

# Communication Pattern of Participation of women through Facebook Walls in the Presidential Election of the Republic of Indonesia in 2019

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**Abstract**—Presidential Election in Indonesia is the practice of Indonesian democracy that become interesting to be discussed among the public, especially for women. The subjects in this study are academic women, women of legislative candidates, and non-academics women who were not legislative candidates from September 2018 to January 2019. The research objective is to obtain a pattern of women in participatory communication through the use of Facebook in the Presidential Election of the Republic of Indonesia in 2019. This research used Participatory Communication theory in the concept of Democracy. This is a descriptive qualitative research with constructivism paradigm and the method of Netnography. In this study the data were collected through interviews and observing message contents of women on Facebook walls; women who were uploading their messages on Facebook in the forms of direct upload, re-uploading of some posts belong to other people (re-post), or comments in both verbal and nonverbal forms. The findings of the research are; first, volunteer women from both academics and non-academics (housewives) who become practical political actors with marketer patterns; and second, for candidates in the legislature who are women, they are political actors who make Facebook as a channel for them with the aim of increasing choices from people for them.

**Keywords**—communication patterns; participatory communication; facebook; presidential election

## I. INTRODUCTION

The constellation of the election of the President of the Republic of Indonesia in 2019 is enlivened by the practice of using messages on creative social media with message patterns that lead to emotional tendencies in provocation, exaggeration, and immersing the opponents character. In daily life and democratic practices in the 2019 Presidential Election, social media is an industry in producing hoaxes, fake news, and other categories of messages. Artificial public communication in social media encourages voices that lead to blunder truths about presidential and vice-presidential candidates.

Text as a result of the production of messages in artificial public spaces born during the revival of media communication technology has encouraged world political participation and action that contains the quality of messages that characterize

the senders identity. Social media as creativity in expanding the network in the constellation of the Presidential Election in Indonesia.

Tufekci conducted a survey of participants in the Tahrir Field protest in Egypt [1]. They found that social media in general, and Facebook in particular, provided new sources of information that could not be easily controlled by the regime and were very important in shaping how citizens make individual decisions about participating in protests and most likely to succeed. Related to this research, the chance for success of women to convey their political messages on Facebook can also be observed.

Various life topics are on Facebook which is a social (media) network; from personal matters to the public, even countries to foreign countries; from starting to talk about culinary, education, tourism, to politics and even the presidential election of a country.

According to Valera-Ordaz in her journal that several authors highlighted the urgency of Facebook and Twitter as a channel for the practice of political communication and election campaign tools [2]. This is also related to Kreiss, Nielsen & Vaccari and Larsson & Kalsnes, considering that many residents use it regularly [3-5]. In this study, the choice of researchers focused on Facebook content related to the 2019 Presidential Election. Because in addition to being able to exchange knowledge, on Facebook can establish a constant relationship with their friends. Besides that, the advantage of Facebook is that the owner of Her account can set Her upload to be *private*, only visible to Her friends, or the public. This can make researchers easily identify the tendency of account owners in certain topics to spread information to limited or general circles (*public*).

Ahead of the Presidential Election of the Republic of Indonesia in 2019 on social media was crowded with writings and comments related to the election. All kinds of writing are good, subtle, not good, and rude on social media until we have difficulty capturing the truth of facts, reality or just an opinion. All wrapped up in writings on social media. Women as elements of society also enliven this world of social media.

Women with their strength have made extraordinary steps in public life. Likewise on social media. Indonesian women have held strategic positions in the social, political, educational and even policy-making worlds. Researchers see politics greatly influencing women daily lives both domestically in their households and the public so they also voiced their opinions through social media.

Gender is the only demographic variable that significantly influences the use of social media. Meanwhile, women are actually connected with two things related to emotions and logic [6]. It is this emotion that will make women convey negative messages or because of their logic so that they are as stated in the Quran Surah Ibrahim verse 26, "*And the example of a bad word is like a bad tree, uprooted from the surface of the earth, not having any stability.*" And the parable of a bad sentence (kufr sentence) is like a bad tree, whose roots have been extracted very easily from the surface of the earth. The root of the tree was uprooted so that it could no longer support it so that it could remain standing at all as usual.

