

# The Role of Social Media In The Election of Regional Heads in South of Solok

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**Abstract.** The political arena in South of Solok has recently spread to social media. There are many posts that show the goodness and performance of regional head candidates. When viewed from the posts, especially in the South of Solok facebook group, there are very many people who write statuses about this candidate for regional head and in the comments column there are also a lot of comments or there are also a lot of debates, both with rhetoric for the progress of South Solok and some are clear. -Obviously support one of the candidates. This study aims to the role of social media in the election of regional heads in south of Solok. This study used qualitative research methods. The results of the study reveal: media for recruiting candidates, showing the existence of success teams, promotional media, communication media with voters, and means to gain support and be elected in the pilkada.

**Keywords:** The Role of social media, The Election of Regional Heads

## 1 Introduction

Social media in the era of the industrial revolution 4.0 is now growing, starting from its type, function, and much or at least interest by the public. Maybe we are used to the name facebook, twitter, instagram, youtube, certain websites as social media applications that have long been a part of our society's life. Currently, there are a lot of new social media that can be said to try to match the glory of mainstream social media as previously mentioned.

We are currently in 2022, we are still in the social media era, TikTok is so loved by the public, not only in Indonesia but also by the world community as a short video sharing application at first and now there are long videos plus live videos and you can also buy and sell goods there as well. market place.

Social media is online media that makes it easy for humans to carry out social interactions both audio and visual or audio visual [1]. Of course, there are always positive and negative impacts due to technological developments like social media. This depends on the mindset of the social media user. Social media can be used to find work, add relationships, branding products or someone's personal, and can also earn income, becoming a job.

Various aspects of human life are very closely in touch with social media, very few people today who have never even come into contact with social media, even if there are maybe in areas where access to

technology such as networks does not exist or is difficult in that place. One more reason may also be because the community has a very traditional level of civilization such as the inner child tribe or also because of the culture where the community isolates the area from the influence of outside communities such as the Bedouin community, and even then today the Bedouin community we see has often appeared on social media. One aspect of people's lives that is also close to social media is the political aspect, we will very easily get information about politics and even often watch it on television, YouTube and other social media. Some of us even participate in political participation either as ordinary people, supporters or as political actors.

Politics allows citizens to be directly involved in the economic, political, and decision-making arenas. A political and ethical society that places its citizens in an equal position before the law. At that time, civil society was more synonymous with a country whose citizens had been able to take care of themselves [2].

Political activities also often use social media, whether it is to gain public sympathy or to direct people's behavior, of course it is used to achieve a certain goal from everyone who is in politics or is not aware of it.

Social media can change the political and socio-cultural order. Social media presents phenomena and various realities that occur around us. Then social media also allows citizens to easily voice their aspirations and thoughts openly whenever and wherever [3].

The political arena in South Solok has recently spread to social media. Many posts that show the

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goodness and performance of the previous regional head candidates and for the elections in the next few years, old faces are starting to appear again who want to return to the political arena by expressing their intentions. These posts on social media are generally not carried out by regional head candidates, but rather by other people's posts or reposts by other people who seem to be successful teams or sympathizers of regional head candidates for the next election.

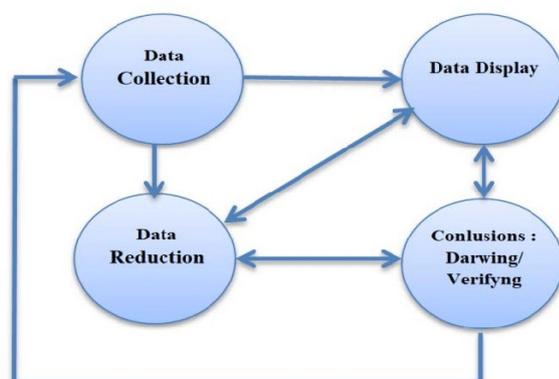
When viewed from the posts, especially in the South Solok facebook group, there are very many people who write statuses about this candidate for regional head and in the comments column there are also a lot of comments or there are also a lot of debates, both with rhetoric for the progress of South Solok and some are clear. - Obviously support one of the candidates.

Based on these problems, the researchers are interested in conducting research about The Role of social media in the Election of Regional Heads in South of Solok

## 2 Research Method

Styles In this study the method used is qualitative research method. This study uses techniques interviews and observation. Unstructured interviews, interviews are free where researchers do not use interview guidelines. The interview guide used only outlines the issues to be raised [4]

The data analysis technique is the process of systematically searching and compiling data obtained from interviews, field notes and other materials, for they can be easily understood for all can be shared with others. In qualitative research, conceptualizations, categorizations, and descriptions are developed on the basis of the "occurrence" obtained-the field activities take place. Therefore, the activities of data collection and data analysis cannot be separated from each other. Both take place simultaneously, the process is cyclical and interactive, not linear. Miles and Huberman [5] describe the process of analyzing qualitative research data as follows:



**Fig. 1** Qualitative Research Data Analysis Process

The figure shows the interactive nature of data collection with data analysis, data collection is an integral part of data analysis activities. [6].

Research that is relevant to this research like the article written by Ahmad Setiadi [7] Social media presence even had an impact in the way we

communicate in all fields, such as marketing communication, political communication and communication in the learning system. It is certainly interesting to study whether social media presence only brings change impacts of conventional means of communication into a modern and all-digital, or also cause the communication is more effective.

