



Simulacra Politics: Digital Advertising for the 2024 Presidential Election on Social Media

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Abstract

The presidential election in Indonesia will be held in 2024, but the excitement of conversations on various social media platforms has been felt at this time. This political party, which is held every 5 years, has attracted a lot of public attention, one of which is through political advertising on social media. Social media is relatively dominant in human use today, and until the way we interact and communicate using social media can understand identity in context is one area that attracts a lot of interest in using it. It is considered like a boon, as a way to connect many people and streamline communication. One of Baudrillard's thoughts is simulation in social media which becomes simulacra in digital advertising. Humans today live in a world full of simulation, almost nothing is real outside of simulation, nothing is genuine and can be imitated. Industrial culture disguises the distance between facts and information, between information and entertainment, between entertainment and political interests. The purpose of this research is to evaluate symbols or signs in political advertisements for the 2024 presidential election on social media. The method will be carried out with netnography through big data analysis by finding simulacra signs in digital advertisements for the 2024 presidential election. The existence of digital advertising in elections offers a great opportunity to increase voter participation and engagement. However, keep in mind that the use of digital advertising also brings challenges and responsibilities that must be handled wisely by all relevant parties.

Introduction

Political digital advertising on social media is currently very dominant about the election of presidential candidates in Indonesia. Baudrillard's thinking has mapped out because of this dominance that social media has is entering a political era called simulacra politics. The production of political advertisements is present on social media massively (Sari, 2020), making this medium to carry out political digital advertising for the 2024 presidential election. Political advertising is a form of marketing, a form of advertising that is formed to persuade people, thereby creating a sense of urgency. to persuade people, thus creating the needs of its audience, persuading other parties to agree with the opinions of the persuading party to agree with the opinion of the persuading party. Political advertising is a selling tool to create the need for constituents to political parties or figures who advertise, so as to gain support. to gain support.

The question is whether the current advertisements will influence constituents (Haryono, 2020). The development of democracy in Indonesia has increasingly opened up opportunities for political practitioners to conduct open campaigns. political practitioners to conduct campaigns openly. Mass media as part of the political communication channel political communication channel, is an important target for conducting political socialization. Political

activity political activity is basically an activity that cannot be separated from various forms of human activity (Hisan & Azhar, 2020). Piliang explains that advertising is a game of signs, in an advertisement, it always contains elements of signs in the form of objects advertised, contexts in the form of the environment, and the environment. always contains sign elements in the form of advertised objects, context in the form of the environment, people or other creatures that give meaning to the object, as well as text that reinforces the meaning, although the latter (text) is not always present in an advertisement (Piliang, 2012). Advertisements always play on these three sign elements (object, context, and text) that support each other.

In the study of an advertisement, the analysis of the context in which it is offered is a very important aspect, as it is through the context that the advertisement is presented. is a very important aspect, because through this context, it can be seen the various social issues behind an advertisement. social issues behind an advertisement" (Boer, 2014). This is in accordance with the specific objectives in this research to find.

Literature Review

Jean Baudrillard's *Simulacra* A new theoretical framework to challenge many structuralist and political economy principles modernist classical Marxist and social theory. Baudrillard's early theses were writing about Nietzsche and Luther, he was especially interested in the works of Hölderlin, so it is not uncommon in his work that he is often called a poet because in his often called a poet because his writings contain a lot of poetry, (Chao, 2015). Baudrillard's educational background in literature gives him his own style in conveying his ideas and views. his ideas and views in various works. The style of thought Baudrillard's thought patterns in the field of sociology and philosophy are packaged in literary influences causing as people judge him as a poet (Artist) (Saumantri & Zikrillah, 2020).

Baudrillard has always been associated as a sociologist but it is not true that Baudrillard is considered a sociologist. As Baudrillard himself says "No, I've never been a sociologist in that sense. sociologist in that sense. I moved away very early on from the sociology of institutions, of law, of social structures in a way. social structures in a way, I prefer anthropology to sociology" (Franzia et al., 2015). The development of thought Baudrillard's development of thought after studying sociology did not make him claim to be a sociologist, as his confession expressed in the book *Postmodern Social Theory*, that he is not a sociologist, but also not anti-sociologist. Sociology when Baudrillard entered the University, but from the point of view of a discipline, Baudrillard left it at the age of sixty, turning to psychoanalytic semiology. turned to psychoanalytic semiology, Marxism (Ritzer, 2012).

