

Propaganda, Social Media, and Political Participation: Quantitative Analysis of the Influence of Propaganda #2019gantipresiden on Outcomes and Levels of Political Participation of National Voters in the 2019 Presidential Elections

Iding Rosyidin, Universitas Islam Negeri Syarif Hidayatullah Jakarta, Indonesia*

Bambang Ruswandi, Universitas Islam Negeri Syarif Hidayatullah Jakarta, Indonesia

Abstract

In the world of politics, propaganda is often used, for example, during general elections. Among the propaganda media that can be used is social media such as Twitter. During the 2019 Indonesian presidential election, one of the supporters of the presidential candidate pair carried out propaganda, namely the #2019gantipresiden tweet. From a propaganda perspective, this hashtag can be categorized into the bandwagon type of propaganda (Shabo, 2008), which is a technique that asks audiences to follow propagandist ideas as a whole. This study aims to find out how the influence of #2019gantipresiden tweets on the results and participation rates in the 2019 Presidential Election. The data used in this study are tweets with the hashtag #2019gantipresiden spread across 34 provinces in Indonesia. Data was collected over a period of 3 months, namely May, June and July 2018 when this hashtag was first launched. In addition, data from the results of the 2019 Presidential Election were used, obtained from the KPU. The results of the data analysis show that there is a significant relationship between the number of #2019gantipresiden tweets and the Jokowi-Ma'ruf vote. However, this relationship becomes insignificant when including Prabowo-Sandi's vote acquisition as a control variable, and has the opportunity to reduce the vote gain obtained by the Jokowi-Ma'ruf pair. This result is inversely proportional to the relationship between the number of #2019gantipresiden tweets and Prabowo-Sandi's vote gain, where the relationship between the two remains significant whether controlled by Jokowi-Ma'ruf vote gain or not. The appearance of the #2019gantipresiden tweet also triggered public participation in the 2019 presidential election by giving it an influence of 31.4%.

Keywords: #2019gantipresiden, Propaganda, Participation, Twitter, Tweets

INTRODUCTION

In the world of politics, in digital world as well, propaganda is often used (Irina & Ludolph, 2020), for example in general elections. Eventhough, the term propaganda is sometimes used with the term persuasion or social influence

(Perloff, 2014). Ahead of the 2019 Presidential Election, a lot of propaganda emerged, including the hashtag #2019gantipresiden.

From a propaganda perspective, this hashtag belongs to the bandwagon technique. Namely propaganda techniques that persuade audiences to accept and follow propagandist ideas or ideas (Shabo, 2008); (Heryanto & Sulhan Rumaru, 2018). In accordance with the

*Correspondence: Kota Tangerang Selatan,
Banten 15412 Indonesia

Email: iding.rosyidin@uinjkt.ac.id

characteristics of propaganda that manipulates audience psychology (Jacques Ellul in (Nimmo, 1999), these hashtags are in fact capable of awakening the psychological side of audiences, especially those who are not among the incumbent voters, namely President Joko Widodo (Jokowi). This is evident from the viral hashtag for a long time. Even though the hashtag does not directly mention Jokowi's name, people can suspect that the figure in question is Jokowi as the President of the Republic of Indonesia.

Moreover, the initiator of the hashtag was an elite member of the Prosperous Justice Party (PKS), Mardani Ali Sera, which known as an opposition party. It is commonly understood that the opposition, as its name implies, is a party that often opposes government policies. The track record of PKS as an opposition party is quite easy to trace, especially during the Jokowi administration (Soraya, 2021). In fact, this has further strengthened the view of many people that the main target of the #2019gantipresiden propaganda hashtag was Jokowi.

Propaganda in practice can be done, either directly (*face to face communication*) or online. Now, along with the development of communication technology, social media has emerged, such as Facebook, Twitter, Instagram and so on. There is a tendency that currently a lot of public involvement and political action is carried out through social media (Woolley & Howard, 2019). Not surprisingly, the use of propaganda was widely launched through social media. Media or social media in fact can

be be the weapon of the elite in the battle of mind (Macleod, 2019).

It is undeniable, social media is currently more in demand by the public. It can said, social media now becoming a new public space for people (Handoyo, 2020). This is because social media has core characteristics (Khan, 2015) Such as: First, many to many, in the sense that everyone can become a user by having an account. Therefore, everyone can create content like media. Second, it is participatory where everyone can be involved in it, for example in discussions and others. Third, it is wholly owned by the user, which differentiates it from conventional corporate-owned media. Therefore, social media is more free to use.

In the Indonesian context, social media users come from various backgrounds, including politicians. They use these media to convey their political messages (Giansante, 2015). It is in this perspective that #2019gantipresiden is used by PKS politicians on Twitter. And in fact, this hashtag then received a fairly wide responses from the Twitter user community in Indonesia. It can be said, it was capable of creating very massive mass movement in the real world (Fadillah, 2019).

So, the object of this research is #2019gantipresiden which is spread on Twitter which appears ahead of the 2019 Presidential Elections with the main figure being the PKS politician, Mardani Ali Sera. Then the #2019gantipresiden propaganda on Twitter is associated with voter political participation in the 2019 Presidential Election. Political participation in this context refers more to active political participation (Surbakti,

1992); (Budiardjo, 2007) with one of the indicators being voting in elections.

This research was conducted using quantitative methods. The data used is secondary data, namely the number of tweets with #2019gantipresiden in 34 provinces and data on the results of the 2019 presidential election. Secondary data was conducted for two reasons. First, data for the #2019gantipresiden tweet was obtained directly from users who have Twitter and comment on the hashtag. Second, the issue of massive #2019gantipresiden was echoed so that it has the potential to increase votes. And the aim is to measure the influence and how significant the influence of the #2019gantipresiden propaganda is on the results of the 2019 presidential election and the political participation of voters nationally.

Why was this research conducted? First, the issue is still actual where the 2019 Presidential Election still leaves many problems. One of them is the amount of propaganda used in political contestation. So, even though the momentum for the 2019 Presidential Election has passed, learning about propaganda will still be relevant for anyone.

Second, research on social media has recently been carried out by various groups because along with the development of increasingly sophisticated communication technology, the use of social media is increasingly high. Third, the issue of political participation is also interesting to study because it is one of the issues that is of great concern, especially by election administrators.