According to Morris, Facebooks communication behavior of women will reflect their face to face communication behavior, which means that they will behave in a more interpersonal oriented manner [7]. A woman will have more friends, more pictures with other people, will tag more people in status updates (both text-based and pictographic updates), and their motivation for use is about maintaining existing relationships, rather than men man. In the case of text-based status updates, women will post more about others or more about activities that involve others, more emotions or feelings, and more graphic accents (such as smiling faces and hearts).

*The power of emak emak* is a message of creativity on social media which is a political marketer who voices opinions and rationalizes a new media stage to give participation in the election of the President of the Republic of Indonesia in 2019 to citizens of social media. The message of women in this context, identified in messages, becomes interesting in the practice of democracy. In the context of the Presidential Election of the Republic of Indonesia in 2019 an increase in the message of political communication with the *fake news*, *hoax*, *post truth*, and *post fact*, many were distributed and reproduced on social media.

According to Philippe J. Maarek the hoax industry has the momentum to exist into political constellations, where the political stage through social media produces hoaxes aimed at leading public opinion and influencing the *swing voters* [8]. This shows that the context of virtual communication is the nature of interactive communication, the nature of communication is no longer *synchronous* (at the same time), but can also be *asynchronous*, distance, space-time between the sender and the recipient of the message becomes increasingly thin necessity.

Urgency examines women political actions through messages on social media because of the role of women as mothers and generation role models, with intelligence in the use of media becoming important in putting women functions as agents of social change. Women can change the social sphere with layers of relationships created in eastern culture, as one poet expressed 'Mother is a madrasa (place of education)

which if you prepare, you prepare (birth) a good society character' [9]. If on social media women talk about politics, how is the communication pattern, whether it is with the character of tenderness, such as when educating their children, or different.

Based on the description of the background of the problem above, the focus of this research is how the pattern of women communication on the Facebook wall is related to the Presidential Election of the Republic of Indonesia in 2019. This study aims to find patterns of creativity for women messages on Facebook as a reflection of democracy in the 2019 Presidential Election. The research paradigm used in this research is constructivism with the type of research is descriptive qualitative, with the method of Netnography, which is an ethnographic approach virtually or through the internet.

In this study data was collected through observation of women message content on Facebooks walls and interviews. The content of women messages is obtained through uploading their messages regarding presidential candidates on Facebook in the form of direct uploads (*posting*), reposting other uploads (*repost*), or comments (*comments*) in both verbal and nonverbal forms. The subjects in this study were academics, legislative candidates, and non-academics who were not candidates for legislative members from September 2018 to January 2019.

The benefits that can be obtained from the results of this study, it is expected that by knowing the pattern of women communication, it can empower female potentials through Facebook to educate the public regarding the presidential election process.

The benefits of the results of this study are expected to be theoretical and practical, i.e.: Theoretically, this research is expected to be useful as a source of knowledge, donations of scientific studies or references to communication science regarding women communication patterns in using social media, especially Facebook. Practically, this research is expected to be useful for the general public to find out how the pattern of female communication on the Facebook wall is related to the Presidential Election of the Republic of Indonesia in 2019. In addition, for women who use Facebook. This research is expected to be a material for self-introspection in order to better and wiser to use social media to express their thoughts and feelings related to this presidential election process.

## II. REVIEW OF REFERENCES

### A. Theoretical Review

1) *Interactional theory view and communication patterns in womens message creativity*: Communication Patterns is a model of the communication process so that with various types of communication models and parts of the communication process, according to Weick communication is interaction in interpersonal contexts that contain content and relationships and are modeled in content and relations in social relations starting with the family [10]. The pattern consists of asymmetry and complementary.

According to Purwanto, "In general, patterns of communications can be distinguished in formal communication channels and non-formal communication channels [11]. This formal communication channel can take the form of communication from top to bottom, communication from the bottom up, horizontal communication, and diagonal communication. Based on the communication process that has been included in the category of communication patterns, namely; primary communication patterns, secondary communication patterns, linear communication patterns, and circular communication patterns. In this study, communication patterns are based on processes that use social media, so the communication patterns of content or content will be related to asymmetry or complementary, but communication patterns can also be explained from relationships that occur in formal or informal social structures and creativity in relation to the virtual world.

