

Big Data and the Revolution of Political Campaign in Indonesia

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Abstract—This paper aims to explain how the development of BIG data as such as the development of technology affects many things in human life, including politics. This research using the library research method is to use several sources of the library looking for some things that can explain the effect produced by Big Data on the political campaign system in Indonesia. The results of the study showed that Big Data did have implications for the Perpolitikan and political party campaign in Indonesia, but there are still a lot of notes regarding the readiness of politicians utilizing the era Big data.

Keywords—*campaign, politic, big data, indonesia*

I. INTRODUCTION

Whosoever can get big data and be able to process it at this point he's the guard. No matter what: business, politics, intelligence, healthcare management, to sell bras and panties. The algorithm could decompile data swag and any mixing into the real information. Big data is an exabytes amount of data. One exabyte is 1,000 petabytes. One petabyte is 1,000 terabytes. The question: Is it in the Indonesia election 2019 Big data play a significant role? In the United State of America, Donald Trump already uses it Through Facebook and Win the election. Though all pooling states Hillary Clintonlah is superior. Later, when the use of big data was informed, Facebook's share price collapsed. But Hillary was already defeated. The news site dailymail.co.uk aired the vote calculation process of the United States presidential elections displayed in a giant screen [1].

In the near time Malaysia also immediately election. The incumbent party (Barisan Nasional, UMNO) and Pakatan Harapan competed in the frontal. Campaigns are growing in heat when the selection has not established Like the more powerful. Just mentioned: this year. What month is unclear. Plainly said: possibly this April. What date has not been mentioned? Can be set suddenly. That again has the set. The time will be sought that can make the throne prevail. Big data, in Malaysia, is already a part of the war. Suddenly, last week, the parliament had a change in the boundaries of the electoral area (Dapil). The opposition, led by Mahathir Muhamad, accused it of being part of the ruling ruler so that the colleges were not inferior. The results of the big data algorithm there apparently indicate a loss at an individual electoral district. Therefore the district boundary needs to be shifted [2]. Whereas in Indonesia itself #2019GantiPresiden movement has become one of the references how the Internet can provide a very remarkable effect on the mass movements in the real world [3].

In Indonesia, there is extensive data, conscious party. No big fees, no famous figures, no fanfare the party could escape the KPU. It is defeating the party such as PKPI, which was driven by Hendropriyono. Also barely humiliated the Bulan Bintang party, fortunately finally escaped. Although other party simulation sound cards have not had time to list the UN as the election participant, political scientists, democracy fighters, and students should have discussed this how the Big Data will affect our democracy. How big data will reduce the role of scholars, the role of Istikharah, the part of successful teams, and even the political role of money.

Will the Big Data era be the end of the democracy era? The age of smartphones has brought consequences for democratic life. Big data is already in the hands of third parties. Your personal information is already in possession of the parties who want to exploit it. Suitable for business, political, and condom sales. Big data that processed with the algorithm will be directly conical to the Dapil. Even at TPS scope.

II. METHOD

First, This research is a research library. The literature research is a study conducted solely based on written work, including the results of either research that has been or has not been published. Examples of this kind of research are historical research, figure thinking Research, research (surgical) books, and other examples of research related to the literature.

According to Mardalis, Library Research is one of them aims to collect data and information with the help of various materials contained in the library room, such as books, magazines, documents, notes, and historical stories and Others. In the essence of data obtained by the library, research can be used as an essential foundation and primary tool for the implementation of field research. Still, according to Marsalis, the research was said as well as a study discussing secondary data [4].

In addition to being sourced from a printed text in the form of writings or notes in the form of letters and numbers, library tracing can also be via the form of an optical disc, via computer or computer data. In other words, literature research can also be in digital form. And bias also sourced from movies (recordings), images, documents, and historical archives. Conclusion of the literature research can be obtained by collecting data/information from various library sources then processed and presented in a new way to get a new interest [5].

Research libraries should be conducted starting from common information, only then obtained from more specific details. Literature research should use a source of library references using primary sources, derived from the results of scientific research reports, research results seminars, and research journals. The primary source or reference is a reference derived directly from the source, not the opinion of the primary source cited by others in a paper. So that it will appear to be a sense of the written work, because it is closer to 'something' that will be researched, or in other words looking for research object of the literature study from the first source or first hand that has not experienced Mixing from source to second or hand to two [4].

III. THEORETICAL FRAMEWORK

We are now in the time when the Internet is no longer merely a means to conduct communication, and able to mobilize many people [6]. In the Informbig Data technology industry is an issue that is always talked about [7], but now Big Data has also been a study of the scholars in the field of social sciences, because its emergence has an effect on human thinking and affects a social activity [8]. Big Data has become the reference of many people for various purposes, ranging from business, research, to political interests [9].