Based on these considerations, the researcher took the research on *Propaganda, Social Media and Political Participation, Quantitative Analysis of the Effect of #2019gantipresiden Propaganda on National Voters in the 2019 Presidential Election*.

The objectives of this study are:

1. To describe how the #2019gantipresiden tweets influence the results of the 2019 Presidential Election.
2. To describe how the influence of #2019gantipresiden tweets has on the political participation of voters nationally in the 2019 Presidential Election.

LITERATURE REVIEW

There are several previous studies that are quite relevant to this research.

First, Wooley (2022), *Digital Propaganda: The Power of Influencers, Journal of Democracy*, 33(3). This article aims to analyze the use of propaganda in the digital based on from over 70 interviews with people who both produce and track online manipulation campaign. It compares emerging trends in digital disinformation and computational propaganda across the globe using qualitative data from 12 countries.

Second, Aminulloh et al., (2022), *Propaganda and Political Memes on Social Media in the 2019 Indonesian Presidential Election, Journal of Islamic World and Politics*, 6(2). This research aims to disclosure the political memes as a medium of political propaganda in the 2019 Presidential Election by using critical discourse analysis. The method

used is a qualitative one which different from this research.

Third, Evans et al., (2014), , *Twitter Style: An Analysis of How House Candidates Used Twitter in Their 2012 Campaign*, *Political Science and Politic Journal* Vol 47 No 2, 2014. This article aims to analyze how the candidates use Twitter in campaigns to interest voters. The relevance of this article lies in the use of Twitter. In this case, this research is focused on campaigns, while this research looks more at the use of Twitter to carry out propaganda and is carried out outside of campaign team.

Fourth, Ratnamulyani et al., (2018), *The Influence of Social Media in Increasing Beginner Voter Participation Among Students in Bogor Regency*, *Journal of Sosiohumanities*, 20(2). This article has relevance especially with regard to the conceptualization of social media. However, this article does not focus on one social media platform, for example Twitter or Facebook, but on all online-based media. That is what challenges this research but by focusing more on one social media platform, namely Twitter, in this case #2019gantipresiden

Fifth, Wulandari, (2017), *The Effect of The White Helmets Propaganda on the Dynamics of the Syrian Conflict*. This research, which is a thesis at the Unpas International Relations (HI) Study Program, wants to see how the propaganda carried out by The White Helmets organization, which is suspected to be a propaganda tool for the West and the Gulf, escalates the conflict in Syria even higher by building hatred for Syrian President Mohamed

Asad. The thesis above is relevant for this research, especially in looking at the effectiveness of the propaganda carried out by The White Helmets with its techniques that are able to influence audiences, Syrians.

RESEARCH METHOD

This study uses the positivism paradigm. That is a paradigm that believes that reality and truth are single and can be measured by valid and reliable instruments. This positivism paradigm usually uses a type of quantitative research to be able to measure the reality and truth. What is meant by the quantitative method itself is research that describes or explains a problem where the results can be generalized (Kriyantono, 2006).

Data and Data Sources

The data used in this study is secondary data consisting of several variables and taken from several sources. The following are details of the secondary data used in this study:

Data Tweets with #2019gantipresiden
Data for tweets #2019gantipresiden is data from one of the social media, Twitter. This data is retrieved (crawling) using twitter search API and twitter archiver. The Twitter search API is a REST (Representational State Transfer) service that allows users to point to a specific URL and retrieve various tweets that meet the criteria specified in the URL (Brian, 2009). Twitter search API is one of the tools used to query social networks regularly to get the latest tweets per urban center (Lampos et al., 2010). Meanwhile, the Twitter archiver is an add-on that can be

installed and used from a web browser (Vora, 2017). Tweets are collected using a Google Spreadsheet which establishes a connection to Twitter using Google script by searching for key details from a Twitter account and importing all search results into a spreadsheet (Sharma, 2016). The keyword used to retrieve data in this study is "2019gantipresiden". Crawling data was carried out at intervals of three months, from May 1, 2018 to July 31, 2018.

Data for #2019gantipresiden tweets were collected and retrieved from 34 provinces spread throughout Indonesia. So that the tweets that are collected are only the #2019gantipresiden tweet data which displays the location based on latitude and longitude coordinates.

Data on the results of the 2019 Presidential Election

The data was obtained from the General Election Commission (KPU) website at <https://kpu.go.id/>. Some of the data collected includes:

1. Recapitulation of the votes obtained by the presidential candidate pair number 1, namely Ir. H. Joko Widodo – Prof. Dr. (H.C) KH. Ma'ruf Amin in 34 Provinces.

2. Recapitulation of the votes obtained by the presidential candidate pair number 2, namely H. Prabowo Subianto-H. Sandiaga Salahudin Uno in 34 Provinces.
3. Recapitulation of the participation of people who use their right to vote in the 2019 Presidential Election in 34 provinces.

To answer the problem formulation from the previous discussion, the analytical methods used include descriptive statistics and inferential statistics, namely path analysis and partial correlation.

RESULTS AND DISCUSSION

In this section, it is explained how the impact of the tweets with #2019gantipresiden on the results of the 2019 Presidential Election.

Data Distribution of Tweets #2019gantipresiden in 34 Provinces

As previously explained, data collection for Tweets with #2019gantipresiden was taken for 3 months, namely May, June and July 2018 when this hashtag first appeared. From the results of the crawling data process carried out from 11 May 2018 to 31 July 2018, the following results were obtained:

Table 1. Results of Crawling Data Tweets with #2019gantipresiden

Kategori (Number)	Month			Total
	May	June	July	
Twitter Account	8.347	9.777	9.875	27.999
<i>Tweets</i> #2019gantipresiden	77.374	78.865	78.867	235.106
<i>Tweets</i> with user location	47.127	47.123	47.123	141.373
<i>Tweets</i> not with user location	30.247	31.742	31.744	93.733

Based on the data in Table 1, it can be seen that Twitter user accounts discussing the hashtag #2019gantipresiden for three months have increased. In May there were 8,347 Twitter accounts, in June it increased to 9,777 and in July it also increased to 9,875. So that during these three months, the total number of Twitter accounts discussing #2019gantipresiden was 27,999. Of the total 27,999 Twitter accounts, during May there were 77,374 tweets discussing #2019gantipresiden, of which 47,127 tweets displayed the location in the user's biodata and 30,247 tweets did not display the location. Meanwhile, in June there were 78,865 tweets discussing #2019gantipresiden, with 47,123 tweets showing the location in the user's bio and 31,742 tweets not showing the location. Whereas in July there were 78,867 tweets discussing #2019gantipresiden with 47,123 tweets of which displaying the location in the user's biodata and 31,744 tweets not displaying the location.

