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# 130

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# **Public engagement in Indonesian local elections 2020 and implication of paid advertisement on facebook**

## ***Participación pública en las elecciones locales de indonesia 2020 e implicación de la publicidad pagada en facebook***

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PALABRAS CLAVE: Pandemia de COVID-19; Elecciones locales de Indonesia 2020; Compromiso público.

Clasificación JEL: D72, K16

### **ABSTRACT**

This research used qualitative methods, the data were obtained through observation from the conversations and posts on Facebook. This research used NVIVO 12 Plus as the software to gather the data. The result of this study are: 1.) The political issues raised by all political candidates from three regencies are just in formality, symbolic and artificial affairs. 2) The public's response in commenting on political issues from political candidates in social media is dominated by neutral sentiments, which is that there is no deliberative discussion among political candidates and the public. 3.) The authors have found several political candidates have violated the regulation of paid advertising on Facebook. 4.) The high cost of paid advertising on Facebook and the high social media popularity do not affect the Indonesian Local Election 2020. 5) The interaction in Facebook is also has no effect in the number of people who come to the ballot stations.

### **RESUMEN**

Esta investigación utilizó el método cualitativo, los datos se obtuvieron a través de la observación de las conversaciones y publicaciones en Facebook. Esta investigación utilizó NVIVO 12 Plus como software para recopilar los datos. Los resultados de este estudio son: 1.) Las cuestiones políticas planteadas por todos los candidatos políticos de las tres regencias son claramente solo en forma de asuntos formales, simbólicos y

artificiales. 2) La respuesta del público al comentar los temas políticos de los candidatos políticos en las redes sociales está dominada por sentimientos neutrales, es decir, no hay una discusión deliberativa entre los candidatos políticos y el público. 3.) Los autores han encontrado que hay varios candidatos políticos que han violado la regulación de publicidad pagada en Facebook. 4.) El alto costo de la publicidad paga en Facebook, junto con la gran popularidad en las redes sociales, no tiene efecto en el resultado de las elecciones locales de Indonesia de 2020. 5) La interacción en Facebook tampoco tiene efecto en la cantidad de personas que venir a las mesas electorales.

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## 1. INTRODUCTION

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There have been many debates about how political candidates in carrying out some specific issues to gain support, electability, and votes from the public. Through this activity, the public can give a free assessment of the political candidates, and whether to vote for them or not (Atkin & Salmon, 2010; García, 2020; Hípola, n.d.; Wlezien, 2010). Although not all the people's sovereignty is fully given to political candidates in the local elections, the people still have some legitimate sovereignty that will be used to control the government's performance. For this reason, the political candidates competing in the Local Elections must create strategies or political propaganda to gain support, electability, and votes. In addition, the political candidates sometimes create the strategy to attack their opponents and beat them for upcoming Local Elections. (Prihatmoko, 2005; Zuhro et al., 2009)

The Indonesian Local Election 2020 is different from the previous period of Indonesian Local Elections due to the current situation of the global COVID-19 Pandemic. The pandemic has made new adaptations to implementing Indonesian Local Elections in 2020 by adjusting health protocols to prevent the pandemic's transmission. The Indonesian Local Elections were commonly able to invite the crowds to the same place, specifically in the political campaign stage. However, due to the following condition, the global pandemic has significantly transformed with strict regulation to prevent the virus through limited physical contact. General Election Commission Regulation (PKPU) No. 5 of 2020 concerning the implementation of the Indonesian Local Elections 2020 amidst non-natural disaster (COVID-19 Pandemic) has produced strict regulation by implementing the health protocols for all actors engaged in the electoral process. In the process of the political campaign stage, it has explained in article 58, paragraph 2, it said that Political Parties or Combined (coalition) of

Political Parties, Political Candidate Pairs and/or Campaign Teams are advised to implement the Political Campaign method through Online Media. Online media is one of the efforts to streamline the political campaign and prevent the transmission of pandemic, online media is a new media to build political engagement among the community, specifically in the electoral process.

The power of social media in influencing the public's perspective is exclusively based on its social aspect: this means the interaction and participation that can be done only through political campaigns. The political campaign is the delivery of messages from the sender (Political Candidates) to the audience (Voters). With the development of technology coupled with the rapid progress of Indonesian people in using social media such as Facebook, Twitter, blog, and YouTube. Therefore, Indonesia has placed as one of the countries in the list of top 10 the world population actively using the internet for people's daily needs, specifically in 8th rank. Also, the virtual political campaign is the most effective way to increase public political engagement to interact and give feedback toward political candidates (Ardha, 2014). One of the platforms that is often used is Facebook (Budiyo, 2016). In addition to campaigns, the audience can immediately respond on Facebook by providing both positive and negative responses. Negative responses appeared in the form of harsh words and various bad means. Mossberger et al (2008) also explained that the use of the internet or what he calls new media, especially Facebook, effectively impacts increasing political interaction through cyberspace. The study by McLeod, Scheufele dan Moy (1999), Hardy dan Scheufele (2006), Shah et al. (2007), and Cho et al. (2009) have found that social media has a positive impact on the political discussion process that fosters public engagement in political affairs.

Facebook is a social network used by most ages (teenagers to adults). Therefore, the promotion activity through Facebook can reach all segmentation groups. Moreover, the research released by Political Wave shows that Facebook now has 1.44 billion users globally. With details, as many as 936 million people access Facebook every day. In other words, Facebook is used as the main media today. In Indonesia, the use of Facebook is the highest compared to other social media (Marta, 2015).

Based on this explanation, some literature explains that social media impacts community involvement in political conversations and affects the interaction between local elections participants and the community. But this study examines whether this is the case? Does social media have a positive impact on people's political participation?

In addition, this study is also different from previous research for several reasons, namely: First, this study discusses the community's political involvement in the internet world, especially paying attention to interactions on social media Facebook. Second, this study examines and describes the implications of paid advertising in the use of Facebook social media on vote acquisition in 3 regencies in the Special Region of Yogyakarta participating in the 2020 simultaneous regional elections. Third, this research was conducted during the Covid-19 pandemic.

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## 2. METHOD

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The research method in this research is the qualitative method. According to Creswell (2010), qualitative methods explore and understand the meaning of individuals or groups of people based on social problems. This research was conducted to seek information from various studies on effective solutions. The analysis used in this paper is descriptive. Data processing was carried out using the Nvivo 12 plus software. The Nvivo 12 plus analysis in this study uses crosstab analysis features, concept map analysis, and word cloud analysis (Brandão, 2015). Crosstab analysis was used to make a contingency table of the frequency distribution of multivariate variables, presented in a matrix format.

Meanwhile, a concept map is a mapping of thoughts in a concept and proposition based on variables. At the same time, text research analysis is used to look for meanings, words, and contexts related to research problems in public engagement in the local election. Analysis of website content from several national media on women's participation in politics in Indonesia. Content analysis from Facebook of several local election candidates.

