

Cyberphenomenology Study on Political Representation in the 2024 Presidential Election Contestation in Mass Media

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Abstract. This research aims to analyze the impact of developments in information technology, especially social media such as Twitter, to the political communication paradigm in Indonesia, especially in context 2024 election especially presidential election. This research aims to better understand the process of political identity exploitation in this generation, including its implications and solutions for research further regarding the exploitation of identity politics. Analyze how the role of social in shaping political representation and understanding the exploitation of politics identity. Identity politics in the millennial generation is expected to provide solutions to the challenges of representation political. The research stages involve planning, selection, and context and identification of informants, data mining on Twitter, involvement in target group activities, data analysis with transcription and categorization, reflection, writing, dissemination of results, evaluation, and update.

Keywords: Politic identity, Political representation, Election contestation

1 Introduction

Victory in an election contest is largely determined by the number of voters obtained by each election participant. The victory achieved by each election participant becomes a reference for the group they represent. The victory of an individual or political party becomes the basis for mapping political representation or representation of voters in an election contest. This becomes a personal branding for each participant, both individuals and political parties. Personal branding can be used as an effective winning strategy in addition to strengthening logistics.

The development of representation is inseparable from the development of technology, in this case social media. Social media is one of the places where various individuals and groups from various statuses interact and influence each other. So it is very appropriate to choose Cyberphenomenology as a research design that can complement field data in the real world.

The victory of the Prabowo-Gibran pair in the 2024 Presidential Election is very interesting for the author because this victory is the victory that Prabowo has been waiting for after participating in several previous presidential elections and losing. The victory of the Prabowo-Gibran pair was clouded by allegations of interference by Jokowi as President of the Republic of Indonesia and Gibran's father, even though the Constitutional Court has decided that this was not proven and rejected the lawsuits of the Anies Baswedan-Muhaimin and Ganjar-Mahfud legal teams, amidst three Constitutional Court judges who had different views.

As many as 1,473 out of 9,917 legislative candidates or around 14.85% were aged 21-30 years. When viewed based on political parties, the three political parties with the most young candidates are actually the political parties that failed to enter the parliament building. The three political parties are the Indonesian Republic Guard Party with 309 young candidates, PSI with 157 young candidates, and PKN with 129 young candidates. The data shows the impression that a party that is close to young people has failed to win the hearts of 55% of voters (Tenri, Hilvan, Dio 2023).

Recent research suggests that the common belief about voter preference for older candidates in politics may not be entirely correct. Belschner (2022) found that youth can actually provide an electoral advantage. Other authors have also noted that voters in Japan penalize candidates over the age of seventy (Eshima and Smith 2022). These findings are consistent with recent experimental research by McClean and Ono (2024), which shows that even in a society that tends to prioritize the elderly (gerontocracy) such as Japan, there is no voter bias against young candidates (Kurz and Ettensperger 2023).

The various studies above are considered to have not seen the change in the paradigm of political communication in Indonesia caused by the development of information technology, especially social media such as Twitter and Tik-Tok; also no one has seen social media, especially Twitter (x) becoming the main channel for people to express political opinions, especially in the face of the 2024 Presidential Election, and political representation is formed in cyberspace; and seeing the Indonesian millennial generation, as the main target group, experiencing exploitation of identity politics in the 4.0 era, implications and solutions for further research related to exploitation of identity politics.

Representation is seen as a concept that is difficult to understand universally because it involves debates about its meaning (Nasrudin, 2018). The concept of representation was initially unrelated to democracy (Pennock & Chapman 1968) but according to the author, through the disclosure of representation in the results of an election, it can be understood which parties are represented in the results of an election. Therefore, research related to representation is very important to understand democratic practices that currently occur not only in markets, coffee shops and other places but also on social media.

Currently, representation is no longer interpreted simply as a representative or presenting the absent but as a concept for studying democratic political practices (Suseno 2013; Nasrudin 2018). Although initially representation had nothing to do with democracy. Therefore, studying political representation does not only talk about representatives and those represented.

There are at least four points of view that can be used in discussing representation, namely formal, substantive, symbolic, and descriptive. These four points of view need to be understood to provide direction to various parties who want to study it.

The formal and descriptive points of view see representation as the way of acting or acting for. This means that representation is seen as a way of acting and the benefits of acting. This point of view provides direction for the study of what is done or who is chosen and why it is done and how the action can be chosen.

The substantive and symbolic points of view discuss representation in the context of way of being or standing for. This means that representation studies more about the symbols represented or the symbols that represent. This means what symbol is used to represent, who is represented. In other words, this point of view studies more about who represents who or who represents what symbol.

Ernest G. Bormann argues that symbolic convergence means the way in which several personal symbols lean towards each other, simultaneously approach each other and can overlap. When these symbols intersect, group members develop a unique group consciousness so that group or community members will think about the group, about us, from us and ours (Griffin, Ledbetter and Sparks, 2019: 227 in Hibatullah & Sulisty, 2024).

The author considers the above concept relevant to the purpose of this article, which is to discuss how social media becomes a channel for conveying political opinions and aspirations (substantive and symbolic) in the context of the 2024 Presidential Election. The delivery of political opinions and aspirations through social media is one form of democratic practices that can be observed (formal and descriptive).

The theory chosen to achieve the purpose of this article is cyberphenomenology. A philosophical approach that focuses on human experience in interacting with the digital world and information technology. Cyberphenomenology theory tries to understand and explain how individuals experience digital reality, how technology shapes meaning and understanding, and its impact on the construction of knowledge and identity.