Baudrillard's thinking on symbolic exchange develops and moved from social theory towards Postmodern theory with a provocative style of philosophical analysis that rejects the tendency to herald major premodern emotions, feelings, intuition, reflection, speculation, personal experience, habits, violence, metaphysics, tradition, cosmology, magic, myth, religious sentiment and mystical experience (Ronda, 2018). Baudrillard's theories can be seen and have been traced to their authenticity, especially those that talk about the life of signs that communication technology impacts on social life, as well as his systematic critique of his systematic critique of modern thought by developing a philosophical perspective. philosophical perspective. Baudrillard describes the emergence of a postmodern society that is organized through simulation, in which models, codes, communication, information and media are the cause of a radical break with modern society, cause a radical break with modern society. In the postmodern world, individuals leave the "desert of the real" for the ecstasy of hyperreality and the realm of computers, media and new technological new technological experiences (Fuchs, 2016). Baudrillard says systematically explains that we live in an "age of simulation", where

authenticity and the cultural world are rapidly disappearing (symbolic exchange) makes Buadrillard tend to favor the enchantment of the world. But, the world of simulation is an absolute and humiliating loss of enchantment (Setiawan & Sudrajat, 2018).

Political advertising is part of political marketing activities. marketing political marketing is a series of planned, strategic, and tactical activities, with long-term and short-term dimensions to spread political meaning to voters (Hartanto, 2021). and short-term dimensions to spread political meaning to voters (Retnowati, 2013). Political advertising, especially audiovisual advertising, plays a strategic role in the political market. Advertising is a commercial Anyone can advertise as long as they can pay. Communication in political advertising or advertising in general, of course, carries a message that wants to be conveyed to the target audience that suits its purpose. which is in accordance with its purpose. The meaning of the message in the advertisement is built from visual and non-visual elements.

visual elements can be text words, all of which are part of a political branding strategy to create political imagery (Hartanto, 2021). Political advertising is a form of political message. There are several principles in the definition of advertising, namely (a) there is a message to be conveyed; (b) done by the communicator (sponsor); (c) in a non-personal way; (d) delivered to a specific audience; (e) delivery of messages is done by paying; and (f) expect a certain impact. According to Lynda Lee Kaid in Andriana, (2022), Political advertising is a communication process, in which a source (usually a candidate or political party) buys or utilizes opportunities through mass media. The purpose of political advertising is not much different from commercial advertising, which is to persuade and motivate voters to vote for certain candidates (Andriana, 2022). The study of digital political communication in Indonesia is interesting to study because through an understanding of digital political communication we can see how the political process in Indonesia is going and how information technology is utilized in political communication in Indonesia (Nofiard, 2022).

Methods

This research uses a qualitative approach with a netnography research method. Netnography emerged in the United States during the 1990s, when the internet was still in its text-based phase. its text-based period. Most online communities were closed, text-based groups on social media, and other computer-based communications were much less integrated into daily life. into daily life. The extent to which social media user culture favors discussion on online phenomenon and the ethical issues associated with researching online communities (Wandoko & Panggati, 2019). Methodology netnography methodology that adapts ethnographic research techniques to study culture and society, emerging through electronic networks. Society, emerging through electronic networks. Cultures and societies that emerge from online, computer-mediated, or internet-based communication (Kozinets, 2020). Research Methods netnography is based on ethnographic methods that look at the cultural reality of a group and describe the culture.

The ethnographic method explains the past and future of the group, of the community. The Ethnographic method is a qualitative research design, a researcher describes and interprets the interchangeable and learned patterns of a cultural group's values, customs, beliefs, and behaviors. cultural groups about values, customs, beliefs and language (Mosco, 2009). Ethnography communication starts the questioning on the language patterns used in communicating in a community. in a community. Communication ethnography is a combination of anthropology and linguistics which parses the artifacts of conversations that occur between individuals in a community. Ethnography does not simply explore records of cultural artifacts, but rather examines the artifacts in more deeply about the artifacts that can

exist and apply in a group. The conversations that between individuals in a community must consider the social and cultural context, which consists of values, values social context, which consists of values, norms and rules that apply to the basis of communication. While this research uses the netnography method, which is a form of ethnography adapted for the social world in which it is embedded. adapted for the computer-mediated social world (Kozinets, 2015). Netnography is defined as a qualitative research methodology that adapts ethnographic research techniques to study cultures and communities that occur in communication. study the cultures and communities that occur in computer-mediated communications (Kozinets, 2020). In netnography, researchers will look at behavior when interacting on social media. when interacting on social media. Behavior or habits will be motivated by a certain context.