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## 3. BASIC THEORY

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### *A. Public Engagement*

There have been many experts and theories related to public engagement. However, in this article, the public engagement in question is more likely to involve the public in politics. Two well-known Indonesian scholars

have defined the specific understanding of political participation, those are Ramlan Surbakti (1992) and Miriam Budiardjo (2010). They explained that political participation is a form of community participation in the form of individual or group activities related to something that can affect their lives either directly or indirectly.

Although often referred with the term political participation, political engagement can be distinguished from some concepts; Carreras (2016) has defined cognitive political engagement and active political engagement. Cognitive political engagement refers to the psychological attachment of citizens to the political system, including whether they are politically interested in seeking political information and identify themselves with certain political parties. On the other hand, active political engagement manifested in a higher likelihood of contacting politicians, attending political party meetings and participating in public meetings. Social media platforms such as Facebook is where mostly used by the public or politicians in Indonesia. Facebook can be used to convey the candidate's vision, and the audience can immediately respond positively and negatively. Negative responses appeared in the form of harsh words and various bad acts. Therefore, a social media ethic needs to be built to provide positive and polite communication on social media. Facebook is an alternative platform for increasing the community's political engagement in responding to Local Elections issues, especially since this platform has some features like extended duration of videos and posts that have more space than other platforms compared to Twitter and Instagram. (Budiyo, 2016)

### *B. New Media*

The study of new media is growing rapidly in civic engagement debates. Many levels of analysis discuss the new media effects, starting from the global economy to personal internet use (Norris, 2001). Cass R. Sunstein (2018) has explained that there are at least 3 advantages in using social media as a political campaign platform. First, social media is a form of media that easily to be accessed by everyone. Second, social media has an extremely wide coverage. Third, political campaigns through social media can create direct interaction and discussion between voters with political candidates. The new media that the authors proposed in this study is a form of social media. Social media has become a new means of conducting political propaganda

and spreading information to the public by political candidates. There are some controversies over the effect of social media on political engagement. Social media can lead to disputes between users, and at the same time, it also generates much fake news (hoaxes). However, many still believe in social media's power to build political trust. Therefore, many optimistic have come out about the use of the internet in increasing political participation compared to the conventional strategy (Brooker et al., 2016; Jennings & Stoker, 2004; Mossberger et al., 2008; Nisbet MC, 2009; Rojas & Puig-I-Abril, 2009; Valenzuela et al., 2009).

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#### 4. FINDINGS AND DISCUSSION

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##### *A. Political Candidate's Issues and Public Engagement Responses*

In this research, the authors will discuss the political candidate issues from 3 regencies in the Special Region of Yogyakarta, which has participated in the Indonesian Local Election 2020 amidst of pandemic. Those are Bantul Regency, Sleman Regency, and Gunung Kidul Regency. The authors have examined the public response in the 3 regencies specifically in the period of the political campaign stage in the form of comments toward the content of political candidates on Facebook. To find out the pattern of public's responses, the authors have made 3 indicators for public's comments: positive, negative, and neutral. The explanation of those indicators are as follows:

- a. Positive Sentiment: The comment consists of the argument of advice from public, or this comment specifically discusses the programmatic and deliberative issues.
- b. Negative Sentiment: The comment consists of an attack toward political candidates, intentionally insulting them.
- c. Neutral Sentiment: The comment consists of praise toward political candidates without arguing their existing programs and issues (Highly identified as a group of partisans).

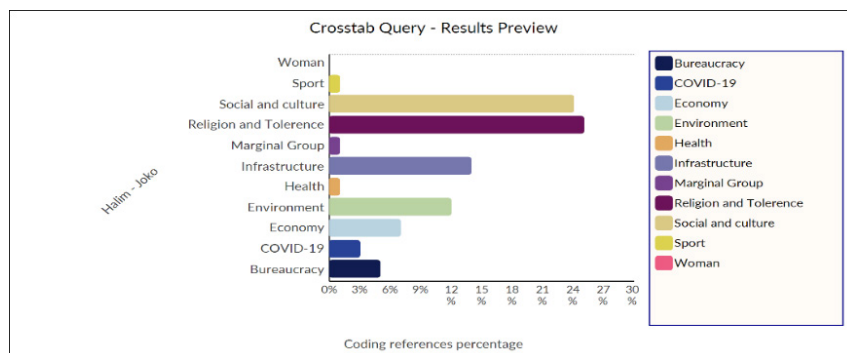
Those indicators made by authors to measure the public's engagement in the Indonesian Local Elections 2020 amidst the COVID-19 pandemic have limited them to participate in the conventional political campaign and moved

into social media as a political campaign platform. The following explanation has been obtained from the analysis of authors toward 3 regencies in the special region of Yogyakarta in Indonesian Local Election 2020 that was conducted simultaneously:

### 1. Bantul Regency

The political Candidates that contested were Abdul Halim Muslih - Joko Purnomo with serial number 1 and Suharsono - Totok Sudarto with serial number 2. The incumbent of the Regent and Deputy Regent in Bantul Regency have the opportunity to be re-elected in the Indonesian Local Election 2020 for Bantul Regency because they have only served one term before. Those two candidates competing for political candidate Abdul Halim Muslih-Joko Purnomo have been supported by PDIP, PKB, PAN, Democrat, Gelora Party, PSI, Hanura, and Perindo. Meanwhile, the political candidate Suharsono-Totok Sudarto has been supported by Gerindra, Golkar, PPP, PKS, and NasDem. Although, in this case, both political candidates are incumbent, both of them have served in the previous period as official Regent and Deputy Regent of Bantul Regency. Abdul Halim Muslih was the Deputy Regent of Bantul regency for the 2015-2020 period who came from PKB.

FIGURE 1  
**THE FREQUENT ISSUES OF SRI HALIM – JOKO**

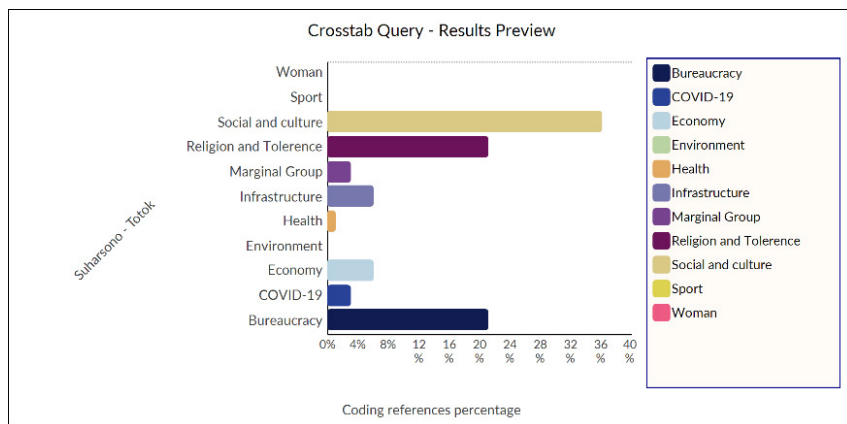


Source: Own elaboration



On the other hand, Suharsono served as the official regent in the previous period, specifically in the 2015-2020 period, who used to be paired with Abdul Halim Muslih. This is certainly an interesting case because Suharsono, the Regent of Bantul Regency, came back and fought with Abdul Halim, the Deputy Regent of Bantul Regency. As a result of only two candidate pairs for Regent and Deputy Regent, there was a sharp polarization of support among the community. From the findings, the authors have analyzed using the Nvivo 12 plus software to find the frequent issues raised by both political candidates. The result is as follows:

