



## Presidential Election Campaign of the Republic of Indonesia via Twitter (X)

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**Abstract.** The number of Twitter (X) users in Indonesia is 24 million people, ranked 5th in the world. Twitter tweets color the 2024 presidential election. The presidential candidate has a large Twitter following, along with his popularity. Prabowo has 4.5 million, Anies 4.5 million, and Ganjar 2.6 million followers on Twitter. Supporters of the presidential candidate can campaign with tweets to convey the programs and ideas of the presidential candidate they support to attract the sympathy of other Twitter readers. Twitter applies specific policies, namely paid political promotion posts. The policy includes rules banning the promotion of fake content and content that can potentially undermine public trust in elections. Twitter also created a global advertising transparency center so users can track political ads on the platform. This policy change is said to impact the 2024 election significantly. Twitter is also currently creating a team overseeing safety and election policies to combat manipulation of the election content, display inauthentic accounts, and monitor threats that may appear on the platform.

**Keywords:** Twitter, Followers, Promotions, Politics, Tweets

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## INTRODUCTION

Indonesia has the most social media users globally; more than 50% of the Indonesian population uses social media such as Facebook, Instagram, Twitter, LINE, WhatsApp, YouTube, and so on. The COVID-19 pandemic, which has forced all activities to be carried out from home, has rapidly increased the number of social media users. Twitter is a social media that the people of Indonesia quite widely use. In 2019, more than 22.8% of Indonesian Internet users used Twitter. If something happens that is being discussed (trending), then Twitter becomes a reference. Everything is discussed on Twitter, from politics, religion, entertainment, and scandals to interesting and inspiring stories. Twitter will open our horizons further for us to be wise in using and can be used as a source of reference and advanced knowledge.

Twitter was founded on March 21, 2006, by Jack Dorsey, founder Noah Glass, and Evan Williams. Twitter is a social networking service, or online microblogging, allowing users to send, read, and reply to text messages of up to 280 characters (tweets). At first, Twitter only allowed users to send tweets of a maximum of 140 characters, but on November 7, 2017, Twitter

increased the number to 280 characters. On Twitter, unregistered users can only read other users' tweets, while registered users can write, share, and like tweets through the website interface and Android and iOS (iPhone) smartphone applications.

*Tweet* is defined as when users write and share posts. At the same time, retweets are interpreted as sharing other users' posts on the homepage of our profile. Twitter has many benefits in all aspects, but some things sometimes make noise, so problems occur everywhere. Twitter is widely used as a political campaign media by supporting particular couples or even degrading other couples, and it is used as a means of protest, learning, and emergency communication media.

When discussing at an event hosted by a podcast company called Odeo, Twitter was first conceived by Jack Dorsey, an undergraduate student at New York University. Jack Dorsey came up with the idea of using short messages to communicate. Initially, this project was named Twitter after it was revealed by Evan Williams, which Noah Glass later put forward. The project's development was inspired by Flickr and the American SMS short code, which is only five digits in number. Starting on March 21, 2006, Jack Dorsey created a short message that read "*just setting up my Twitter*" for the first time at 9:50 PM PST. Twitter's definitions are "*a short burst of inconsequential information*" and "*chirps from birds*."

Twitter was first used for the internal needs of Odeo employees, which was finally introduced to the public on July 5, 2006. After receiving good attention from the public, in October 2006, Biz Stone, Evan Williams, Jack Dorsey, and Odeo staff formed a new company. Investors and shareholders acquire all assets of Odeo.com and Twitter.com. Twitter peaked in popularity when it hosted the South by Southwest Interactive (SXSWi) conference in 2007. During the event, Twitter users increased from 20,000 to 60,000 daily tweets. Interestingly, the first Twitter message was sent from beyond Earth by NASA astronaut T. J. Creamer on January 22, 2010.

The basic features that exist on Twitter. Tweets are the most common feature when using Twitter. Users can post photos, videos, and texts with the feature.