Results and Discussion

In recent years, the development of digital advertising in politics has seen a significant surge. The use of social media and online platforms has enabled candidates and political parties to reach potential voters in more direct and personalized ways (Chester & Montgomery, 2017). By leveraging data to understand voter behavior and preferences, digital advertising campaigns can be customized to be more effective in reaching target audiences with relevant political messages (Purbolaksono, 2020). Improving the understanding of election materials through the media is one of the important objectives of election digital advertising. By disseminating clear and easy-to-understand information through digital advertising, voters have the opportunity to better understand candidates' platforms, visions and promises (Gomez, 2014). In addition, digital advertising can also play a crucial role in combating the spread of false information or hoaxes that often pose a threat in the political context. By providing access to official sources of information through digital platforms, voters can gain accurate knowledge to make more informed decisions on election day (Candraningrum, 2019). In 2024, Indonesia will hold a direct presidential and vice-presidential election. There are 3 (three) pairs of presidential and vice-presidential candidates.

It is important to understand that electoral digital advertising is not just a tool to influence opinion, but also a means to empower voters with the information they need to participate in the democratic process. Next, we will talk more about how digital advertising can be effectively used to achieve these goals and reach voters with different backgrounds and preferences. One creative strategy that can be used in election digital advertising is to create engaging and entertaining content that can more effectively influence public opinion. In this case, the process of digital simulcasting of political advertisements implemented through short viral videos can be an effective form of content (Morris, 2021). In developing digital advertising in politics, it is also important to consider sustainability and ethical factors (William & Wuryandari, 2020).

However, while electoral digital advertising has the potential to deliver messages and information directly to voters, this approach also has some drawbacks that need to be considered (Kim et al., 2023). One potential drawback of electoral digital advertising is the risk of excessive data collection and privacy abuse. The use of voters' personal data for the purpose of electoral digital advertising should be done with due regard to strict data protection policies and safeguarding voters' privacy. In addition, there is also the risk of negative content or personal attacks in electoral digital advertising that could undermine the integrity of the campaign and negatively influence public opinion (Fowler et al., 2021). As can be illustrated in the display below, the number of dominant media discussing the 2024 presidential election.

Situs paling aktif

SITUS	MENYEBUTKAN
1 tiktok.com	6993
2 twitter.com	2454
3 facebook.com	1640
4 youtube.com	376
5 video.kompas.com	65
6 video.tribunnews.com	30
7 kompas.tv	27
8 headtopics.com	21
9 dirgantaraonline.co.id	16
10 welfare.id	3

Figure 2. The most active sites discussing the 2024 presidential election

Source: Processed by researchers, 2023

In addition, the use of digital advertising in elections is also vulnerable to the spread of false information or hoaxes (Ghosh & Scott, 2018). With so much content spread across digital platforms, it is difficult to ensure the validity and veracity of any information presented, which can confuse voters and disrupt the democratic process (Naser & Ismail, 2020). In this regard, it is important for responsible parties to ensure that election digital advertisements are accurate, verified and do not harm others. Therefore, there is a need for stricter regulations on the use of digital advertising in elections to protect voters' privacy and ensure the accuracy of the information conveyed. In addition, transparency in the source and purpose of digital advertising also needs to be improved so that voters can access clear and reliable information (Tan, 2020).

With these aspects in mind, it is important for stakeholders to ensure that electoral digital advertising is used responsibly to maintain the integrity and fairness of the electoral process (Yaakop et al., 2019). Responsible use of electoral digital advertising can be an effective tool in empowering voters, increasing political participation and helping voters make informed decisions in choosing candidates that match their interests and values (Epstein & Robertson, 2015). Digital advertising in elections can be a highly effective strategy to reach a wide range of voters and influence their perceptions (Chester & Montgomery, 2017). By using appropriate target segmentation, digital advertising campaigns can deliver messages directly to voters who are potentially interested in a particular candidate or political party. The use of data analytics and ad targeting technology can help in optimizing the effectiveness of these ads by identifying voter preferences and behavior (Chester & Montgomery, 2017).

However, it is important to remember that not all voters have equal access to digital media. There is a digital access gap between certain groups, such as those living in rural areas or those with economic limitations (Williams & Gulati, 2018). By focusing on digital advertising, there is a risk of unequal access to information and political empowerment among the technologically underserved. In addition, digital election advertising tends to generate controversy regarding the transparency and authenticity of information in campaigns. With a large amount of content spread across digital platforms, it is difficult for voters to ascertain the veracity and accuracy of any information presented (Kim et al., 2023). This can lead to skepticism and distrust of the messages being conveyed, which can ultimately undermine the democratic process.

In addition, there are also concerns about the polarization of opinions among the public due to the filter bubble that occurs in social media and other digital platforms. Voters tend to be narrowed down to content that matches their own views, leading to limited exposure to diverse viewpoints. This can reinforce political polarization and reduce the ability to reach mutual understanding and agreement amidst differences of opinion (Jungherr et al., 2020). In this context, it is necessary to reconsider the role of digital advertising in elections and seek a balance between the utilization of technology and the interests of inclusive democracy (Ghosh & Scott, 2018). Measures to improve digital literacy and provide equitable access to information for all levels of society also need attention in an effort to create a fair and democratic election campaign.