FIGURE 2  
**THE FREQUENT ISSUES OF SUHARSONO – TOTOK**

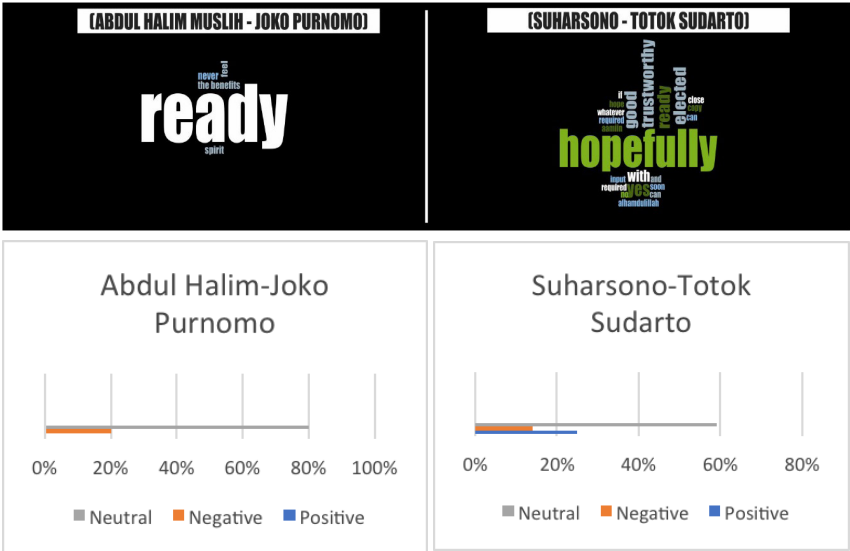


Source: Own elaboration

From the coding result above, it can be concluded that both political candidates have similar issues raised on Facebook. This research code shows that the dominant issues raised by Abdul Halim Muslih -Joko Purmono are related to religion and tolerance and are followed by social and cultural issues. Meanwhile, the dominant issues raised by Suharsono-Totok Sudarto are related to social and cultural as well as religion and tolerance issues. These two issues are what authors often find in each candidate's Facebook post. Through the author's analysis and observation, the authors consider that the issues presented by both political candidates are still only emphasized in symbolic and artificial affairs. Issues that are placed are still

only a formality form coupled with the public’s response on social media being very few, and there is no discussion of the constructive program on social media. Besides the candidates’ issues, the authors also analyze society’s response to social media with the following results.

FIGURE 3  
**PUBLIC’S RESPONSES TOWARD THE ISSUE RAISED BY  
POLITICAL CANDIDATE ON FACEBOOK**



Source: Own elaboration

From the findings above, the Bantul community’s responses on Facebook to each political candidate tend to be dominant towards neutral responses. The neutral response is a form of non-interaction or failure to create such deliberative discussion toward the issue raised on social media by political candidates. The words that often appear in Abdul Halim Muslih-Joko Purnomo’s comments is “ready”. Therefore, it can be concluded that this word is not classified as a deliberative discussion word and is not connected with the program proposed by political candidates. Meanwhile, the public’s response to the issue of the Suharsono-Totok Sudarto only consists of hopefully, yes, good, and trustworthy. The authors have considered that public engagement in the political campaign

stage through social media in Bantul Regency is still very few, rather than what is expected by the authors. The use of social media should be placed as a platform to interact with ideas or discuss sub-addressing programs among voters and political candidates, but in fact, it does not happen.

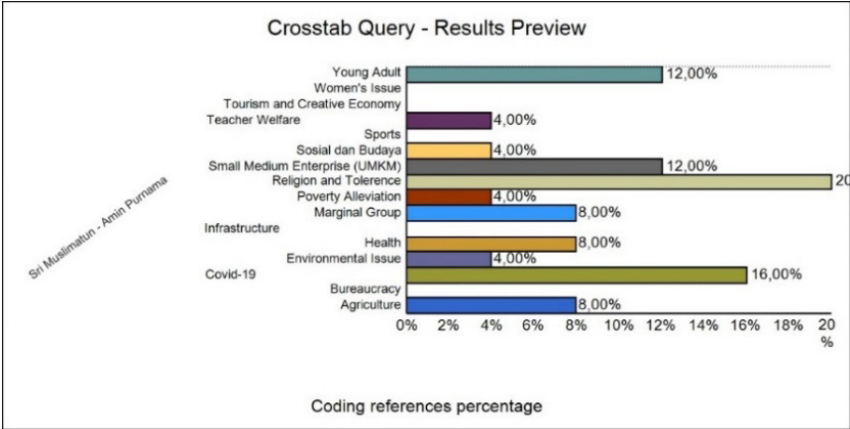
## 2. Sleman Regency

This Local Election was attended by three political candidates, namely the candidate with serial number one Danang Wicaksono-Agus Choliq supported by some political parties such as PDI-Perjuangan with the acquisition of 15 seats; and PAN with 6 seats. Moreover, the political candidate with serial number two is Sri Muslimatun-Amin Purnama supported by some political parties such as NasDem with 3 seats; PKS with 6 seats; and Golkar Party with 5 seats. The political candidate with serial number 3 is Kustini Sri Purnomo-Danang Maharsa, supported by some political parties such as Gerindra with 6 seats; PKB with 6 seats; and PPP with 3 seats.

The issue of political dynastic filled the electoral competition in Sleman Regency. This phenomena in Sleman Regency were an issue becoming the main heading of discussion in Yogyakarta. Kustini Sri Purnomo is the wife of the official Sleman Regent go to advancing as one of the political candidates in Indonesian Local Election 2020 for Sleman Regency and proposed to be future Regent of Sleman regency and together paired with Danang Maharsa. The political dynasty issue in Sleman Regency received many polemics among Sleman's community (Kronika, 2020), by putting up dark-colored "political campaign" billboards, While the "dynasty" is white, and the popular mainstay sentence is "Against the Sleman Dynasty's Politics" that emerged as a moral movement.