2) *Social media and creativity in the digital age:* According to Astuti, Review of Virtual Communication Through Social Media in Cyberspace concluded that digitalization in all fields, such as viruses that slowly destroy humans, offer freedom, and virtual (pseudo) comfort is a hegemony conditioned and included in a structured system [12]. Therefore, to minimize misperception, prejudice and misunderstanding, humans must establish a balanced communication relationship between the real world and the virtual world.

3) *Theory of digital literacy and creative ability to message women on social media:* Women in the cultural approach are gentle humans, carers, merciful who educate in the role of managing the family. However, in the digital era womens messages have eroded the character of women in culture. This is because privacy and public spaces are no longer considered when using social media.

According to Beetham, Littlejohn, and McGill that There are seven important elements related to digital literacy, namely 'information literacy, digital scholarship, learning skills, ICT literacy, career and identity management, communication and collaboration, and media literacy' [13]. On this matter, digital literacy is not only about the ability to search, find, evaluate, make, use and disseminate the information.

With literacy, women can maintain ethics in the use of information technology so that social media users are able to make a persons critical power in receiving and interpreting messages, also able to search and verify messages. With literacy also makes a person able to understand the logic of the creation of reality by the media and construct a positive message and distribute it to other parties. Therefore, this theory becomes a reference for understanding the categories of women message creativity in the context of the Presidential Election.

### III. METHODS AND DATA

#### A. Research Methods

The question that arises in this research is how is the pattern of women communication on Facebook related to the Presidential Election of the Republic of Indonesia in 2019?

Therefore, the purpose of this study is to be able to find patterns of communication behavior on Facebook related to the election of the President of the Republic of Indonesia among women. To answer the research question above, the type of research used is descriptive qualitative, with a nettography method. The method of neurography, which is an ethnographic approach virtually or through the internet. Although actually neurography is rooted in ethnography, according to Kozinets, it is necessary to provide different names / terms for ethnographic research [14].

Netnography analysis is reinforced by literature studies in the form of international journals, national journals, and reference books that support the research objectives. This is secondary data in this study. This technique involves an inductive approach in analyzing qualitative data. Analysis means the examination / detailed examination of the whole by breaking it down into components and then comparing them in different ways. In general, the analysis data includes the entire process of converting products collected from participants and Netnographic observations (various textual and graphic files, screen captures, transcripts of online interviews, field notes) into a complete research representation, can be in the form of articles, books, presentation or report [14].

The sequence of steps in data analysis that must be done by a Netnography researcher, according to Kozinets is Coding, Noting, Abstracting, Checking and Refinement, Generalizing, and Theorizing [14].

#### B. Women in Facebook

At present, both in the period before the appointment of presidential candidates and afterwards, messages circulating in favor of the two presidential candidates have been rife on social media. The campaign period set on September 23, 2018 - April 13, 2019 for Candidates for Members of the DPR, DPD and DPRD, as well as the Candidate Pair of President and Vice President introduce themselves and their programs to the community to make the atmosphere more warm on social media.

Quoting the opinion of Kang and Gearhart that profile owners on social networks actively use their profiles as a place to express themselves [15]. Especially because this user has "free time" when constructing an *online* identity. They have the opportunity to think and reflect on the self-image they want to display to online readers. *Online* identity is a commodity that is preferred by women over their *offline* identity.

The interaction of women on social media strengthens researchers that as stated earlier, this research is about uploading women on Facebook related to the Presidential Election of the Republic of Indonesia 2019.

#### C. Data Profile of Female Resource Persons in Facebook

The object of this research is uploading women related to the Presidential Election on Facebook in the form of direct uploads (posting), reposting other uploads (comments), or comments in both verbal and nonverbal forms, to academic women, legislative candidates, and non-academics. Which is also not a legislative candidate from September 2018 to January 2019. The reason researchers set this period of time, namely after the KPU on September 20, 2018 sets a

presidential candidate for Pemilihan Presiden 2019 and September 23, 2018 - April 13, 2019 as a time for the Campaign for Candidates for Members of the DPR, DPD and DPRD, as well as the Candidate Pair of President and Vice President [16]. Researchers saw all the media in Indonesia busy reporting on this. Also not to forget the uploads of women on Facebook related to the 2019 Presidential Election increased so that the first three months of the campaign period was what researchers chose as a period to research.