There is no significant change in the pattern of the tweets data that displays location data within three

months. This means, the tweets discussing #2019gantipresiden during May, June and July were made by the same account owner. For the next data analysis process, the data used is the #2019gantipresiden Tweets data which displays user location data. The following is the distribution of Tweets data with #2019gantipresiden obtained in 34 provinces in Indonesia.

From the data above, the results show that in a period of three months, Twitter users who discussed #2019gantipresiden were 141,373 tweets spread throughout Indonesia. Of these, more than 50% of the tweets are spread across the island of Java. The five provinces with the most number of tweets discussing #2019gantipresiden, namely: first is DKI Jakarta Province with 46,473 (32.87%) tweets, second is West Java Province with 32,064 (22.68%), third is East Java Province with the number of tweets 10,757 (7.61%), the fourth is Central Java Province with 8,956 (6.34%), and the fifth largest is Banten Province with a total of 6085 tweets (4.30%).

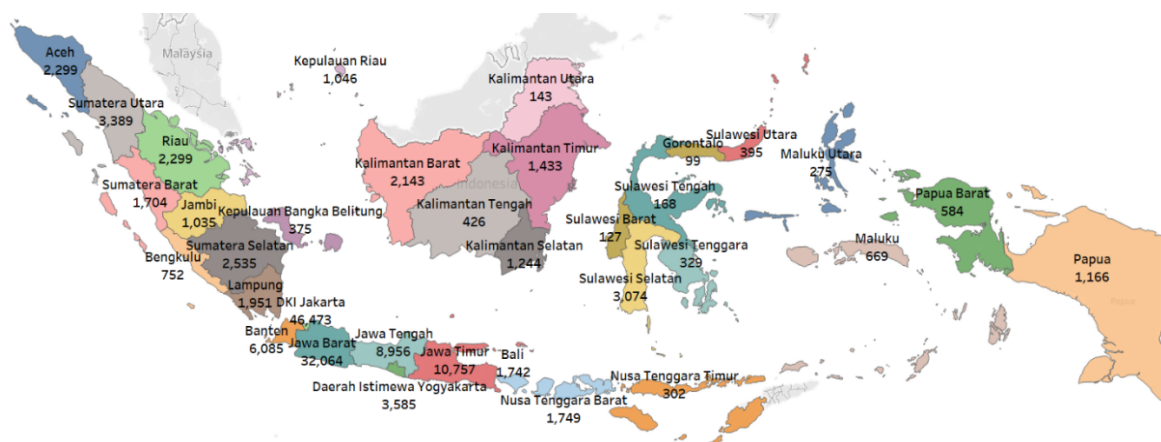


Figure 1. Visualization of Tweets Distribution #2019gantipresiden

Meanwhile, the Province with the smallest number of #2019gantipresiden tweets, the first five of which are Gorontalo Province with 99 (0.07%) tweets, then West Sulawesi Province with 127 tweets (0.09%), then the third smallest, namely North Kalimantan Province with 143 (0.10%), the fourth smallest is Central Sulawesi Province with 168 (0.12%) and the fifth smallest is North Maluku Province with a lot of tweets of 275 (0.19%).

The relationship between Propaganda tweets #2019gantipresiden and Results of Election and Political Participation in the 2019 Presidential Election.

There are four variables that will be analyzed for their relationship, the number of tweets #2019gantipresiden as the independent variable (predictor), the vote acquisition for the Jokowi-Ma'ruf candidate pair, the vote acquisition for the Prabowo-Sandi candidate pair, and

the amount of political participation in the 2019 Presidential Election, the three of which as the dependent variable (response). In the data processing process, the Path Analysis method was used which was processed using the Smart PLS version 3 software. The following are the results of the path analysis of the research variables used.

The Relationship between the Number of Tweets #2019gantipresiden and the Votes Acquired for the Jokowi-Ma'ruf Presidential Candidate Pair in 34 Provinces.

In this test, we want to see whether the emergence of tweets with #2019gantipresiden has an effect on the vote acquisition won by the presidential candidate pair Jokowi-Ma'ruf. The following describes the characteristics of the relationship between the tweets #2019gantipresiden and the votes won by the presidential candidate pair with serial number.

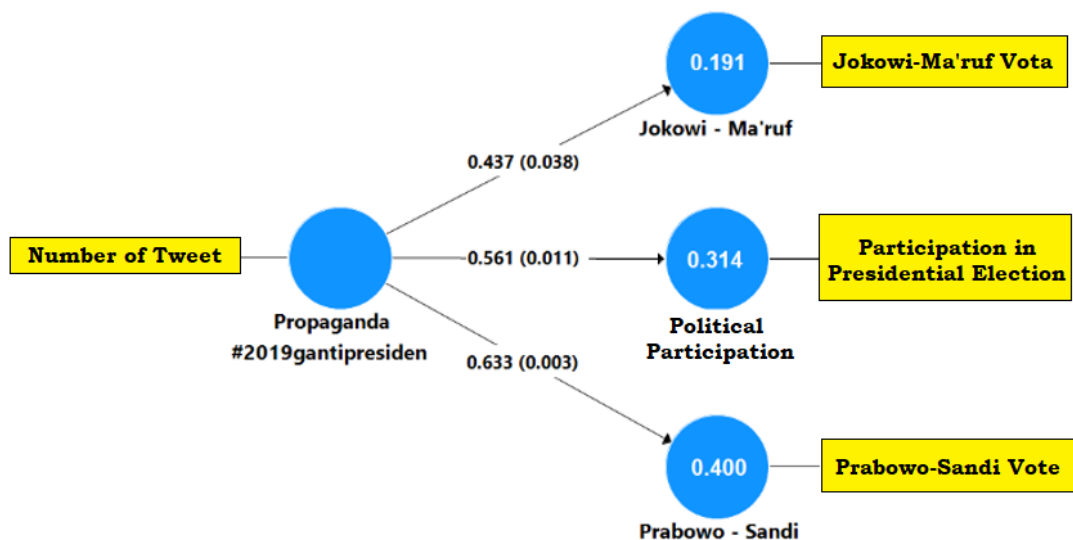


Figure 2. Path Diagram of Parameter Estimation Results.