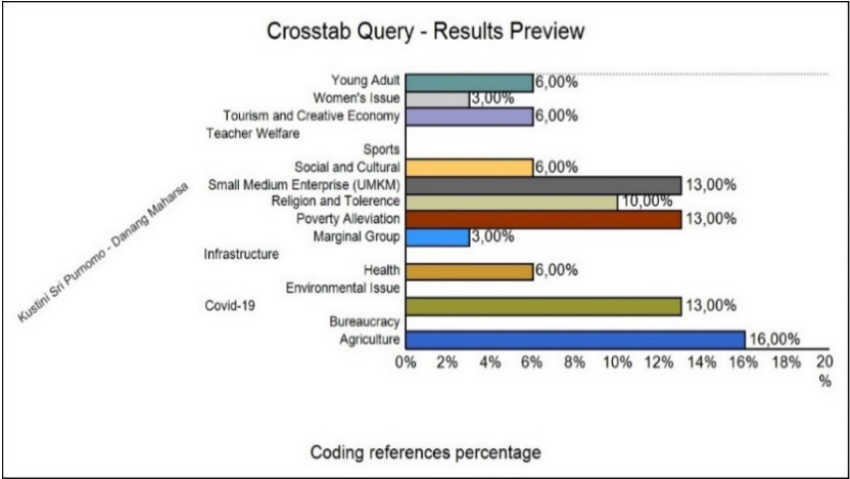
The electoral competition in Sleman Regency was also followed by ethical reporting against one of the political candidates campaign team to the Election Oversight Body of Sleman Regency and forwarded to the Special Region of Yogyakarta's regional inspection team (TPD) toward General Election Commission of Sleman Regency that was considered to have violated ethics due to the case of uploading campaign content on Twitter, which only uploaded the unfair content related to the side of Kustini Sri Purnono-Danang Maharsa. In analyzing the political candidates' issues offered to the community, the authors coded the content using Nvivo 12 plus software. The following data are the findings to the issues posted by political candidates on the Facebook page:

FIGURE 4  
THE FREQUENT ISSUES OF SRI MUSLIMATUN – AMIN P  
URNAMA



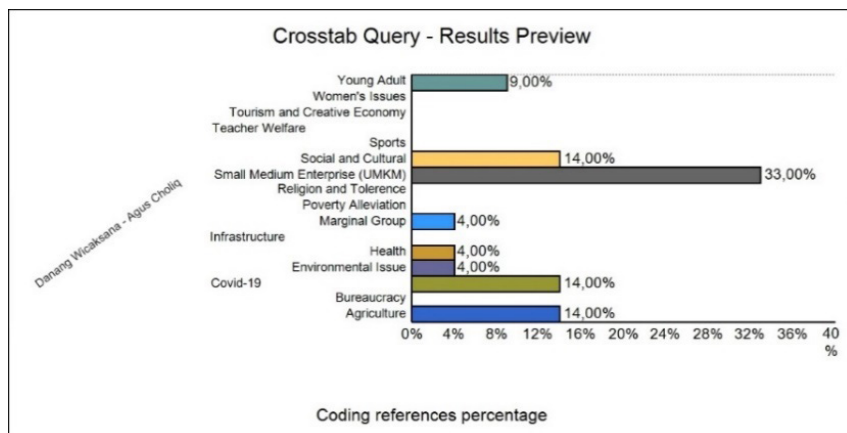
Source: Own elaboration

FIGURE 5  
THE FREQUENT ISSUES OF KUSTINI SRI PURNOMO – DANANG  
MAHARSA



Source: Own elaboration

FIGURE 6  
**THE FREQUENT ISSUES OF DANANG WICAKSANA – AGUS CHOLIQ**



Source: Own elaboration

From the data above, the authors have found that the 3 political candidates had popular issues that were different from each other. For example, the dominant issue raised by Danang Wicaksana-Agus Choliq is related to MSMEs. Meanwhile, the dominant issues raised by Sri Muslihatun-Amin Purnama is related to religion and tolerance, while Kustini Sri Purnomo-Danang Maharsa is dominated by the issue related to agriculture. Additionally, some followed issues were also discussed by these political candidates. Through these results, the authors have found that these political candidates are not focused on one main issue that will be identified as the characteristic of a specific political candidate. Otherwise, these political candidates have raised all the issues on Facebook. At this point, the authors have argued that the issues raised by these political candidates are still formality and symbolic forms. Besides the candidates' issues, the authors also analyze society's response in social media with the following results.

The result above shows that the public's response from those political candidates in Sleman Regency is similar to the political candidates in Bantul Regency. The political candidates in Sleman Regency received the domination of neutral sentiment from the public's response. In addition, the findings above have confirmed that the dominant sentiment from the public tends to

be neutral toward political candidates. The frequent words that often appear from all political candidates such as “can, steady, hope, spirit” are coupled with other discussions that do not represent a deliberative discussion of the issues raised by all political candidates.

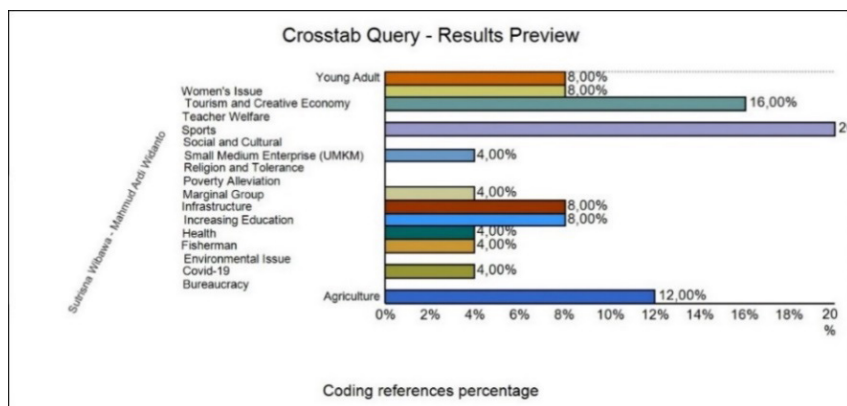
FIGURE 7  
PUBLIC'S RESPONSES TOWARD THE ISSUE RAISED BY THE  
POLITICAL CANDIDATE ON FACEBOOK

### 3. Gunung Kidul Regency

There are four political candidates in the Gunung Kidul Local Election 2020. Political Candidate number 1 is Sutrisna Wibawa-Mahmud Ardi Widanto, supported by five political parties; PAN, PKS, Gerindra, PKS, and Democrat. Sutrisna Wibawa is a former rector of Yogyakarta State University, and Mahmud Ardi has a background as a politician from PAN. Candidate number 2 is Imawwan Wahyudi-Martanty Soenar Dewi, supported by Nasdem. Imawwan Wahyudi is the incumbent Deputy Regent of Gunungkidul Regency, while Martanty Soenar Dewi is a non-partisan. The serial number for Bambang Wisnu Handoyo-Benyamin Sudarmadi is number 3 and is supported by PDIP. Bambang Wisnu Handoyo is a bureaucrat in the financial and asset management body, while Benyamin is a Politician in PDIP. Political Candidate with serial number 4 is Sunaryanta-Heri Susanto, supported by Golkar and PKB. Sunaryanta has a background in an Indonesian Military Force, and Heri Susanto has an experience in bureaucracy.