In the 2019 Republic of Indonesia Presidential Election There were two presidential and vice-presidential candidate pairs, In accordance with Keputusan KPU RI Nomor 1131/PL.02.2-Kpt/06/KPU/IX/2018 concerning the Determination of Candidate Pair Participants for the 2019 Presidential and Vice President General Elections, September 20, 2018, it has been determined that Ir. H. Joko Widodo and Prof. Dr. (H.C) K.H. Ma ruf Amin as the candidate pair of the President and Vice President of Republic of Indonesia numbered 1 and H. Prabowo Subianto and H. Sandiaga Salahuddin Uno as candidates for the President and Deputy President of the Republic of Indonesia number 2.

Therefore, this also makes people support the first and second candidate pairs. Likewise the women in this study. Some of them support the first candidate pair and some support the second candidate pair.

There are eight women who will be speakers in this study. There are those who become housewives, academics and legislative candidates.

#### 1) Supporters 01

- She was born in Jakarta, October 26, 1969. She graduated from the University of Indonesia S1 Literature and Master of Public Policy Planning Management UI. Her activities teach at FISIP UI, SCTV, Indovision, Asia Image Singapore, KPI.
- She was born in Jakarta, June 21, 1969, with education: S1 at FE-Univ Prof. DR. Moestopo Beragama, IPWI Jakarta Masters Masters Program. Her activities as an entrepreneur in the field of Tourism and Commerce, housewives, and volunteers.
- She was born in Balikpapan, November 5, 1975. Her last education was at the Faculty of Communication Sciences, Sahid University. She is active as a housewife.
- She was born in Tangerang, July 3, 1977 with the last education in high school. Her activities as a community and organizational motivator, she is also a lover and activist of the organization, and a Candidate for the Legislative Members of the South Tangerang City Legislative Assembly Election 2 Pamulang from Partai Nasional Demokrasi.

#### 2) Supporters 02

- She was born on Selesai, March 5, 1985. Her education was S1 Faculty of Shariah IAIN-SU, S2 Bahasa Indonesia, Unindra. Her activities as a teacher and active in Tarbiyah Partai Keadilan Sejahtera from 2004.

- She was born in Bandung, May 3, 1976, with a final education at the Indonesian UI Literature S1 and active as Chair of the Womens Unit and Family Resilience of Partai Keadilan Sejahtera Ranting Lenteng Agung, Jakarta Selatan, administrators of the Yayasan Munashoroh Indonesia, community leaders of Wanita Bisa, and Housewives.
- She was born in Bukittinggi, March 16, 1983 and was educated in S1 Physics Education, Padang State University, Master of Education Unindra MIPA. Her activities as Housewife, Rizkia Tour and Travel Logistics Manager PT Bimalyndo Hajar Aswad, and bakulan *online* at Sayuthiy Store.
- She was born in Jakarta, January 8, 1974. Her educational background in Arabic Literature UI. Her activities are religious at home and abroad, candidates for Legislative Members of the Republic of Indonesia Election District 3 Banten from Partai Keadilan Sejahtera.

### IV. DISCUSSION

#### A. Description of Research Results

First, volunteer women from both academics and non-academics (housewives) who become practical political actors with marketer patterns (Fig. 1 and Fig. 2).

Second, for candidates in the Legislature who are women, they are political actors who make-up as a channel for them with the aim of increasing choices from people for them (Fig. 3).

Third, the Women Media Literacy. Women in the cultural approach are gentle humans, carers, merciful who educate in the role of managing the family. However, in the digital era women messages have eroded the character of women in culture. This is because privacy and public spaces are no longer considered when using social media.

On this matter, digital literacy is not only about the ability to search, find, evaluate, make, use and disseminate the information (Fig. 4).

With Literacy, women can maintain ethics in the use of information technology so that social media users are able to make a persons critical power in receiving and interpreting messages, also able to search and verify messages. Literacy also enables one to understand the logic of creating reality by the media and constructing positive messages and distributing them to other parties.