Induction Context

#indonesia partai #Perindo #Ganjar #prabowo #GanjarCapres cawapres prabowo #PerindoMenujuSenayan anies #jokowi #GenZ saksikan #gerindra #pilpres2024 indonesia #Pilkada2024 presiden #Pancasila kpu dukung #pemilu2024 #PartaiPerindo baswedan #airlanggahartarto #mendingprabowo politik #ProgramGanjar #PemilihMuda golkar #prabowosubianto #PartaiInklusif #beritakerini #PartaiModern #GanjarMenang #terusmajubersamaprabowo #prabowopresiden2024 #TikTokBenta #TolakPenundaanPemilu #UntukIndonesiaSejahtera #AntiPolitikIdentitas #dekade08 #PartaiPersatuanIndonesia pilih capres pan #golkar jokowi #capres2024 ganjar koalisi #PerindoUpdate #pdiperjuangan #AntiGolput #Papua #trending #fyp 𠄎 pranowo #PemiluSantun #IndonesiaMaju #PrestasiGanjar ketua #pdip #anies pemilu pdip dekade08 #PemiluSerentak2024 video terusmajubersamaprabowo pilpres #Pemilu2024SesuaiTahapan gibran subianto #PemilihPemula #politik #fyp #capres lengkap #viral #Bawaslu gerindra #ganjarpresiden2024 viral #GanjarPresiden #jokowidodo #nasdem calon #politikindonesia #Pileg2024 #Cawapres2024 beda youtube #PerindoS16AP #KPU mendingprabowo #pilpres #ganjarpranowo #PartaiPeduliRakyatKecil #aniesbaswedan

Figure 3. Polarization of Indonesian public opinion on social media

Source: processed by researchers, 2023 using brand24

When it comes to improving the understanding of electoral materials through the media, it is important to consider various aspects so that digital advertising can effectively achieve this goal. One strategy that can be used is to utilize interesting and entertaining content to attract voters' attention (Yaakop et al., 2019). In addition, relevant parties also need to ensure that the content presented through digital advertising is accurate, reliable and transparent. In this case, efforts to monitor and regulate election digital advertising also need to be tightened to prevent the spread of hoax news or manipulation of information that can affect the democratic process (Naser & Ismail, 2020). In addition, the use of digital advertising can also provide opportunities for candidates or political parties with limited resources to remain competitive and reach a wider range of voters.

However, in implementing a digital marketing strategy for elections, it is important to remember that not all voters have equal access to digital media. Efforts are needed to address the digital access gap between certain groups to avoid unequal access to information among the public (Naser & Ismail, 2020). Measures to improve digital literacy and provide equal access to information for all levels of society also need to be implemented. Along with that, it is also necessary to consider laws and regulations on the use of digital advertising in elections. Stricter regulations are needed to protect voters' privacy and ensure the accuracy of the information conveyed. Transparency in the source and purpose of digital advertising also needs to be improved so that voters can access clear and reliable information. In this context, it is important to conduct a case analysis of digital election advertising to understand its impact.

Thus, stakeholders can gain deeper insights into the effectiveness and impact of digital advertising in elections (Utari, 2022). In this case, the role of mass media is also very important in the development and guidance of national law through digital advertising of elections. The

utilization of digital advertising in elections can help increase voter participation and engagement. In this context, mass media can play an important role in disseminating information about elections through their wide-reaching platforms (Fadhlorrohman & Purnomo, 2020).

The future of election advertising in the digital age is a challenge that needs to be addressed. There is a need for stricter regulations to govern the use of digital advertising in elections that are fair and accurate (Kustiawan et al., 2022). Also, efforts are needed to address the digital access gap so that all voters can have equal access to information. The use of digital advertising in elections also needs to be managed wisely and responsibly, prioritizing transparency, accuracy of information, and protecting voters' privacy (Chester & Montgomery, 2017). In this case, the role of mass media in disseminating positive and constructive information is very important. Thus, electoral digital advertising can be an effective tool to achieve legal development goals and encourage active participation of voters in the democratic process (Naser & Ismail, 2020).

Conclusion

Digital advertising in elections offers a great opportunity to increase voter participation and engagement. However, it is important to remember that the use of digital advertising also brings challenges and responsibilities that must be handled wisely by all relevant parties. In this regard, research into the effectiveness and impact of digital advertising in elections, as well as stricter regulatory oversight, needs to continue to be conducted to ensure that election digital advertising can function properly and have a positive impact on the democratic process. In an effort to increase voter participation and engagement, the role of social media can be one of the key factors in achieving the success of election digital advertising. With the extensive use of social media, election digital advertising can reach the target audience effectively and efficiently.

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