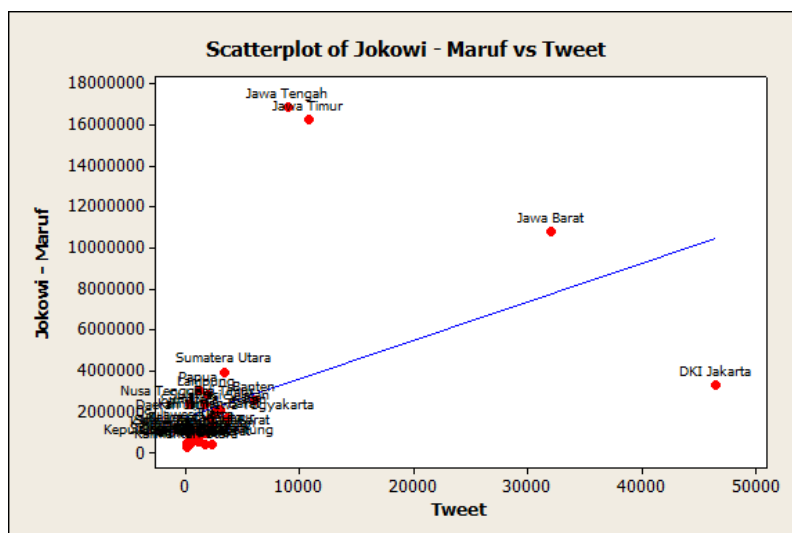


Figure 2. Scatter Diagram of the Relationship between the Number of Tweets #2019gantipresiden and the Vote Acquisition of the Jokowi-Ma'ruf Presidential Candidate.

From Figure 2 above it can be seen that the pattern of relationship between the number of Tweets #2019gantipresiden and the votes for Candidates for President Number 1 is directly proportional. This means, the relationship pattern that is formed leads to the greater number of #2019gantipresiden tweets circulating in a province, the potential votes won by the presidential candidate pair number 1 in the province will also increase. And vice versa, the fewer the #2019gantipresiden tweets circulating in a province, the smaller the potential votes won by the presidential candidate pair number 1 in the province.

From the diagram it can be seen that there are four provinces which are far apart from the majority of the data, Central Java, East Java, West Java and DKI Jakarta. The votes for the Jokowi-Ma'ruf pair were the largest and most dominant in two provinces, namely Central Java and East Java. However, the number of #2019gantipresiden tweets in the two provinces is still quite small compared to the other two provinces,

namely West Java and DKI Jakarta. Especially for West Java, even though the distribution of #2019gantipresiden tweets is quite high, the vote acquisition for the Jokowi-Ma'ruf presidential candidate pair in the province is still relatively large. This can happen because the number of DPT in West Java Province is indeed the largest. So that it is still possible to obtain a large number of votes for the two presidential candidate pairs as well. On the other hand, what happened in DKI Jakarta, even though the distribution of #2019gantipresiden tweets was the highest, because the number of DPTs in the province was small, the vote acquisition for the two candidate pairs in the province was also small.

To measure how strong the significance of the influence and the relationship between the Number of Tweets #2019gantipresiden and the Votes for the Presidential Candidate Number 1, the following is the result of data processing from these two variables.

Table 2. Hypothesis Testing of the Relationship between the Number of Tweets #2019gantipresiden and the Votes Acquired for the Jokowi–Ma'ruf Presidential Candidate Pair

Hipotesis	Loading Factor	r	r ²	P-Value
Relation between the Number of Tweets #2019gantipresiden and the Votes Acquired by Jokowi-Ma'ruf	0,437	0,437	0,191	0,038

Based on Table 2, the results of the data processing above, it can be concluded, there is a significant relationship between the number of #2019gantipresiden tweets and the votes won by the Jokowi-Ma'ruf presidential candidate pair. This is based on the p-value (0.038) which is smaller than 0.05, so H₀ is rejected and provides conclusions as described above. This means, the number of #2019gantipresiden tweets in a province statistically has an impact on the number of votes won by the presidential candidate pair Jokowi-Ma'ruf in that province. If the number of #2019gantipresiden tweets in a province is small, the potential for the votes for the Jokowi-Ma'ruf presidential candidate pair is also small. Conversely, if the number of #2019gantipresiden tweets in a province is large, the potential vote gain for the Jokowi-Ma'ruf presidential candidate pair is also large.

The contribution of #2019gantipresiden tweets to the votes won by the Jokowi-Ma'ruf presidential candidate pair in a province is equal to the loading factor value, which is 0.437. Because there is only one independent variable that measures the dependent variable, the loading factor value is equivalent to

a correlation coefficient value of 0.437 (Willy & Jogiyanto, 2009). The value of the correlation coefficient shows that the relationship between the number of #2019gantipresiden tweets and the votes won by the Jokowi-Ma'ruf presidential candidate pair is quite strong with the direction of the relationship being directly proportional as in the previous explanation. As for the effect of the number of tweets #2019gantipresiden on the vote acquisition for the Jokowi-Ma'ruf presidential candidate pair, based on the coefficient of determination, which is 0.191, this means that the number of #2019gantipresiden tweets has a large influence on the vote acquisition for the Jokowi-Ma'ruf presidential candidate pair of 19.1%. Meanwhile, the remaining 80.9% of the votes for the Jokowi-Ma'ruf presidential candidate pair were influenced by other factors not explained in this model.

The Relationship between the Number of Tweets #2019gantipresiden and the Vote Acquisition of the Prabowo-Sandi Presidential Candidate Pair in 34 Provinces
Tweets with the hashtag #2019gantipresiden are one of the propaganda techniques on social media from supporters of the presidential candidate

pair number 2, namely H. Prabowo Subianto–H. Sandi. One of the goals is to get votes from the right holders to vote for the presidential candidate pair number 2 and to reduce the number of votes won by candidate pair number 1, namely Jokowi–Ma'ruf. To see whether this propaganda has statistical significance for the votes won by the Prabowo–Sandi presidential candidate pair, the following describes the characteristics of the relationship between the #2019gantipresiden tweets and the votes won by the presidential candidate pair number 2.