Today, the rapidly growing presence of technology and social media has transformed how the public assesses the candidates for leaders. In contrast, this development also changes the way candidates understand the characteristics of prospective owners. Internet makes people think that online is a necessity [10]. Therefore, it is not enough for a candidate to only rely on conventional campaign strategies. It takes a revolutionary campaign approach and is relevant to the changing times. Utilizing a campaign strategy through big data-driven technology can be one of the practical solutions to boost electrical portability. From profit group to non profit group all rely on Big Data [11].

According to industry analyst Doug Laney Big Data is a new technology in the world of information that enables the process of storing, processing, and analyzing data, which are large volumes, rapid growth, varied forms, and complexity High. The growth of data that has produced at a global level is now almost unimaginable. That is, big data has the high potential to be utilized in a variety of sectors, both business, government, and including politics as a new strategy in the campaign [12].

In a business standpoint have been a lot of research showing that Big Data is giving many positive effects [13], then what about the political world? Through big data, a candidate can map not only the demographics of voters but also political preferences, media preferences, emerging issues, opinions, and public sentiments, media framing, to anything related to voters activity on social media. The various facilities offered in this big data analysis can later become a comprehensive strategic study for decision making. The use of big data will consistently realize measurable campaigns due to data identifying voters more deeply and accurately [14].

Governments and politicians from various negars have now realized that Big Data has the benefit of running various governmental programs, and of course it is beneficial to defend or seize power [15].

The use of Facebook data by Cambridge Analytica, which won Donald Trump in the United States election in 2016 became one of the proven effectiveness of big data analysis in political contestation. The micro-targeting strategy that can identify each issue in detail in different regions of the United States helped Trump in mapping out any population that could be influenced through content impacting the position His electrified. Internet makes people think that online is a necessity.

Trump's campaign strategy that focuses on individual needs rather than large groups has impacted the success of Trump securing his voice in many areas of the Republican Party base and stealing many views in the traditional base region of the party Democrats, such as in Pennsylvania and Florida. This strategy was, in fact, capable of reversing the predictions of the survey institutions that were much of Hillary Clinton's advance [1]. Big data is not new in the United States. Two former presidents, such as Barrack Obama and George W Bush, have also conducted microtargeting's big Data-based strategies as proven successful campaigns.

As an organization, political paartai could not look underestimated the need for Big Data in any political movements. Because Big data is a fundamental necessity for all organizations that want to continue to grow, including political parties [16].

IV. DISCUSSION

In Indonesia, the use of big data has begun to look even though it is not massive. It is still a relatively expensive operational cost to build big data system so its main obstacle. As the province with the largest APBD in Indonesia, DKI Jakarta just started to enter the planning phase in making big Data system to support the optimization of the regional revenue, corruption prevention, and transformation of policies that have People. In practical politics, some political parties have begun to revolutionize its campaign strategy [17].

The technological developments that have entered the adult phase make the use of big data in political campaigns no longer inevitable. There are at least two main factors for the usage of big data in Indonesia, so strategic and urgent. First, the high number of Internet users in Indonesia. Big Data, whose population utilizes Data sources from the Internet and social media, makes the level of accessibility of the Internet community a benchmark for the effectiveness of this method. The higher the number of Internet users in a region or country, the higher the accuracy of the analysis. Referring to the Global Digital Report 2018 data created by WeAreSocial and Hootsuite, Internet users in Indonesia have reached 132 million people or half of the Indonesian population. Based on the survey, the average Indonesian community took 9 hours and 33 minutes per day to access the Internet. Indonesia also ranks the third world as the country with the most extended social media duration, which is 3 hours, 23 minutes each day [1]. From this fact, it can be said that voters in Indonesia are very potential to be reviewed and analyzed using big data.

Secondly, the use of big data will make political campaigns more rational. Today we are faced with the fact that the campaigns used by politicians tend to be not substantial, destructive, and uneducated. The candidates and his team are still happy to use a strategy against each other negative sentiments that are far from the idea's battles and ideas.

Campaign narratives built less likely to be without facts, data, and adequate solutions. The optimal use of big data will certainly reduce the unsubstantial campaign with the birth of new, systematic, well-planned, targeted ideas, and ideas [18].

The campaign narrative gained from this big data analysis will propel the creation of a modern, scientific and political campaign that can create campaign promises that are not merely normative but also touch on the realm of the applicative program in Community. Reviewing the two main factors above, it is necessary that big data analysis began to be applied to the fullest by all political actors, both the Capres-Cawapres, regional head candidates, and legislative candidates across the level, both DPR RI and provincial DPRD and Regency/City. It is time to create a revolution campaign strategy based on scientific and technological approaches according to the development of the Times and the needs of society. Hopefully, the future of our political and democratic contestation will be more quality with more emphasis on the essence than a mere sensation.