### *1. Tweet*

*Tweet* is a feature that users can use to share writing, photos, videos, and gifs with the public. Shared tweets are generally visible to all registered and unregistered users, but users can also set posting limits only for sure followers. At first, Twitter only allowed users to share posts with a maximum length of 140 characters, but on November 7, 2017, Twitter increased the maximum number of posts to 280 characters. In addition to sending tweets through websites and

apps, users can also send tweets via SMS (for certain countries). Users can use Twitter for free, but sending tweets via SMS will be charged by the mobile service provider.

## *2. Follow, Followers, Unfollowing*

Users will encounter the terms follow, follow, and unfollow when using Twitter. This feature allows users to connect and communicate with other users and get their latest tweets in real-time through the Twitter homepage. In addition, users can also block accounts that they feel annoying or disliked. This feature also exists on many other social media services such as Facebook, Instagram, and the like.

## *3. Hashtag*

A *hashtag* is a phraseological word that begins with a "#" sign. These symbols are significant when used to cover a discussion topic on Twitter. Another benefit is that it can identify a particular brand, for example, #dianisacom, #dianarifin26, etc. A topic with high hashtag usage can also become a trending topic on Twitter.

## *4. Username*

When creating a Twitter account, users are required to create a username. This username identifies an account whose function is essential to distinguish one user from another. "@" is followed by the username, for example, @ngawidian, @dianarifin26, etc. When replying to another user's tweet, it would be better to include @namapengguna so that he knows it. That way, the user knows he is called by name and replies again.

## *5. Retweet*

Retweet is a term Twitter has created to reshare posts you have made. Users can reshare posts made in the past, either their posts or other users' posts. This function can be utilized when the delivery is relevant to the circumstances. In addition to posts, users can also Retweet replies to share with followers.

## *6. URL Shortener*

When you share a link, Twitter automatically shortens it to a <https://t.co/> link, followed by a URL Shortener (similar to a URL Shortener bit.ly). With this feature, users can still share a maximum of 240 characters without interference from the link length they want to add. Twitter also identifies a link as harmful to the user or not. So this will minimize the spread of malware, phishing attacks, and other malicious activities. When a URL looks unsafe, Twitter will notify **Warning: This link may be unsafe.**

### *7. Trending Topics*

*Twitter* is the social network that first introduced trending topics. A hot topic is something that many users talk about on Twitter based on hashtags, words, or phrases. Trending topics help Twitter and users understand what is happening worldwide and where users are geographically. In its development, Twitter has made many changes to avoid manipulating trends. Trending topics are still a strategy to influence the masses in a considerable amount, both positively and negatively. However, Twitter will continue monitoring the topics discussed and censor them if they have a social impact.

### *8. Display*

There are various excellent and latest features presented by Twitter, one of which is display, where users can make changes to the appearance with three color choices, namely Default, Dim, and Off Light. Users can also make changes to the color up to the font size. The appearance adjustment Twitter presents will add to the impression that users are more comfortable using Twitter.

Twitter's increased user growth over time certainly has many benefits. Although many controversies occur, what is certain is that Twitter has become a reference in exciting discussions, whether in politics, business, economy, society, or entertainment. Check out some of the benefits that users get when using Twitter. Social media platforms have benefits as a medium of interaction and exchanging information. Twitter connects users publicly and can share information through writing, photos, and videos. Like social media, users can reply to each other's posts according to the discussion topic.

If you want to get up-to-date information, then Twitter is the choice. The existence of trending topics allows users to get up-to-date information (the most up-to-date), whether in terms of politics, economics, business, scandals, motivation, inspiration, and so on. However, only some things trending are sure; it can be a hoax or just limited to entertainment. For this reason, users must also be careful when using Twitter to avoid being right in taking information. Because the function of social media is entertainment, it is not uncommon if trending topics contain a lot of exciting and fun entertainment. As a user, you can share fun writings or moments you are experiencing in a short 280-character story. A small example that used to happen was when the story of the dancer village KKN was trending on Twitter and became an exciting discussion for users.

Character limitations are not the reason users share tweets. This is the challenge for users to share posts briefly and concisely but still have tremendous impact and influence. One example is sharing motivational and inspirational messages with followers; "*Getting rich begins with the right mindset, the right words, and the right plan*" – Robert Kiyosaki. With Twitter, users can start thinking hard to hone their writing, storytelling, and opinions and share positive things with many people.