It can be seen that the pattern of relationship between the Number of Tweets #2019gantipresiden and the Vote Acquisition of Candidates for President Number 2 is directly proportional. This means, the relationship pattern that is formed leads to the greater number of #2019gantipresiden Tweets circulating in a province, the potential votes won by the presidential candidate pair number 2 in the province will also increase. And vice versa, the fewer the #2019gantipresiden tweets circulating in a province, the smaller the potential votes won by the presidential candidate pair number 2 in the province.

It can be seen that there are three provinces which are far apart with the majority of the data, namely DKI Jakarta, West Java and East Java. The Prabowo-

Sandi pair won the most votes in two provinces, namely West Java and East Java. In West Java Province, the number of votes and the number of #2019gantipresiden tweets circulating in the province are directly proportional or equally large. Meanwhile, for the Province of DKI Jakarta, the vote acquisition for the Prabowo–Sandi pair was not too dominant, even though the number of #2019gantipresiden tweets circulating in the province was the highest compared to other provinces in Indonesia. One of the reasons for this is that the number of DPT in DKI Jakarta is not as large as in West Java and East Java. Especially for East Java, even though the distribution of #2019gantipresiden tweets is quite low, the vote acquisition for the Prabowo–Sandi presidential candidate pair in the province is still relatively large. This can happen because the number of DPT in East Java Province is indeed the largest. So that it is still possible to obtain a large number of votes for the two presidential candidate pairs as well.

To measure how strong the significance of the influence and the relationship between the Number of Tweets #2019gantipresiden and the Votes for the Presidential Candidate Number 2, the following are the results of testing the data from these two variables.

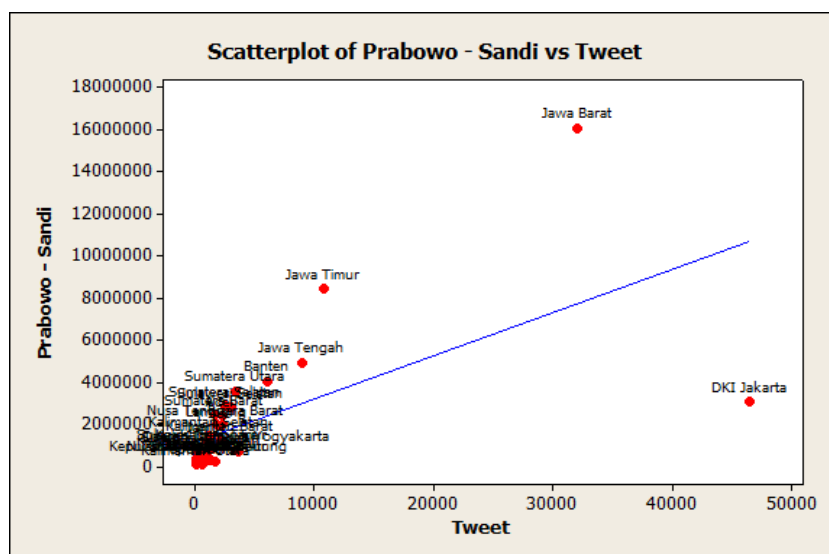


Figure 3. Scatter Diagram of the Relationship between the Number of Tweets #2019gantipresiden and the Vote Gain for Presidential Candidate Prabowo-Sandi.

Table 3. Hypothesis Testing of the Relationship between the Number of Tweets #2019gantipresiden and the Vote Acquisition of the Presidential Candidate Pair Prabowo – Sandi

Hypothesis	Loading Factor	r	r ²	P-Value
The Relationship between the Number of Tweets #2019gantipresiden and the Vote Acquisition of Prabowo-Sandi	0,633	0,633	0,400	0,003

Based on Table 3, the results of the data processing above, it can be concluded that there is a significant relationship between the number of #2019gantipresiden tweets and the votes won by the Prabowo-Sandi presidential candidate pair. This is based on the p-value (0.003) which is smaller than 0.05, so H₀ is rejected and provides conclusions as described above. This means, the number of #2019gantipresiden tweets in a province statistically has an impact on the number of votes won by the Prabowo-Sandi presidential candidate pair in that province. If the number of

#2019gantipresiden tweets in a province is small, the potential for votes for the Prabowo-Sandi presidential candidate pair is also small. On the other hand, if the number of #2019gantipresiden tweets in a province is large, the potential for votes for the Prabowo-Sandi presidential candidate pair will also be large.

The contribution of #2019gantipresiden tweets to the votes for the Prabowo-Sandi presidential candidate pair in a province is equal to the value of the loading factor, which is 0.633. Because there is only one independent variable that measures the dependent

variable, the loading factor value is equivalent to the correlation coefficient value of 0.633. The correlation coefficient value indicates that the relationship between the number of #2019gantipresiden tweets and the votes won by the Prabowo-Sandi presidential candidate pair is strong, with the direction of the relationship directly proportional as in the previous explanation. As for the influence of the number of #2019gantipresiden tweets on the vote acquisition for the Prabowo-Sandi presidential candidate pair, based on the coefficient of determination, which is 0.400. This means, the influence of the number of #2019gantipresiden tweets on the vote acquisition for the Prabowo-Sandi presidential candidate pair is 40.0%. While the remaining 60.0% of the votes for the Prabowo-Sandi presidential candidate pair are influenced by other factors not explained in this model.

The Relationship between the Number of Tweets #2019gantipresiden and the Number of Public Political Participation in the 2019 Presidential Election

As we know that the 2019 Presidential Election was followed by two candidates for the presidential candidate pair. Presidential candidate pair number 1, Jokowi- and number 2 is Prabowo-Sandi. By only being followed by 2 pairs, the competition to get the people's votes became increasingly fierce. With the increasingly fierce process of invitations and propaganda calls to elect a pair of presidential candidates, it will certainly have an impact on the level of people's political participation in voting. Propaganda #2019gantipresiden is one of

the campaign techniques voiced by one of the presidential candidate pairs. For this reason, it will be seen whether this propaganda has a positive impact on the level of political participation of the people in voicing their right to vote. The following describes the characteristics of the relationship between hashtag #2019gantipresiden tweets and people's political participation in the 2019 presidential election.