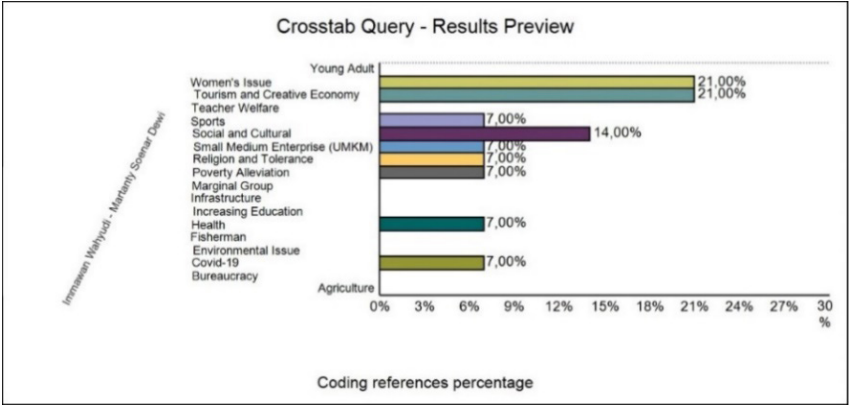
Similar to other regencies, the authors have conducted a tracking of popular issues raised by each political candidate:

FIGURE 8  
**THE FREQUENT ISSUES RAISED BY SUTRISNA WIBAWA –  
MAHMUD ARDI WIDANTO**



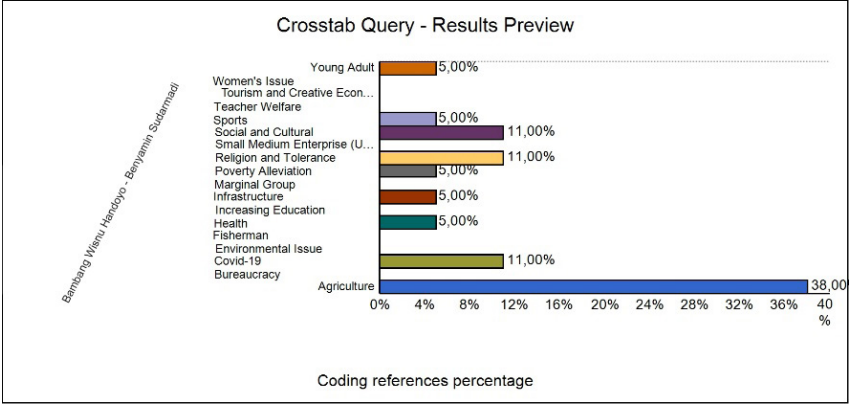
Source: Own elaboration

FIGURE 9  
THE FREQUENT ISSUES RAISED BY IMMAWAN WAHYUDI –  
MARTANTY SOENAR DEWI



Source: Own elaboration

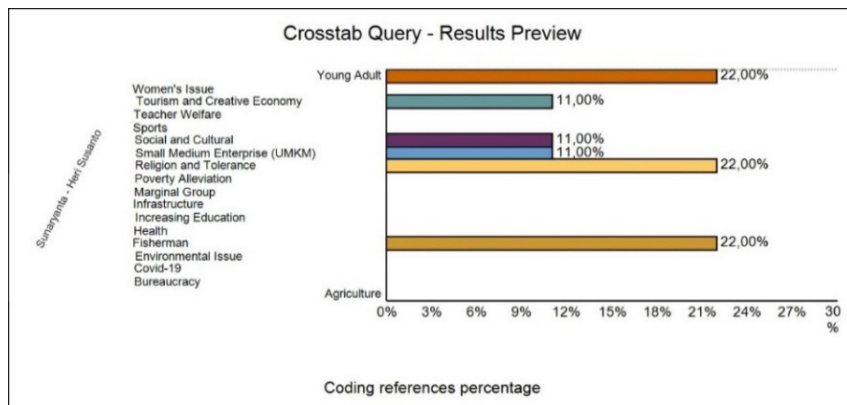
FIGURE 10  
THE FREQUENT ISSUES RAISED BY BAMBANG WISNU H. –  
BENYAMIN SUDARMADI



Source: Own elaboration



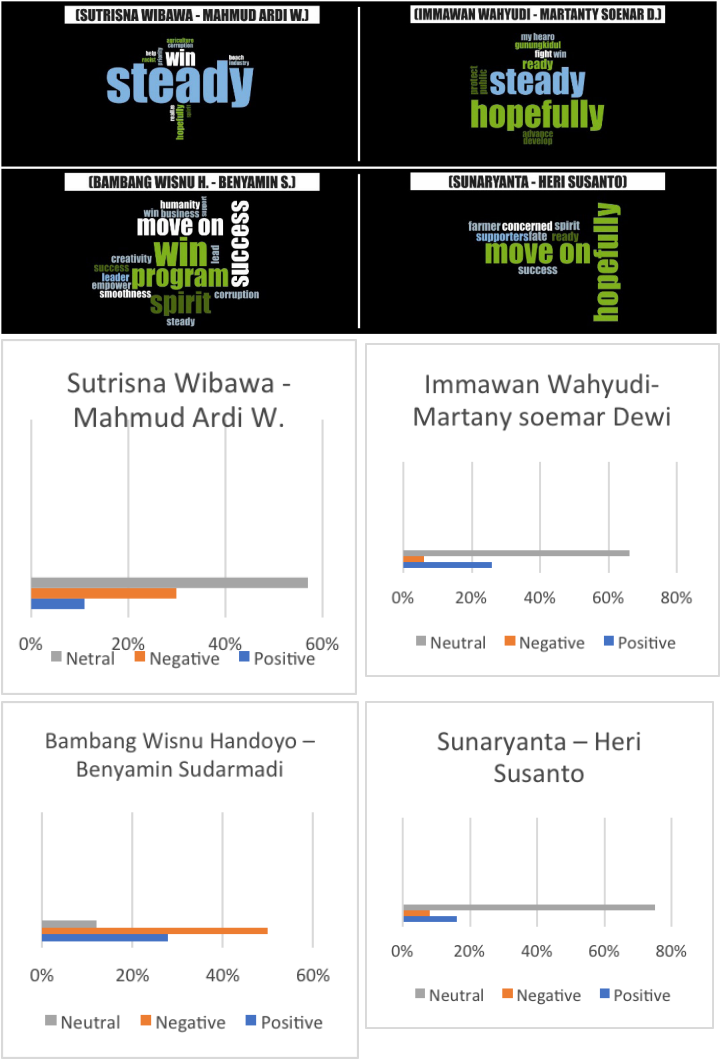
FIGURE 11  
**THE FREQUENT ISSUES RAISED BY SUNARYANTA – HERI  
 SUSANTO**



Source: Own elaboration

The data above shows the issues of all political candidates in Gunung Kidul Regency. Only Sutrisna Wibawa-Mahmud Ardi Widanto has a variety of program issues. However, the authors consider that the issues posted by political candidates in Gunung Kidul Regency are still similar compared with other regencies in the Special Region of Yogyakarta, which still emphasizes artificial and symbolic issues rather than the deliberative discussion. The content posted by the political candidates does not explain in detail the scheme of program that political candidates will carry out. Additionally, the public's engagement at the political campaign stage through social media is not much different from other regencies in the Special Region of Yogyakarta. Most of the response is dominated by neutral sentiment and not massively debate on deliberative discussion toward issues raised by political candidates. Debate on program issues conveyed by candidates on social media, especially Facebook.