How do political parties adapt? The Industrial Revolution of the 18th century has replaced animal power to mechanical steam-powered production machines. Since the year 1870, when electrical energy is found, production can be done in bulk marking the continuation of the second phase Industrial revolution. Similarly, in the year 1960, when electronic devices discovered, the production process could be done automatically. And now, we are in the Industrial Revolution of 4.0. Its presence characterized by the integration of online worlds with industrial production. Not only does it make production automatically, but it also connects various production sectors simultaneously with virtual world operations that are made connected online (Internet) [18]. Political parties should also be cautious because the presence of the Internet makes every citizen may be able to publish an information that endangers the party and the candidates supported [19].

The current revolution is different from the social revolution that occurred 100 years ago. The revolution is not only social, but also economic, political, and cultural. This revolution affects almost all aspects of our lives. The revolution is led by innovators who use algorithms and mathematics as the primary weapon. They conquered the region/region/urban state even by using big data, social media, and artificial intelligence as weapons of conquest. The Revolution presents a digital society [20]. The Digital Society has introduced a new image of world society. No exception Indonesia. The vision, ideas, and values that have been in power have changed with new values. The phenomenon of Uber, Facebook, and Buka Lapak has marked the birth of these new values. The Digital Society not only presents progress for the community but also exclude vulnerable groups. The question is, how will political parties be self-investigation?

The most recent data issued by the research institutions bring about the same phenomenon — high penetration of the Internet in Indonesia. In 2014 Indonesian internet users reached 83 million people, and the majority of them were active social media users. Social Media is used by 84.2% of mobile users in Indonesia – based on the Survey Baidu Sept 2014. The Indonesian Internet Services Association Survey (APJII) in 2016 also noted almost the same phenomenon.

Where Internet users in Indonesia currently reach 132.7 million participants or 51.8% of the total population of Indonesia that reaches 256.2 million people. 65% or about 86.3 million Internet service is located in Java Island [1].

In 2017 Kapinos, a strategic marketing consulting institute that helps organizations to identify the opportunities and challenges they have, conduct digital user surveys in Indonesia. The result of Internet users in Indonesia reached 133 million people. While the active use of social media reached 115 million people. McKinsey Indonesia also gave the idea that Indonesia has now entered the era of the digital revolution. There are at least 4 components that show that: Internet users based on mobile technology increased from 55 million (2014) to 67 million (2015), the Use of cloud technology (cloud technology) has also undergone a growth of 1.4 times, there is an increase of 7 million Equipment connected online from 32 million (2014) to 39 million (2015), and monthly Internet traffic grew by 60 percent from 277 petabytes per month (2014) to 448 petabytes per month (2015) [21].

The numbers above show the dominant digital society in Indonesia. This brings an impact on the transformation of digital technology, physics, and biology. When associated with political parties, the community is now able to quickly and easily find out the work program and achievements of the political party. With social media, The political party directly communicates with the community so that the communication gap can be minimized as small as possible. Social media allows information from political parties to the public quickly, easily, with a wide range. The more mass media that makes social media a news referral, so by communicating in social media, it allows cross-platform to mass media.

Departing from the various digital society phenomena above, it is now essential for political parties to preserve the mastery of technological developments. At least there are a few things to do; First To build the Paradigm of the party digitally. The campaign to convey the vision of the Mission and program of party struggle is no longer only done at the time of attack [18]. The values of a political party's effort and party performance can be undertaken at all times. Using social media can make millions of voters at the same time.

Second Provides the required infra digital structure. Infrastructure here includes the Capasitas hardware or Software. Party cadres should be trained social media awareness and training optimizing social media in the electoral work of the party.

Third Set up three party pillars, legislative members, regional heads and party structures, to be sensitive and adaptive to the digital age. This part can give birth to the attitude of the responsive party actor, quick response to public and useful problems and designs in community service.

V. CONCLUSION

The term big data has begun to be talked about in Indonesia in recent years. Big data itself is a huge collection of data that will be processed again for purposes of making specific decisions, predictions, or needs. Big data growth and utilization, is inevitable, including in Indonesia. Big data analytics is still a new thing in Indonesia, and many organizations are not yet considering the big data analytics strategy well.

Looking at the rapid growth of big data, many companies have realized the importance of implementing big data analytics strategies. Many believe that companies that do not adopt big data analytics strategies, in the next year, will risk losing market share and momentum after big data, politicians can use it to map demographics, History of voters contributions in politics, political views of voters to underestimated business such as media consumption, activity on social media to the status of ownership of homes or vehicles.

Big Data's presence is not the end of democracy but rather raises a new reality of democracy, which makes the world to be ready to go, and prepare to wait for new surprises from the Internet.

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