It can be seen that the pattern of relationship between the number of #2019gantiresiden tweets and public participation in the 2019 presidential election is directly proportional. This means, the pattern of relationships formed leads to the greater number of #2019gantipresiden tweets circulating in a province, the greater the number of people participating in the presidential election in that province. And vice versa, the fewer the #2019gantipresiden tweets circulating in a province, the smaller the number of people participating in the presidential election in that province.

It can be seen that there are four provinces which are far apart from the majority of the data, namely Central Java, East Java, West Java and DKI Jakarta. For the Provinces of East Java, Central Java and West Java, there are three provinces with the largest number of DPT, so the potential to become a province with a high number of political participation is also quite large. Especially for Central Java and East Java, there are two provinces with a high number of participants, but the circulation of the #2019gantipresiden tweets in these two provinces is not too large. The opposite condition occurred in DKI Jakarta Province, where the

circulation of #2019gantipresiden tweets in the province was the highest compared to other provinces. However, because the number of DPT in the province is small, the amount of political participation is not as big as what happened in West Java, East Java and Central Java. Whereas for West Java Province, which is the province with the most number of DPTs, the circulation of #2019gantipresiden tweets is quite high and is followed by a high number of political participation as well. As for the other 30 provinces, the number of DPTs is small, and the circulation of #2019gantipresiden tweets is also small, so the amount of political participation in these provinces is also small.

To measure how strong the significance of the influence and the relationship between the number of tweets #2019gantipresiden and people's political participation in the 2019 presidential election, the following is the result of data processing from these two variables.

The results of the data processing above, it can be concluded, there is a significant relationship between the number of #2019gantipresiden tweets and the number of people's political participation in the 2019 Presidential Election. This is based on the p-value (0.011) which is smaller than 0.05, so that H_0 is rejected and provides conclusions as described above. This means that the number of #2019gantipresiden tweets in a province will statistically have an impact on the amount of public participation in the 2019 presidential election in that province. If the number of #2019gantipresiden tweets in a province is small, the potential for the number of people's participation in the 2019 Presidential Election will also be small. Conversely, if the number of #2019gantipresiden tweets in a province is large, the potential for public political participation in the 2019 presidential election will also be large.

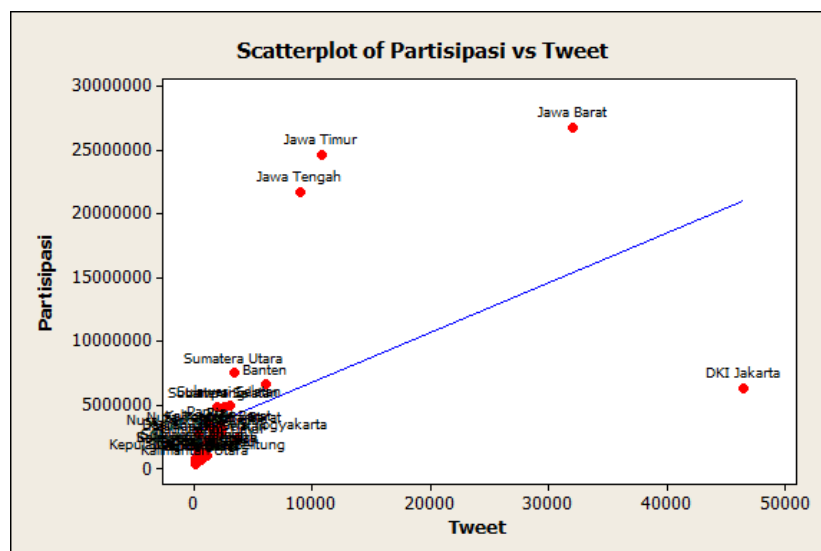


Figure 4. Scatter Diagram of the Relationship between the Number of Tweets #2019gantipresiden and Participation in the 2019 Presidential Election

Table 4. Hypothesis Testing of the Relationship between the Number of #2019gantipresiden Tweets and the Number of Public Political Participation in the 2019 Presidential Election

Hipotesis	Loading Factor	r	r ²	P-Value
The Relationship between the Number of Tweets #2019gantipresiden and the People,s Political Participation in the 2019 Presidential Election	0,561	0,561	0,314	0,011

The contribution of #2019gantipresiden tweets to people's political participation in the 2019 Presidential Election is equal to the loading factor value, which is 0.561. Because there is only one independent variable that measures the dependent variable, the loading factor value is equivalent to the correlation coefficient value of 0.561. The correlation coefficient value indicates that the relationship between the number of tweets #2019gantipresiden and people's political participation in the 2019 Presidential Election is strong with the direction of the relationship being directly proportional as in the previous explanation. As for the effect of the number of #2019gantipresiden tweets on people's political participation in the 2019 Presidential Election, based on the value of the coefficient of determination, which is 0.314, this means, the influence of the number of #2019gantipresiden tweets on people's political participation in the 2019 presidential election is 31.4%. Meanwhile, the remaining 68.6% of people's political participation in the 2019 presidential election is influenced by other factors not explained in this model.

Partial Relationship between the Number of Tweets #2019gantipresiden and the Votes Acquired for the Presidential Candidate Pair Jokowi-Ma'ruf and the Presidential Candidate Pair Prabowo-Sandi

In the previous discussion, the bivariate relationship between the variables studied was explained, namely the relationship between the number of tweets #2019gantipresiden and Jokowi-Ma'ruf's vote acquisition and the relationship between the number of tweets #2019gantipresiden and Prabowo-Sandi's vote acquisition. Next, we will explain the partial relationship between the three variables to find out whether there is an impact of the control variable on the relationship between the two variables. There are two partial relationships that will be analyzed, namely the relationship between the number of tweets #2019gantipresiden and Prabowo-Sandi's vote acquisition which is controlled by Prabowo-Sandi's vote, and the relationship between the number of tweets #2019gantipresiden and Prabowo-Sandi's vote gain which is controlled by Jokowi's-Ma'ruf,s vote. The following will explain an overview of the characteristics of the relationship between hashtag #2019gantipresiden

tweets and the votes won by Jokowi-Ma'ruf and Prabowo-Sandi.