FIGURE 12  
PUBLIC’S RESPONSES TOWARD THE ISSUE RAISED BY  
POLITICAL CANDIDATE ON FACEBOOK



Source: Own elaboration

From the data above, the authors have analyzed that the people who respond to the content of political candidates on Facebook mostly emphasize the neutral sentiment. This also similar to other regencies. These sentiments have illustrated that there is no deliberative discussion between voters to the political candidates. The success of every political campaign is supposed to be emphasized by the sensitive and creative design of political campaign forms. This effort is generally done by actors who work creatively for political candidates (Adwishanty, 2018). The frequent words that often appear from all political candidates s such as “Mantap, Semoga, Semangat, Menang” which means “Steady, Hope, Spirit, Win” coupled with other discussions that do not represent a deliberative discussion toward the issues raised by all political candidates.

### *B. Paid Advertisement and Its Implications*

Campaign is defined as a series of actions or communication actions that have been planned, designed, and aim to create certain effects for the public or the wider community, carried out regularly or sustainably, and have a certain period of time (Atkin & Salmon, 2010). Campaigns that can be carried out by political candidates can attract the attention of voters in the implementation of elections (Wlezien, 2010). One of the media that can be used for campaigns is using social media such as Facebook.

Facebook is also a social media platform that provides a feature that can be used to advertise the product and carry out the campaign, this feature is called Facebook Ads. Interestingly, Facebook ads has a feature which is also called “the targeting feature”, where people who advertise on Facebook ads can specifically determine the audience that will be targeted (AdxEureka, 2019). This is why some of the political candidates competing in Local Elections, specifically in 3 Regencies in the Special Region of Yogyakarta, also use social media as political campaign objectives. However, the political campaign advertisements on social media should be carried out 14 days before the official period of the political campaign plan issued by the General Election Commission of Republic Indonesia, which is from November 22, 2020, to November 5, 2020.

This is regulated in Article 47 paragraph 6 of the General Election Commission Regulation number 11 of the year 2020, concerning the Political campaign stage at the Indonesian Local Elections 2020. However, in the

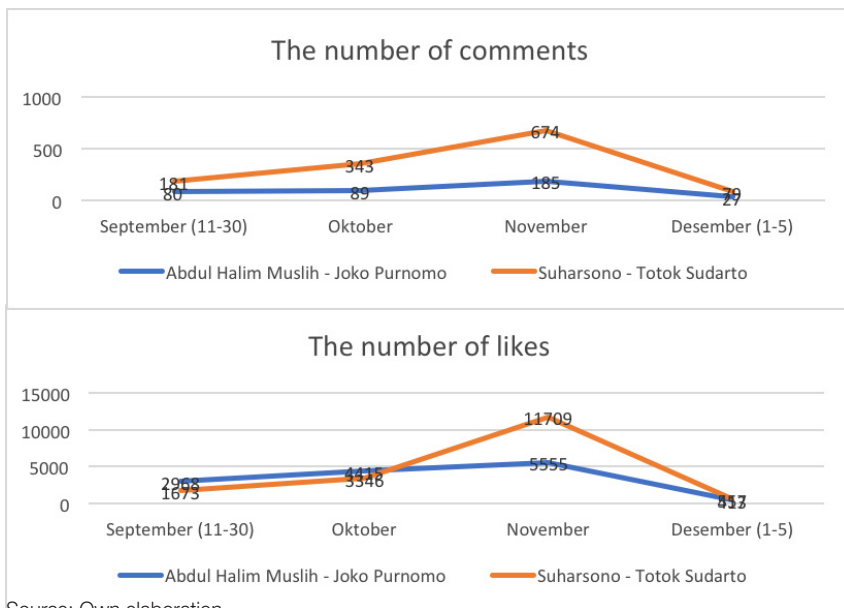
author's observations, digital-based advertising, especially on Facebook, occurred before the period officially announced by the General Election Commission of the Republic Indonesia. From this research, the authors will explain some findings related to the costs incurred by political candidates in paid advertising on Facebook, the impact of these paid advertisements on society, and the implications for voters' votes. The following are the results of the data findings made by the authors regarding paid advertising costs on Facebook.

TABLE 1  
**PAID ADVERTISEMENT DATA ISSUED BY THE POLITICAL CANDIDATES**

NAME	THE SCHEDULE OF ADVERTISEMENTS	TOTAL SPENDING IN RUPIAH (Rp.)	THE POTENCY OF COVERAGE (Person)	IMPRESSION (Person)
BANTUL REGENCY				
Abdul Halim Muslih - Joko Purnomo Suharsono - Totok Sudarto	August 4, 2020 – Januari 4, 2020  - -	4.946.222  - -	500 Thousand - 1 Million  - -	20 - 25 Thousand   -
SLEMAN REGENCY				
Danang Wicaksana Sulistya - Agus Choliq Sri Muslimatun - Amin Purnama	   August 4, 2020 – January 4, 2020	65.224.452  12.456.845  3.718.173	> 1 Million 500 Thousand - 1 Million > 1 Million	250 - 300 Thousand  < 1 Thousand 7 – 8 Thousand
GUNUNGKIDUL REGENCY				
Sutrisna Wibawa- Mahmud Ardi Widanto Immawan Wahyudi – Martanty Soenar Dewi Bambang Wisnu Handoyo – Benyamin Sudarmadi Sunaryanta – Heri Susanto	August 4, 2020 – January 4, 2020  -  August 4, 2020 – January 4, 2020  - -	36.265.166  -  944.247  - -	500 Thousand - 1 Million  -  500 Thousand - 1 Million  - -	40 - 45 Thousand       < 1 Thousand  -

Source: Facebook Ads (<https://www.facebook.com/ads/library/>).

TABLE 2  
**THE IMPLICATION OF POLITICAL CANDIDATES WHO USED  
 THE PAID ADVERTISEMENT AND DOES NOT USED THE PAID  
 ADVERTISEMENT ON FACEBOOK TOWARD “COMMENTS” AND  
 “LIKES” IN BANTUL REGENCY**

