, interviews with key stakeholders, and data analysis, to comprehensively explore the topic and achieve the research objectives. By doing this, we aim to contribute to academic understanding of democracy in Indonesia and provide practical implications for policy makers and supporters of democratic governance (Curato & Fossati, 2020).

RESEARCH METHOD

The research design and approach outline how the study will be conducted, the strategy for obtaining the necessary data to answer the research questions, and choosing a suitable

research design that aligns with the study's objectives. Standard research designs include experimental, quasi-experimental, correlational, case study, and qualitative approaches. The approach will depend on the nature of the research questions and the availability of resources (Lowndes et al., 2017).

Research methods are essential tools for acquiring knowledge and understanding in various fields of study. They provide a systematic approach to investigating and analyzing information, allowing researchers to draw meaningful conclusions and make informed decisions.

One of the key aspects of research methods is the process of data collection. This involves gathering relevant information through various techniques such as surveys, interviews, observations, and experiments. By using these methods, researchers can obtain accurate and reliable data that can be used to support their hypotheses or theories.

Another important aspect of research methods is the analysis of data. Researchers use statistical tools and techniques to interpret the information collected and draw meaningful conclusions from it. This helps them to identify patterns, trends, and relationships within the data, leading to new insights and discoveries.

In conclusion, research methods play a crucial role in advancing knowledge and understanding in different fields of study. By employing these tools effectively, researchers can make significant contributions to their respective disciplines.

We analyze using the data that we have collected by categorizing several categories that we have boxed. After this, of course we discussed it and processed it so that it became an article which could later provide additional information regarding political communication in democratic dialogue towards the 2024 Indonesian presidential election contest.

RESULT

The Indonesian Presidential Election is a crucial event for the nation, determining the country's leadership for the next term. This analysis aims to provide an overview of the election process, assess its adherence to democratic principles, examine the integrity and transparency of the electoral system, evaluate public perception and trust in the process, and finally, explore the role of media and social media in shaping public opinion during the election (Graham et al., 2016).

Overview of the Indonesian Presidential Election Process The Indonesian Presidential Election is held every five years and follows a direct, two-round system. The process starts with nominating candidates from major political parties or coalitions. Presidential and vice-presidential candidates run together on a joint ticket. Citizens above a certain age, typically 17 or 18, can vote (Nugroho & Safa'at, 2022). During the campaign, candidates engage in debates, rallies, and other forms of public outreach to garner support. Election Day is a public holiday to ensure maximum participation. If no candidate receives an absolute majority in the first round, a run-off election is held between the top two candidates.

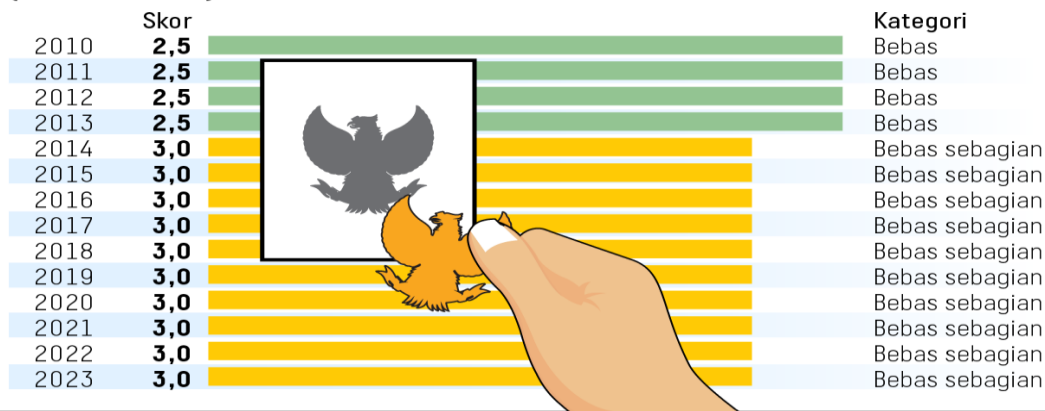
Analysis of Adherence to Democratic Principles The Indonesian Presidential Election has been primarily viewed as adhering to democratic principles. The process includes universal suffrage, allowing eligible citizens to vote freely without discrimination. The election is also held regularly, promoting stability and continuity in governance (Syahril & Redi, 2023). However, concerns have been raised regarding the role of money in politics, with some candidates having significantly higher campaign budgets, potentially giving them an unfair advantage. Additionally, there have been instances of voter intimidation and attempts to suppress opposition voices in some regions, raising questions about the fairness of the process.

Examination of Electoral Integrity and Transparency The integrity and transparency of the Indonesian electoral system have improved in recent years, thanks to various reforms and technological advancements. Using biometric voter registration has helped minimize electoral fraud and double voting. Electoral authorities have implemented measures to prevent tampering with ballot boxes and have strengthened voter verification processes (Lubis et al., 2016). Nonetheless, challenges remain, such as ensuring a transparent and impartial vote-counting process, especially in remote areas where monitoring can be complex. Money's political influence also raises concerns about undue influence on the electoral process.