It is clear, the linear line of the relationship between Prabowo-Sandi's vote acquisition is higher than Jokowi-Ma'ruf's vote acquisition when it is related to the number of #2019gantipresiden tweets. This is in accordance with the correlation coefficient obtained for each relationship, namely 0.633 for the correlation coefficient between the number of tweets #2019gantipresiden and Prabowo-Sandi's vote acquisition

with a degree of "strong" closeness and 0.437 for the correlation coefficient between the number of tweets #2019gantipresiden and Jokowi's vote acquisition-Ma'ruf with a degree of closeness "enough". To find out whether there has been a change in the pattern of the relationship between the number of #2019gantipresiden tweets and the votes won by the two presidential candidate pairs after entering the control variable into the relationship, the following is the result of testing the data for partial correlation shown in Table 5.

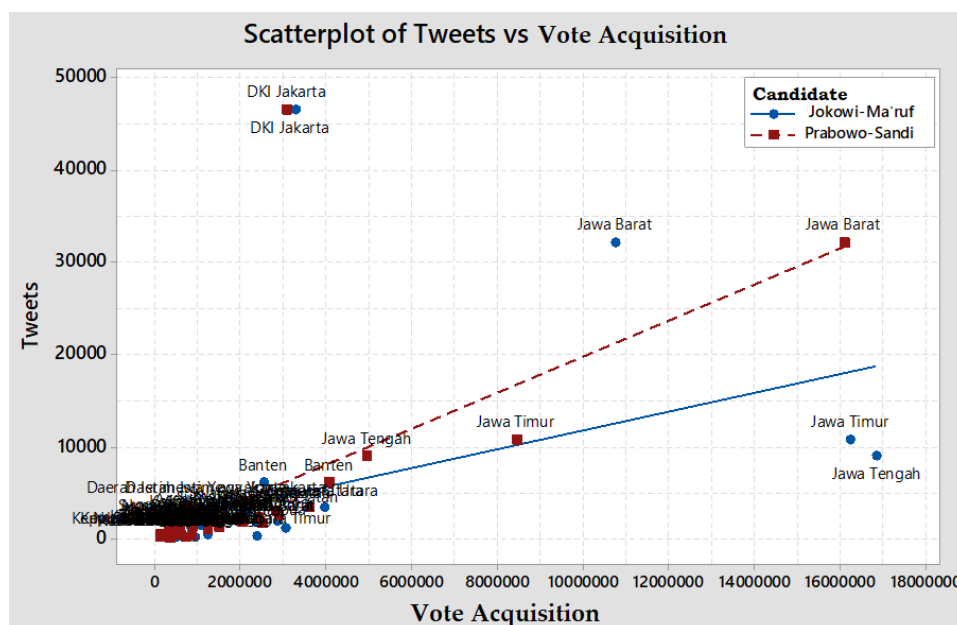


Figure 5. Scatter Diagram of the Relationship between the Number of Tweets #2019gantipresiden and Jokowi-Ma'ruf and Prabowo-Sandi Votes.

Table 5. Hypothesis Testing of Partial Relationship Number of Tweets #2019gantipresiden with Votes Acquired for Presidential Candidate Pairs

Bivariate Relationship	Variabel of Control	Parcial Correlation	P-Value
Tweets #2019gantipresiden and Vote Acquisition Jokowi-Ma'ruf	Vote Acquisition of Suara Prabowo - Sandi	-0,039	0,831
Tweets #2019gantipresiden Acquisition of Suara Prabowo - Sandi	Vote Acquisition Jokowi-Ma'ruf	0,510	0,002

It can be seen, the relationship between the number of #2019gantipresiden tweets and the vote acquisition for the Jokowi-Ma'ruf presidential candidate pair when controlled by the vote acquisition variable for the Prabowo-Sandi presidential candidate pair has a very small correlation and has a negative sign, namely -0.039 with value of p-value 0.831. This shows, when controlled by the Prabowo-Sandi vote acquisition variable, the relationship between the number of #2019gantipresiden tweets and the Jokowi-Ma'ruf vote gain is very low and not significant. In addition, the pattern of relationship between the two is inversely proportional, meaning that the greater the number of #2019gantipresiden tweets circulating, the potential to reduce the vote acquisition for the Jokowi-Ma'ruf presidential candidate pair. This result is very different when the relationship between the number of #2019gantipresiden tweets and the Jokowi-Ma'ruf vote is not controlled by the Prabowo-Sandi vote, where the relationship between the two is sufficient and significant and directly proportional.

Meanwhile, the relationship between the number of #2019gantipresiden tweets and the vote acquisition for the Prabowo-Sandi presidential candidate pair when controlled by the Jokowi-Ma'ruf presidential candidate pair vote acquisition variable has a fairly strong correlation of 0.510 and a significant relationship with a p-value of 0.002.

These results remain consistent when the relationship between the number of #2019gantipresiden tweets and Prabowo-Sandi's vote acquisition is not controlled by the Jokowi-Ma'ruf vote acquisition variable, where the relationship between the two is strong and significant and directly proportional.

Then, it can be concluded, the emergence of #2019gantipresiden tweets has a significant influence on the acquisition and increase of votes for the Prabowo-Sandi presidential candidate pair. While the emergence of #2019gantipresiden tweets did not have a significant effect on the vote acquisition for the Jokowi-Ma'ruf presidential candidate pair, instead it had a slight impact on reducing the vote gains obtained.

Propaganda @2019gantipresiden and Political Participation of Voters

As can be seen from the discussion above, in Indonesia the use of social media with its various platforms is quite intense, including in field of politics. This is marked by the many politicians who use social media to convey their political messages to the public. Usually the activity is more active before the election. One of the politicians who is active on social media is Mardani Ali Sera from PKS where he uses Twitter. #2019gantipresiden is his tweet that has caught the attention of Indonesian audiences ahead of the 2019 presidential election.

From a propaganda perspective, #2019gantipresiden above can be

included in the bandwagon propaganda technique. This propaganda technique invites all audiences to support the issues or ideas conveyed by the propagandist. It is as if the audience is being asked to enter all of them into the train of ideas. In this case, when Mardani Ali Sera conveyed the #2019gantipresiden idea to the public, it was clear that he hoped that many people would support the hashtag. And in fact, many Indonesian audiences support it.

There are interesting findings related to the #2019gantipresiden relationship with the Prabowo-Sandi pair's vote acquisition. From the table presented above (Table 3), this pair received a significant vote increase, namely 40.0%. This result remains consistent even though the relationship between the two is controlled by the Jokowi-Ma'ruf vote. This makes sense, because #2019gantipresiden supporters can be assumed to be people who don't support Jokowi. Because of that, they voted for Prabowo-Sandi in the 2019 Presidential Election.