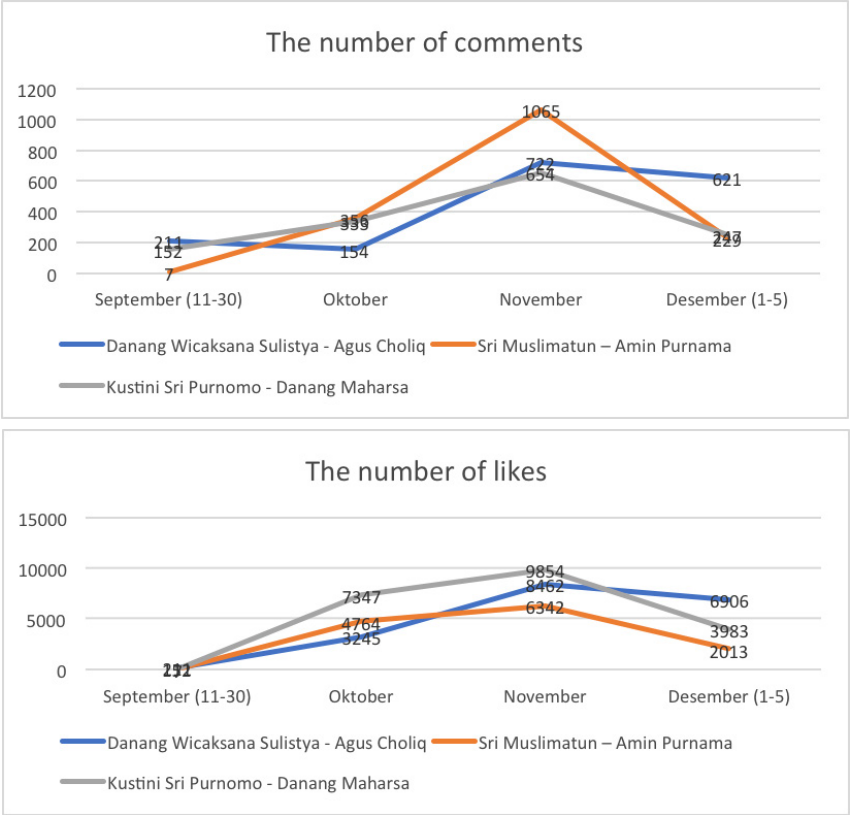


Source: Own elaboration

From the data obtained above, through Facebook ads of political candidates Abdul Halim Muslih-Joko Purnomo, Sri Muslimatun-Amin Purnama, Danang Wicaksana Sulistya-Agus Choliq, Kustini Sri Purnomo-Danang Maharsa, Sutrisna Wibawa-Mahmud Ardi Widanto that have conducted paid advertising on Facebook, it can be concluded that General Election Commission of Republic Indonesia outside of the official time regulates their paid advertisements on Facebook. Referring to the General Election Commission Regulation No. 11 of 2020 concerning Electoral Campaign in Article 47 paragraph 6, it can be concluded that this action is electoral violations. In the findings, the authors have recapitulated the implications of paid advertisements on Facebook carried out by political candidates and those who did not carry out paid advertisements. Although, there are several differences,

one of which affected the number of comments and likes, even this result will not guarantee them to win the election. The following is a recap of the findings and the implications of paid advertisement on Facebook compared with political candidates who did not carry out paid advertisements.

TABLE 3  
**THE IMPLICATION OF POLITICAL CANDIDATES WHO USED THE PAID ADVERTISEMENT AND DID NOT USE THE PAID ADVERTISEMENT ON FACEBOOK TOWARD “COMMENTS” AND “LIKES” IN SLEMAN REGENCY**



Source: Own elaboration

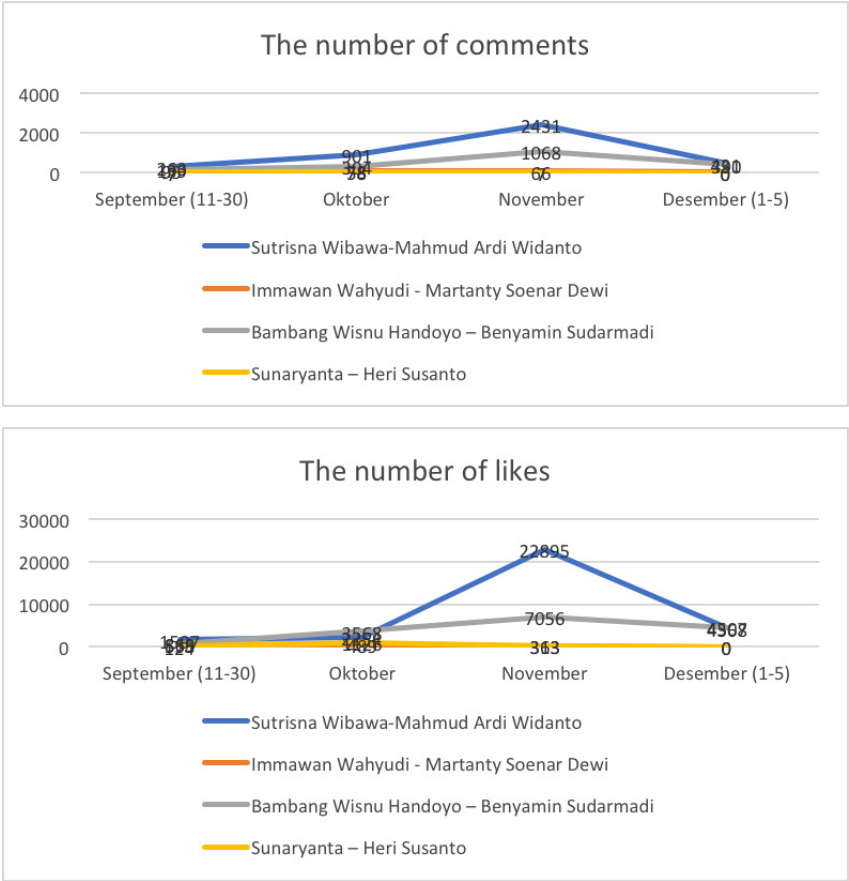
Based on the table above, Suharsono – Totok Sudarto gets more comments and likes, but the higher likes and comments of Suharsono – Totok Sudarto is not a benchmark to effecting toward the vote from voters and even gaining the victory at Indonesian Local Election 2020 for Bantul Regency. This can be seen from the final result of the Indonesian Local Election 2020 for Bantul Regency that Abdul Halim Muslih-Joko Purnomo is the winner for this constellation.

There are no differences from Bantul Regency, from the findings in Sleman Regency above, three political candidates used paid advertising on Facebook. In terms of spending, Danang Wicaksana Sulistya-Agus Choliq is the political candidate with the highest spending on paid advertising on Facebook compared to other political candidates in Sleman Regency, which is around 65,224,452 rupiahs. For this reason, this political candidate has earned a high impression with coverage of about 250 - 500 thousand people as in the table above. From the findings above regarding the implications of paid advertising on Facebook, the authors have assumed that the high cost spent on paid advertisements does not affect the political candidate's winning margins. This has been proven by the winning phenomenon of Kustini Sri Purnomo-Danang Maharsa in the Sleman Regency, who spent a small amount of spent but they can win the Local Election in Sleman Regency. This means that social media also cannot significantly influence the winning strategy of political candidates because each candidate prefers to conduct conventional campaign strategies that are considered more effective than social media, even amidst Pandemic.

In addition, there are no differences from Sleman Regency and Bantul Regency, in the Gunungkidul local election, there were two pairs of candidates who used paid Facebook ads, and two other pairs did not. The following table shows the number of comments and likes for each pair of candidates for the Gunung Kidul local election.