Then it is also relevant to Karman [8] participants feel having the freedom to participate in public space, circulate media content, and establish friendships. Actually, what happens in social media is exploitation by the conglomerates to media users.

Then it is also relevant to Irwan and friends [9] Social networks contain social structures in the form of patterns in a series of rules and relationships that are correlated in social positions. Social relationships are formed in a group of people and motives for acting.

## 3 Result and Discussion

Based on the results of observations and interviews that researchers have conducted regarding the role of social media in the election of regional heads in South of Solok, the researchers found research findings as follows:

### 3.1 Media for branding candidates

A candidate for regional head who has announced or shown his intention to run in the South Solok regional election certainly needs support and is known by many people. In general, candidates who, when viewed again, are still old faces, however, still need to be known by the public, especially as someone who deserves to be elected and shown their virtues, given good comments that will make their name in the community.

This effort is not only carried out by the candidates themselves, but what is more visible is from the sympathizers or the success team of these candidates. The posts that are shared on social media seem to have been designed, scrutinized in such a way as to show or shape the public's good view of the candidate.

As for bad news about a candidate, his supporters will usually counter it with various defences, by showing the performance or good profile of the candidate, there are often debates on social media because of this.

As the researcher noticed in the Solok Selatan facebook group that was revealed by let's call it RA, "... this C is a pious and trustworthy person so it will be suitable for us to choose as our next regent candidate. Nowadays it is very difficult to find a trustworthy candidate but C has shown his capacity to lead South Solok"

Based on the post, it seems possible that the person who wrote it was the success team from C, where the content of the post was to show a positive image of the candidate and he convinced the public to vote for the C. If seen from Weber's theory of social action, the person who made this post may have carried out instrumental social action where there are other goals that are expected to be achieved and the post is only a tool to

achieve that goal, for example to form a positive image of the candidate he is carrying.

Showing the existence of successful teams on social media, it often looks good on personal accounts, group accounts, mass media with writings or posts from people we sometimes don't know. These people also sometimes have some who intensively provide information or posts about one candidate and it can also be about other candidates, usually by showing the weaknesses of potential opponents.

If you look around and read the posts, sometimes they are very long, telling various things about the goodness of one candidate and may also show the weaknesses of the other candidates so that it will be seen in the comment's column, writings that reply to each other, some are defending, some are vilifying, some are more than that. It seems that these supporters also want to show their existence to the public or they may also show their existing tension of "taking face" on the candidates they support.

This action can be value-oriented if everything is done by someone who wrote the post out of love for South Solok where he wants to get the best leader, it could also be an instrumental action because he hopes to be seen by the candidate he supports. Hoping to get some material, or maybe hoping to get closer to the candidate, or hoping for a position if the candidate is elected later and other reasons that of course that person knows better.

Promotion media This social media is sometimes filled with news about phenomena or activities that occur in South Solok, but if you look closely in the news, there are figures who turn out to be candidates for regional heads who will run in the South Solok Pilkada. Although it is not directly shown as news that promotes someone, people who read the news will certainly understand from the point of view of each the intent and purpose of the news.

As one of the news on Facebook social media that was shared, let's say by the US as follows, "...thank you Mr. A for helping to clean up the landslide on this road using his personal heavy equipment, you really do a lot for the community"

Even though what was reported was about landslides, the news mentioned the name of someone who had been very kind and lent his heavy equipment for free to help the community clean up landslides. That person turned out to be a potential figure to run in the South Solok regional election.

Communication media with voters Social media also allows for very intense interactions between people as users. In this case, social media also seems to be a means of communication with voters, through various posts that are shared, it will attract readers, especially from the people of South Solok.

Social media originating from the personal accounts of the candidates is certainly more intense in communication with voters, although so many personal social media are also managed by the admin so that they do not directly communicate with the candidates for regional heads. Even so, it is still effective in an effort to get closer to the people of South Solok.

Then if you look back, there are also many posts that seem to come from the success team, as can be seen from the narration of the post which mentions one of the candidates for the regional election even though it is wrapped in posting language in the form of events in South Solok, events, and so on.

Means to get support and be elected in the elections One of the most important goals in the incessant use of social media is associated with the regional head election in South Solok of course to get as much support as possible from the people of South Solok, especially millennials who are very close to social media, especially if the content or post is viral then it could also be shown or told to people who are not active on social media.

For example, our parents at home, the elderly, and other South Solok people who do not use social media who usually only get information from television or word of mouth. This is what can be used where millennials who receive information that shows a positive image of a candidate may be told to their parents, family, neighbors, their playing environment, and so on, it can be word of mouth or other ways.

From all of this, if the various information on social media is basically a political campaign, of course the candidates, success teams, or sympathizers hope that this method can get the sympathy of the community so that the community will choose the candidate for regional head they are carrying.

## 4 Conclusion

Based on the results of observations and interviews of researchers in the field, researchers found the role of social media in the election of regional heads in South of Solok as follows: media for recruiting candidates, showing the existence of success teams, promotional media, communication media with voters, and means to gain support and be elected in the Pilkada.

## Acknowledgments

I especially thanks to my family who have supported me during the writing of this article, then to all of my colleagues who have helped me in completing this article, especially to the writing team, namely Romi Mesra and Siti Fatimah. Hopefully this article can contribute to the development of science, especially with regard to the disciplines of Sociology, Social Sciences and other sciences and be useful for academics, researchers, and people who pay attention to the topics in this article. Thank you!

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