Trending topics are a great opportunity for influencers and buzzers to move and influence the masses. Twitter trending topics are often dominated by negative things such as p\*rn\*grf\*, identity politics, and scandals. Twitter has made algorithm changes to reduce trend manipulation made by certain groups. However, user awareness remains an important thing to pay attention to; spreading positive things will be much better than negative things (Dianisa.com, 2024). In this era of incessant Presidential Elections in 2024, the use of Twitter is one of the efforts made by the Presidential Candidate Couple. This research is a literature review of the use of Twitter by the Presidential Candidate in 2024.

## LITERATURE

The use of social media, especially Twitter, during the 2014 presidential election campaign led to the construction of presidential candidates that can be found not only in the mass media but also in the content of supporters' tweets on Twitter accounts. Two presidential candidates (Prabowo and Jokowi) were constructed through the Twitter accounts of their respective supporters. Using qualitative methods, research observations and analyzed the Twitter tweets of supporters of the two presidential candidates uploaded during the presidential campaign (June 4-June 2014). The results showed that Prabowo was built by Twitter support accounts as a brilliant, decisive, and robust figure. His supporters built Kowi as a populist, superficial, and honest figure (Firmansyah et al., 2017).

This study was motivated by the implementation of the 2014 presidential election campaign, which was colored by the emergence of various initiatives and creativity of supporters of the two presidential candidates in constructing various political messages based on the social networking site Twitter. Based on data reported by Twitter, it is stated that from the beginning of 2014 until the day of voting/election implementation on July 9, 2014, there were 95 million tweets about the 2014 presidential election broadcast by Twitter users in Indonesia (detik.com, 13/06/2014). Even the tweet about the presidential candidate broadcast by the

Twitter@DennyJA\_WORLD account managed to occupy the second position/runner-up golden tweet as the No.2 most tweet in the world, which Twitter users retweeted.

The number of tweets about the 2014 presidential election on Twitter and the enthusiasm of the public also cannot be separated from the contribution of tweets from the two supporters of the presidential candidate who are crowded in discussing their candidates. The presence of Twitter in the 2014 presidential election campaign is indeed an interesting phenomenon because, for the first time, Twitter's social media. It is so massively used by presidential candidates, their supporters, and the public Twitter users in Indonesia. From its viral, interactive, real-time characteristics to the absence of regulations governing the use of social media in terms of political campaigns, the Twitter social network has become so lively and flooded with various forms of expression of presidential supporters. They are starting from support by disseminating information based on facts to polluting opinions that lead to negative campaigns and black campaigns that lead to slander, which have become so easy to find on Twitter. Twitter's social media then became a new space for the public and was used by supporters of the two presidential candidates to articulate and express their political support (Firmansyah et al., 2017).

Indonesia is one of the countries that adheres to a democratic system; as a country that adheres to a democratic system, Indonesian citizens need to have a process to elect people who can fill certain political offices. This process is known as Elections or General Elections. In Indonesia itself, it is known that elections are held periodically, namely every five years. On April 17, 2019, elections were held again, including the presidential election (Pilpres). The current presidential election is quite attention-grabbing because various rumors circulate between the two pairs of presidential candidates (passion). Political elites also target people whose votes determine the sustainability of political direction for the next five years.

Positive, neutral, and negative opinions such as SARA, Human Rights, and the economy can threaten the emergence of fake news (hoax). One of the means used by the public in expressing their political choices is through the media Aulia, Patriya, Implementation of social Lexicon-based, one of which is Twitter. Twitter is a popular social network among internet users today because it provides many exciting features for users to use, such as news, tweets between fellow users, and so on. Data such as public opinion can be collected and processed into useful information, one of which is through sentiment analysis. Sentiment analysis is implemented to classify data into positive, negative, and neutral classifications.

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In Indonesia, several studies on sentiment analysis use either Lexicon or machine learning. Kurniawan et al., 2019 examined by collecting data from Twitter containing #2019GantiPresiden and #2019TetapJokowi from the data obtained labeling with the K-Means method. Then, pre-process, then model training with the Naïve Bayes method. The results of this modeling process will be classified as tweets with negative or positive sentiments. Lestari et al., 2019 examine sentiment analysis using a Lexicon-based; the data used is tweets made by people during the first debate of the 2019 Indonesian presidential election.