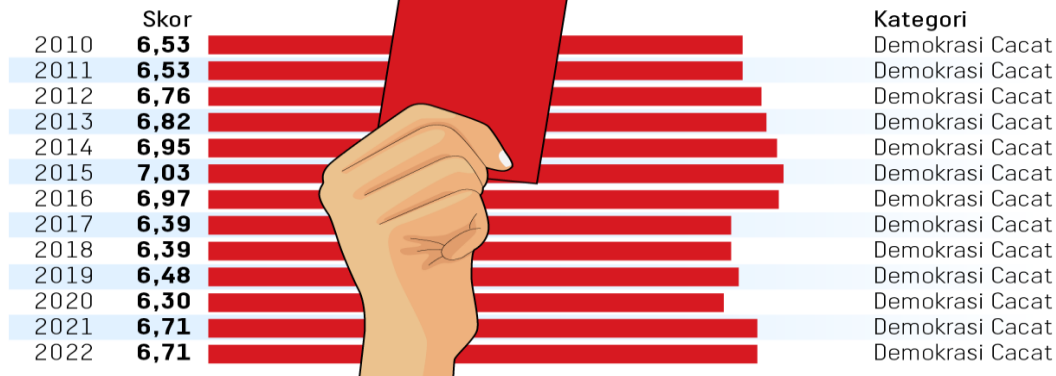
The Indonesian presidential election is a crucial event for the nation, as it determines the future direction and leadership of the country. With over 260 million people, Indonesia is the fourth most populous country in the world, making it vital that its leader is chosen wisely. The outcome of this election will have far-reaching consequences for not only Indonesia but also for its neighboring countries and the global community. The elected president will be responsible for addressing various pressing issues such as economic development, social welfare, environmental protection, and national security. Their policies and decisions will shape the trajectory of Indonesia's growth and influence on the world stage. Therefore, it is imperative that all eligible citizens participate in this democratic process to ensure a fair and transparent election that reflects the will of the people. The result of this election will undoubtedly impact the lives of millions of Indonesians for years to come.

Indeks Demokrasi Indonesia

Freedom in The Worlds (Freedom House)



Democracy Index (EIU)



Indeks Demokrasi Indonesia



Source: Freedom House

Figure 1
 Democracy Index, Index Demokrasi Indonesia, Kompas 2024.

Based on the infographic, if you draw a common thread between the three measures above, democracy in Indonesia is still not at a stable and well-consolidated stage. Various political and legal events often become a "burden" for the running of democracy in Indonesia. Throughout 2023, for example, public attention to legal institutions wrapped in politics will be quite colorful, causing issues related to the erosion of Indonesian democracy to increasingly emerge. Two issues that have attracted the public's attention are related to the

decision of the Constitutional Court (MK) regarding the determination of the conditions for presidential and vice presidential candidacy which has caused a stir among the public.

Another problem is the eradication of corruption carried out by the Corruption Eradication Commission (KPK), which is decreasing day by day due to legal cases involving its chairman. Robust anti-corruption measures and vigorous enforcement of laws are vital to curbing corruption and preserving the political system's integrity,

Furthermore, civil liberties and human rights is crucial in upholding democratic values. Governments in the region must ensure the safeguarding of freedom of speech, press, assembly, and association. Respecting the rights of all citizens, including minority groups, is essential to maintain social harmony and foster an inclusive

CONCLUSION

In conclusion, the recent Indonesian presidential election has highlighted the importance of communication in politics and democracy. The dialogue between candidates and voters played a crucial role in shaping the outcome of the election. Throughout the campaign period, candidates utilized various communication strategies to convey their messages and connect with voters. From traditional campaign rallies to social media platforms, communication played a key role in reaching out to a diverse electorate.

The results of the election reflect not only the preferences of the voters but also the effectiveness of each candidate's communication strategy. Those who were able to effectively communicate their policies and connect with voters emerged victorious. Moving forward, it is clear that effective communication will continue to play a vital role in shaping political outcomes in Indonesia. As such, it is imperative for future candidates to prioritize open dialogue and engagement with voters in order to ensure a thriving democracy.

Final Notes on the Importance of Democracy in Ensuring Stability and the Democratic Dialogue Approach is very important in ensuring regional stability and prosperity in Indonesia. A democratic system that upholds the rule of law protects civil liberties and encourages citizen participation, fostering an environment conducive to economic growth, social development and political stability.

By respecting the rights and voices of all citizens, democracy empowers individuals to contribute to the nation's progress. Future electoral reform is very important to prevent further disruption of democracy, including compliance with political ethics and law by the authorities. Apart from that, a comprehensive study is needed to organize Indonesia's electoral system based on a political culture that is in line with the identity of the nation and the state must ensure that there is no foreign involvement in order to perpetuate power.

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