From the findings above, it can be concluded that Sutrisna Wibawa-Mahmud Ardi Widanto is the political candidate that spent the highest cost for paid advertising in Facebook with an amount of around 36,265,166 Rupiahs. From this effort, this political candidate obtained 40 - 45 thousand impressions coverage on Facebook, while the other political candidates are far below Sutrisna Wibawa-Mahmud Ardi Widanto. Furthermore, the content from Sutrina Wibawa-Mahmud Ardi is dominated by the highest of public's comments and likes compared with other political candidates. The authors conclude that the political candidate Sutrisna Wibawa-Mahmud Ardi is a very

TABLE 4  
THE IMPLICATION OF POLITICAL CANDIDATES WHO USED THE PAID ADVERTISEMENT AND DID NOT USE THE PAID ADVERTISEMENT ON FACEBOOK TOWARD “COMMENTS” AND “LIKES” IN GUNUNG KIDUL REGENCY



Source: Own elaboration

popular political candidate on social media and Facebook precisely due to the background factor of Sutrisna Wibawa, who was the chancellor of State University of Yogyakarta (UNY) that previously very active on social media. Therefore, this political candidate is popular earlier than other political can-

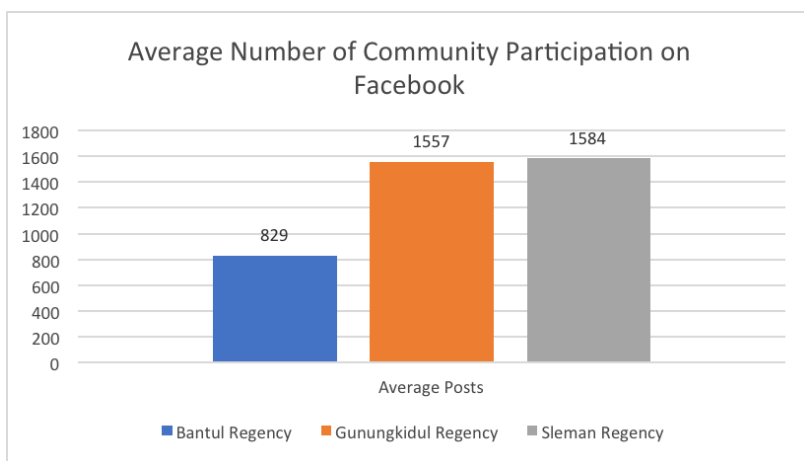


didates. However, the political candidate that has spent the highest cost of paid advertising on Facebook, the highest comments and likes acquisition, and the highest popularity on social media did not affect the election results in Gunung Kidul Regency.

The characteristic of the three regencies in the Special Region of Yogyakarta

The authors have collected the total number of public engagements in politics on Facebook, in the form of public's interactions through the digital political campaign from three regencies in the Special Region of Yogyakarta.

GRAPHIC 1  
**THE AVERAGE OF PUBLIC ENGAGEMENT ON FACEBOOK**



Source: Own elaboration

The data above shows that the highest number of public engagements on Facebook is in Sleman Regency, although it is not much different from Bantul Regency. Meanwhile, Gunung Kidul Regency has the lowest public political participation on Facebook. It can be influenced by the imbalance of interaction between one candidate and another. If we look at the previous tables, candidates in Sleman and Bantul Regency received responses from the community that was not much different from one another. In contrast to Gunung Kidul Regency, there is only one dominant candidate, namely the Sutrina Wibawa-Muhammad Ardi.

However, the perspective of community participation in choosing to come to the Ballot Station differs from what happened during the interaction on Facebook. Although, in Sleman Regency, the number of people who came to the Ballot Station is lower than the interactions on Facebook, even this regency is the lowest compared with other regencies. The following data are the results of public participation in Ballot Stations.

TABLE 5  
**THE NUMBER OF FINAL VOTERS THAT USED THE RIGHT TO VOTE**

REGENCY	THE NUMBER OF FINAL VOTER	THE NUMBER OF FINAL VOTER THAT USED THE RIGHT TO VOTE	% FINAL VOTER THAT USED THE RIGHT TO VOTE
BANTUL	595.673	482.968	81,08%
GUNUNGKIDUL	540.418	433.353	80,19%
SLEMAN	796.926	604.613	75,87%

Source: General Election Commissions of Sleman regency (2020), General Election Commissions of Bantul regency (2020), General Election Commissions of GunungKidul regency (2020)

From the table above, Sleman Regency has the lowest participation rate in the use of voting rights than Gunung Kidul and Bantul Regencies. Although, this is in contrast to the public engagement in Facebook, in terms of interaction, Sleman Regency is the highest regency compared with other regencies.

This is due to the possibility of competition between only two political candidates that makes the competition heat up coupled with the increase of people interested in coming to the Ballot Stations. The two political candidates both are also incumbent as Regent and Deputy Regent in the previous period. Gunung Kidul Regency, which is a Potential-Urban Regency area, this regency has a low political engagement from the public on Facebook, however, the number of people who came to the ballot stations has reached 80%, only 1 % different to Bantul Regency. Political candidates in Gunung Kidul Regency are more diverse, four candidates are competing in Gunung Kidul Regency. The character of Gunung Kidul is also different compared to other regencies. The virtual political campaigns are less attractive than face-to-face campaigns (conventional political campaigns).

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## 5. CONCLUSION

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The implementation of the Indonesian Local Election 2020 different compared to the previous period of the Indonesian Local Election. This can happen due to the COVID-19 Pandemic in 2020 that made many of limitations in each implementation, specifically in the stage of political campaign that has limited the crowd involvement. Therefore, the General Election Commission has encouraged the political candidates to adjust their self in using social media as political campaign platform, and the limited conventional campaign. Social media has become the alternative way to conduct the political campaign amidst the pandemic.

Based on the findings obtained by the authors, the political issues raised by political candidates are clearly just formality and symbolic affairs. The authors have not obtained all specific matters as each character of political candidates from three regencies in the Special Region of Yogyakarta for the implementation of Indonesian Local Election 2020, eventually, those political issues are limited to artificial and symbolic affairs: not about the deliberative discussions. In addition, these things impact public responses that are mostly dominated by neutral sentiments. In this case, the neutral sentiments can be concluded as the absence of programmatic interactions between political candidates and the public. Therefore, it can be concluded that the situation of the three regencies in the Special Region of Yogyakarta tends to be 'flat'.

Moreover, in terms of paid advertising on Facebook, some political candidates from three regencies in the Special Region of Yogyakarta have considered violence the regulation of political campaigns in Indonesian Local Election 2020. This can happen because the paid advertising happened before the schedule day regulated officially by General Election Commission. However, the authors have found that the political candidates that have spent the cost for paid advertisements on Facebook, coupled with the high popularity on Facebook, clearly do not affect the result of Indonesian Local Election 2020.

It is also interesting that the findings of this research refute the thesis described by Brooker et al (2016), Jennings & Stoker (2004), Mossberger et al (2008), Nisbet MC (2009), Rojas & Puig-I-Abril (2009), Valenzuela et al (2009) who all agree that social media supports and is effectively used in electoral political contestation. However, this study finds that social media is not effective in the political process of the Local Election 2020 .

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