The sentence is determined by finding a sentiment score where the number of positive word values minus the number of negative word values. If the sentiment score is positive, the tweet will be considered to have a positive sentiment, or vice versa. In this study, researchers will try to compare the results of sentiment analysis conducted with Lexicon-based and SVM machine learning based on ontology data (Najib et al., 2019).

## **METHOD**

The method used in this study is a literature review related to the use of Twitter media for campaigns in the Presidential and Vice Presidential Candidate Elections. Data obtained from the internet, social media and journal articles.

## **DISCUSSION**

2024 is the year of the most significant democratic party for all Indonesian citizens because, in 2024, the term of office of the President and Vice President of the State of Indonesia will end in 2019-2024. There are so many autistic in Indonesian society related to couples who are both nominated and run not only in the real world but in cyberspace through social media such as Twitter. Twitter can be seen as a platform for candidates and users to gain substantial reach in show their views to the world.

Therefore, it is essential to analyze and understand the role that Twitter can play in gauging sentiment around important issues that voters use in deciding which candidate is suitable to lead Indonesia for the next five years. The massive development of social media today is often used as the basis for one of the means of campaigning in carrying out politicization activities,

including Twitter, and the existence of this one social media has been widely used by various groups of Indonesian society in recent years (Vonega et al., 2022).

The number of positive and negative comments by the public makes Twitter very suitable for sentiment analysis and opinion mining because it is used to express opinions on various topics. According to a survey on Hootsuite.com, the number of Twitter users in Indonesia reached 18.45 million in February 2022. Twitter users can write messages or statuses in the form of tweets that are limited to 140 characters. People responding to events or things that happen in their environment can be a reference to find out the community's sentiments in the form of suggestions or criticism (Berliana & Santosa, 2023).

In a digital age driven by human-computer interaction, social media, particularly Twitter, has become an essential platform for individuals to communicate and share opinions. The concept of Human-Computer Interaction (HCI) plays a crucial role in understanding how individuals interact with technology to express their views, especially in political contexts such as the 2024 presidential election in Indonesia. This study aims to understand and analyze the dynamics of public sentiment on Twitter related to the 2024 Presidential Election by utilizing HCI principles and the Naive Bayes Classifier method. Through Google Colab, we processed and categorized a sample of 3450 tweets. With an allocation of 80% for training and 20% for testing, our model achieved an accuracy of 64.71% in classifying sentiments into three categories. The integration between HCI and sentiment analysis shows how technology and human interaction can be utilized to understand public perception in the political sphere (Asro et al., 2023).

Social media, especially Twitter, has become a significant communication platform reaching millions of users daily. Amid this rapid flow of information, the concept of Human-Computer Interaction (HCI) has become very relevant. HCI examines how the design and use of technology can affect human behavior and interaction and how it can be optimized to meet user needs. One of the exciting contexts to be examined within the HCI framework is the 2024 Presidential Election in Indonesia. As a national event that marks a leadership change every five years, the presidential election has become a hot topic widely discussed on social media. Twitter is a social media platform commonly used by users to communicate and disseminate information through tweets. Tweets can be an essential data source for conducting Neuro-Linguistic Programming (NLP) research such as sentiment analysis, polarity detection, and emoji prediction. With its features that support real-time discussions, it becomes one of the main terrains where the dynamics of public opinion are formed. In today's information age, social

media has developed into one of the primary sources for people to share thoughts, feelings, and opinions on various issues, including political issues. Tweet data taken directly from social media Twitter, one of the largest social media platforms, often reflects the dynamics of public opinion. In the context of the 2024 Presidential Election in Indonesia, an understanding of public sentiment toward candidates or emerging issues is essential for stakeholders, including candidates, campaign teams, and decision-makers.

## CONCLUSION

The 2024 Presidential Election is a presidential election that uses social media to convey their ideas and ideas. One of the vast users is Twitter. The difference in the effectiveness of the Twitter application in campaigns still needs to be tested further. However, Twitter social media can be an effective agent of political socialization through information selection and digital literacy, especially in responding to various political discourses and issues related to the 2024 Presidential Election.

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