Cyberphenomenology emphasizes the subjective experience of individuals as the center of research. The focus is on how each individual feels, gives meaning to, and interacts with the digital world. This involves understanding how technology influences perception, emotions, and the construction of knowledge personally.

This theory is also believed to be able to examine the complex relationship between humans and technology, identifying how these interactions shape virtual and digital realities. Cyberphenomenology asks questions about how technology is not only a tool, but also an environment in which human experience is formed.

The importance of identity in the digital world is a major focus. Cyberphenomenology discusses how individuals form their identities in the digital environment, including political identities. This includes an understanding of how social media and online platforms facilitate the dynamic formation of political identities.

Cyberphenomenology acknowledges that information technology has not only changed the way we communicate, but also the meaning and construction of our reality. This transformation includes how we understand politics, process information, and participate in social life through digital platforms. Cyberphenomenology does not only accept technology as a tool or medium, but also critically analyzes its impact on human experience. It involves ethical and philosophical

questions about the consequences of being too dependent on technology in shaping human understanding and action.

The use of cyberphenomenology as a method and approach in this article allows the author to understand the complexity of individual experiences in the digital world. It provides a conceptual basis for exploring the transformation of political communication, identity exploitation, and related phenomena within the framework of subjectivity and the construction of digital reality.

Thus, Cyberphenomenology theory provides a strong conceptual basis for understanding and explaining human experiences in the digital world, especially in the context of political communication and political identity in the era of information technology.

Results and Discussion

Mining data

Table 1. Informant data

Informant by Age	Sex (%)	
	Male	Female
Over 44	28,6	0
28-43	42,8	8,6
Under 28	20	0

Based on the data above, informants in this study are still dominated by men (91.4%), this has not shown any increase in community participation, especially women (8.6%). The representation shown in each upload is a form of feelings and thoughts or views of the community.

Table 2. The opinions was posted

Types of	Example (s)
Feelings (45,72%)	Like, dislike, sad, happy, negative, possitive
Though (point of view) (54,28%)	optimistic, agree, disagree, endorsment, pessimistic

Table 2 above shows various forms of opinion, consisting of 45.72% feelings and 54.28% are thoughts from participants or informants taken through their uploads. The data above Twitter provides space (arena) for its users to provide not only feelings but also opinions or thoughts.

Table 3. The opinions was posted

Types of	Percentage
Picture with words	48,57%
Words only	28,57%
Picture only	22,86%

Table 3 above shows that there are three ways in which people express their opinions, namely through images and words, words only, and/or images only. Uploading images and words at the same time, whether edited or not, shows a greater variety of efforts from each informant in expressing their opinions.

Table 4. Types of opinion by group's age

Types of opinion	Group (%)		
	Over 44	27-43	Under 28
Feelings	14.28	22.85	8.57
Thought	14.28	28.57	11.42

Table 4 above shows that informants upload more thoughts than feelings. This means that Twitter provides an opportunity for its users to show not only feelings but also thoughts.

Political Representation in Social Media

Political representation in social media is a political action that can be observed as feelings, meanings, and interactions of individuals with political reality. These feelings, meanings, and interactions are shown in various symbols and relationships.

Representation can be used to interpret signs such as sounds, images and videos, so that they can describe, relate, and produce something that can be seen and felt in a certain situation. More clearly, representation shows something that can be seen because of the relationship. That is why there is a depth of meaning in representation (Pratiwi, 2018).

The data found shows various patterned symbols related to feelings, meanings, and interactions. This shows that the substance of representation varies according to context. For certain purposes, the type of representation needed is purely formal; has nothing to do with policy; may even be carried out by inanimate objects.

Elections tend to be used to secure government action in the interests of those they are supposed to represent, either by enforcing accountability or by providing some indication of what society considers to be their interests. Representation can be interpreted as an action aimed at:

- supporting what the effective majority of its constituents want,
- supporting what is in the interests of its constituents,
- supporting what the state (or its effective majority) wants,
- supporting what is in the interests of the state.

The results of the study also identified a new perspective on politics and for society in understanding cyber politics in the digital era. Twitter, as a political arena, has become a place for (political) activities that are of interest to the public (presidential elections), especially those with many conflicts (presidential and vice presidential candidates) between different groups. Activities that are of interest to the public are intended as various topics that are of public interest.

Conclusion

Based on the discussion above there are some views that can be the conclusion of the research. First, Electoral Dynamics: Victory in elections is driven by voter turnout and is essential for establishing political representation. Personal branding of candidates plays a crucial role alongside logistical support. Second, Youth Engagement: Despite a significant presence of young candidates, many youth-oriented parties failed to secure votes, indicating a disconnect between candidate demographics and voter preferences. Third, Changing Paradigms: The traditional belief that older candidates hold an advantage is challenged by recent research showing that younger candidates can also succeed, especially in the context of evolving political communication facilitated by social media. Fourth, Cyberphenomenology: This theoretical framework is proposed to analyze how individuals interact with digital environments, emphasizing the subjective nature of political identities formed online. Fifth, the study highlights how political opinions and sentiments are expressed through various formats on platforms like Twitter, illustrating the complexities of representation in the digital age. Sixth, Gender Disparity: The research shows a significant gender imbalance among participants, with male voices dominating the conversation, reflecting broader issues of representation in political engagement.

In conclusion, the study emphasizes the need to understand political representation not just as a formal act, but as a dynamic interaction shaped by technology, individual experiences, and social contexts, particularly in the context of the upcoming elections.

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