At the same time, the existence of #2019gantipresiden also significantly affects voter political participation. From the table presented above (Table 4), the amount of public political participation in the 2019 Presidential Election which was influenced by #2019gantipresiden was 31.4%. It can be assumed that with #2019gantipresiden, people who support a presidential replacement are moved to vote in the election. In other words, they want Jokowi to no longer be elected as the President of Indonesian Republic. To make it happen, the best way is to carry out political participation through

elections. That is why people's political participation has increased quite significantly in the 2019 elections. Even though Prabowo-Sandi was not elected as new President and Vice President pair of Indonesian Republic, but it is inevitably that the effect of propaganda @2019gantipresiden was effective enough on the people's political participation.

CONCLUSION

Several conclusions can be put forward as follows:

1. There is a significant relationship between the number of #2019gantipresiden tweets and the votes won by the presidential candidate pair Jokowi-Ma'ruf in the 2019 Presidential Election. The degree of closeness of the relationship between the two variables is quite strong with a correlation coefficient value of 0.437. Meanwhile, the influence of the number of #2019gantipresiden tweets on the vote acquisition for the Jokowi-Ma'ruf presidential candidate was 19.1%. However, this result is inversely proportional when the relationship between the two variables is controlled by the vote acquisition for the Prabowo-Sandi presidential candidate pair. The relationship between the two is very low and insignificant and has the potential to reduce the votes obtained by the Jokowi-Ma'ruf pair.
2. There is a significant relationship between the number of #2019gantipresiden tweets and the votes won by the Prabowo-Sandi presidential candidate pair. The

degree of closeness of the relationship between the two variables is strong with a correlation coefficient value of 0.633. Meanwhile, the influence of the number of #2019gantipresiden tweets on the vote acquisition for the Prabowo-Sandi presidential candidate pair was 40.0%. This result remains consistent even though the relationship between the two is controlled by the Jokowi-Ma'ruf vote.

3. There is a significant relationship between the number of #2019gantipresiden tweets and the number of People's Political Participation in the 2019 Presidential Election. The degree of closeness of the relationship between the two variables is strong with a correlation coefficient value of 0.561. Meanwhile, the influence of the number of #2019gantipresiden tweets on the number of Community Political Participation was 31.4%.

REFERENCES

- Aminulloh, A., Qorib, F., Fianto, L., & Setiamandani, E. D. (2022). Propaganda and Political Memes on Social Media in the 2019 Indonesian Presidential Election. *Journal of Islamic World and Politics*, 6(2).
- Brian, M. C. (2009, August). Using the Twitter Search API. IBM.
- Budiardjo, M. (2007). *Dasar-Dasar Ilmu Politik*. Gramedia Pustaka Utama.
- Evans, H. K., Cordoba, V., & Sapole, S. (2014). Twitter Style: An Analisis How House Candidates Used Twitter in Their 2012 Campaign. *Political Science and Politics Journal*, 47(2).
- Fadillah, D. (2019). Hyper Realitas Simulakra Tagar #2019gantipresiden dalam Pemilihan Presiden Indonesia 2019. *Jurnal Komunikasi Profetik*, 12(2).
- Giansante, G. (2015). *Online Political Communication*. Springer.
- Handoyo, E. (2020). Democratic Challenge in Digital Era. *Politik Indonesia: Indonesian Political Science Review*, 5(1). <https://doi.org/https://doi.org/10.15294/ipsr.v5i1.23435>
- Heryanto, G. G., & Sulhan Rumar. (2018). *Komunikasi Politik Sebuah Pengantar*. Ghalia Indonesia.
- Irina, L., & Ludolph, R. (2020). Organizational Propaganda on the Internet: A Systematic Review. *Public Relations Inquiry*, 9(1), 103–127.
- Khan, G. F. (2015). *Seven Layers of Social Media Analytics*. CreateSpace Independent Publishing Platform.
- Kriyantono, R. (2006). *Teknik Praktis Riset Komunikasi: Disertai Contoh Praktis Riset Media, Public Relations, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran*. Kencana Prenada Media Group.
- Lamos, V., Bie, T. De, & Cristianini, N. (2010). *Flu Detector - Tracking Epidemics on Twitter*. 599–602.
- Macleod, A. (2019). *Propaganda in Information Age*. Routledge.
- Nimmo, D. (1999). *Komunikasi Politik, Komunikator, Pesan dan Khalayak*. CV Rosdakarya.
- Perloff, R. M. (2014). *The Dynamics of Political Communication: Media and Politics in a Digital Age*. Routledge.
- Ratnamulyani, A., Ike, & Maksudi, B. I. (2018). Pengaruh Media Sosial

- dalam Peningkatan Partisipasi Pemilih Pemula di Kalangan Pelajar Kota Bogor. *Jurnal Sosiohumaniora*, 20(2).
- Shabo, M. E. (2008). *Tehnique of Propaganda & Persuasion*. Prestwick House.
- Sharma, P. (2016). *Prediction of Indian Election Using Sentiment Analysis on Hindi Twitter*. 1966–1971.
- Soraya, S. (2021). Konsistensi Partai Keadilan Sejahtera di Luar Pemerintahan Joko Widodo pada Periode 2014-2019 dan 2019-2024. *Jurnal Ilmu Sosial Dan Indonesia*, 2(2).
- Surbakti, R. (1992). *Memahami Ilmu Politik*. PT Gramedia Widiasarana.
- Vora, J. (2017). *Sentiment Analysis of Tweets to Identify the Correlated Factors That Influence an Issue of Interest*.
- Willy, A., & Jogiyanto. (2009). *Konsep dan Aplikasi PLS (Partial Least Square) Untuk Penelitian Empiris (I)*. BPFEE.
- Wooley, S. C. (2022). Digital Propaganda: The Power of Influencers. *Journal of Democracy*, 33(3).
- Woolley, S. C., & Howard, P. N. (2019). *Computational Propaganda: Political Parties, Politicians, and Political Manipulation on Social Media*. Oxford University Press.
- Wulandari, S. R. (2017). *Pengaruh Propaganda The White Helmets Terhadap Dinamika Konflik Suriah*. UNPAS.