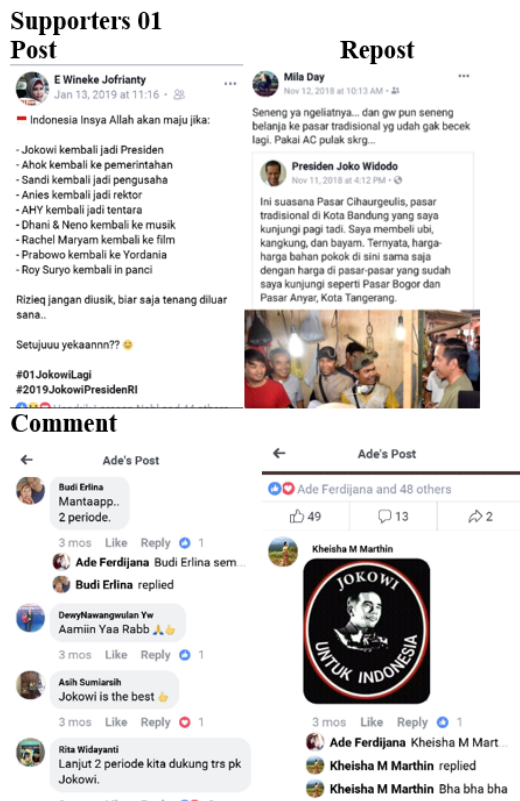


Fig. 1. Practical political actors with marketer patterns supporters 01.

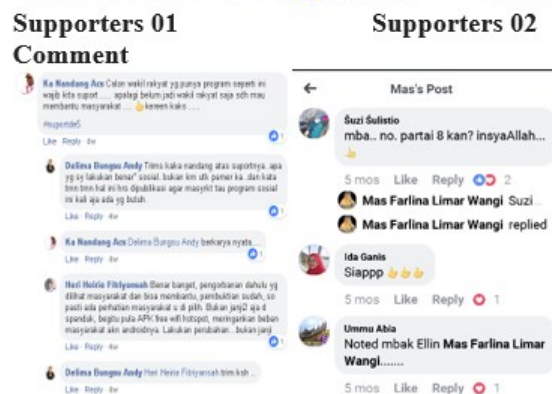
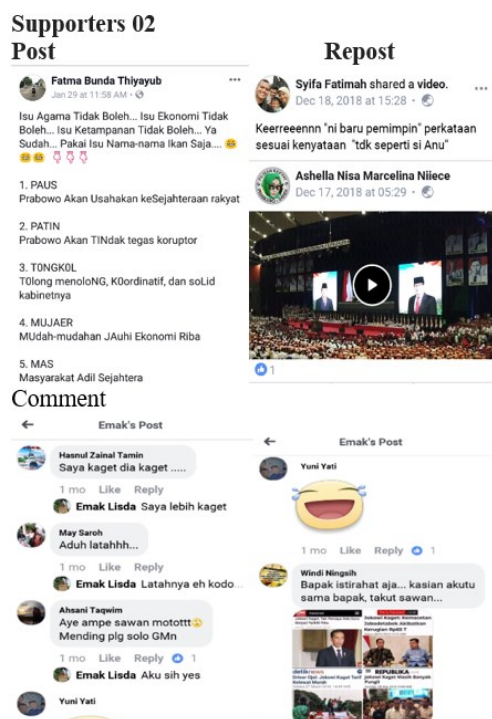


Fig. 2. Practical political actors with marketer patterns supporters 02.

Fig. 3. Practical political actors with marketer patterns for candidates in the legislature.



Fig. 4. Seven elements of literacy [13].

## V. CONCLUSION

- Message that is delivered by women in FB related to the Presidential Election 2019 in general is positive provocative, although there are posts that is positive educative.
- With Facebook as the medium, features for posts or repost that dominantly used by female is in pictures, not much of videos. Comments that written are more in narrative and emoticon symbol and sticker.
- Dialogue that happen between interactive supporters are toughen their support, but when different support that is provocative ignoring each other, interactive educative.

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