

# A Cyber Politics: The Transformation of Marketing Politics in The Cyber Age

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**Abstract**—As the oldest study after philosophy, communication studies is currently listed as the forefront of the development of the global media environment. The emergence of new media presents a conventional media convergence phenomenon, starting with the appearance of the internet and mobile communications access with highly speed of the system. By having the speed of access, new media is able to build a new community that is encapsulated in virtual communities. This development is considered as a radical challenge (extreme) by conventional theory, because it is dominated by new media communications approach to international communication (interaction of global/transnational). It includes political discourses. With the purpose of understanding the dynamics of contemporary media seriously, it requires the researchers to leave the meta-theoretical frame work of modernization, dependency theory, and globalization; and to focus sharply on a study that yields insight into the context of the communication process, with a focus on the analysis of cyber theory, including the social and political implications. Media, through communication studies across all reality always meshes among social, economic and political. By having the initial assumption, media become something interesting to be researched. Moreover, a brief study bringing new awareness to a new theory called Cyberpolitics has been developed. With a qualitative approach the researchers will face the reality in a critical way. This research is also focused on providing an explanation about the transformation of political marketing in the era of Cyber Media

**Keywords**—*CyberPolitics, Global Communication, Cybermedia Space*

## I. INTRODUCTION

According to the previous researches, the content of communication science has not been able to follow the changes and developments of global media environment. The emergence of new media presents a conventional convergence phenomenon. The historical record begins with the advent of the internet and mobile communication access with the speed of the system. These conditions affect the existence of a new theory, namely Cyber Media. This situation brings the new media with new communities. It is encapsulated with a name called virtual communities.1

The development of these situations becomes a radical challenge for conventional theorists because it is dominated by

new media communications that is acknowledged as global communication. By having this reason, this study participates to build what we call cyber politics. It is a new study about political actions taking the main theme related to Political Marketing. Basically, in the era of conventional political marketing was done manually, and the design of political campaigns was also still in the form of conventional texts. Nowadays, we understand that many parties subsequently use the cyber area to build political awareness of the community.

In this brief study, the researchers will explain some of the theoretical implications of the emergence of digital culture as part of the study in political communication. By having this reason, the researchers applied the media study to official political parties in Indonesia, namely Great Indonesian Movement Party (Gerindra) and National Demokrat Party that actively participate in the social networking media.

Referring to this reason, the purpose of this study has led to the discussion about the concept of comparative issue based on the principal relevance between global communication studies and political communication. It is also related to communication technology. The framework explains about the understanding of Cyber Media and political marketing in the cyber era.

The discussion started with moving forward to see the role of space in the Cyber Media political upheaval in Indonesia in 2014, and is finally closed by conclusions about the broader implications of the case

Before analyzing this research, the researchers will explain about what Cyber media is in theoretical review.

## II. THEORITICAL REVIEW

### A. *The Understanding of Cyber media*

The term of cyber media is inspired by hypermedia. Basically, it has been used for a long time before the internet appearance. It was used to mention the conventional media such as television and radio. Along with the change in communication technology and the emergence of new media, the term of cyber media refers to the internet utilization. Ronald Delbert [1], a scientist in the field of International Relations gives his opinion on Cyber Media or hypermedia:

*... Not only captures the convergence of discrete technologies, it also suggests the massive penetration and ubiquity of electronic media characteristic of the new communications environment ... the prefix "hyper" (meaning "over" or "above") emphasizes two central characteristics of that environment: the speed by which communications currently take place, and the intertextuality or interoperability of once-discrete media" [1].*

Although the ideas about Cyber Media stated by Deibert were formulated before the advent of YouTube, Facebook and Twitter, it can be seen clearly that the new development reinforces the ease of movement and flexibility of digital information with convergence concepts. Mobile phones, tweets, email, social networking, text messaging, digital cameras, video online, electronic newspapers, and satellite television, thereby have formed a communicative environment (read: cyber media space) [2].

This explanation is considered as criticism to the previous theorists in the formulation of the mass media before the digital world appearance and the mass media is still grouped in one area, namely television, radio, newspapers and movies. But now, when digital communication technology dominates the situation, the past era was no longer relevant to be used in the convergence era.

This presentation will focus on the main theme as mentioned above. It explains the related implications towards Social and Political Communication. The emergence of cyber space is a qualitative leap in terms of how each person searches, accesses, produces, and reacts to information.

It is important to know that cyber space is expanding through communication technology. Today, people are easier to "produce" messages in the era of mobile devices and blog. The conclusions of this paragraph assume that the new media space give contributions. Consequently, there are many people who are theoretically able to convey messages, and then we can expect the number of discourse arise in culture.

#### *B. Communication and Political Marketing*

Political communication has become a part of science discipline for a long time and is listed in the social sciences curriculum. It is admitted to both in the study of communication sciences and in the study of political science. Not only were students to be enthusiasts but also were the political figures involved in the political communication as members of the House of Representative, political observers, and other political activists.

In Indonesia, many moments of political activity occur and involve a lot of community such as: the direct election of parliament members (General election), President (Presidential Election), and regional heads (Regional Elections). The political activities create various forms of political communication. Therefore, the study of political communication will continue to evolve with the passage of maturation process in Indonesian politics.

*"Political Communication as a political activity is the delivery of messages politics characterized by political actors to others" [3]*

If we discuss the term of "communication", it will lead to a variety of meanings. It could be a set of hypotheses about the process or intuition exchange of ideas, messages and also information from the sender (sender/source) to the receiver (receiver/respondent) in order to elicit a response. Many books are written by the experts of communication and none of them dare to give a single illustration of the definition of communication, because communication was born on the basis need to explain what was happening in reality.

Etymologically, the word "communication" or "communications" is derived from a Latin word "communis" meaning "equal", or "communicare" which means "making the same" (to make-common). In a simple way the definition of communication refers to the transfer of information from the source to the recipient to receive a response or share information, ideas, and attitudes. At first, communication was the study of the problem in conveying messages. Along with time, the progress of science has very significant impacts for the development of communication. Communication Studies (Communicology) is the interdisciplinary science having a background study of the various fields of science, especially in social sciences [4].

Harold Lasswell; the father of Political Science, conducted some research by taking samples of propaganda in World War II (WW II). The results of these studies have become a major contribution to the development of communication science today. In addition, Kurt Lewin is known in the field of Social Psychology, Paul Felix Lazarfeld is a Doctorate in Applied Mathematics from the University of Vienna, and the last of the four fathers of communication was Carl Hovland whose background was Psychology from Yale.

Meanwhile, the word "politics" originated from the word "politikus". It comes from Greece "politikos" meaning relating to citizen or something that has relationship with audience interest. Both of them originally come from the word "polis" that has meaning as city state [5].

Politics has been considered as a pioneer of political science since more than 2500 years ago. It affects political concern and almost influences the scholars from all era. Politics is also considered as the Master of Science [6]

There is no scientific and human civilization regardless of the political review. For examples, there were St. Augustine, Maimonides, St. Thomas Aquinas and Calvin. There were also philosophers such as Plato, Aristotle, Kant, Hegel and Maritain. The poets included Dante and Coleridge. The famous novelists were like Dostoevsky, Hawthorne, and Orwell. Other scientists were like Priestley and Huxley. There were also Einstein, the mathematician, and statesman par Einstein Cicero, Burke, Calhoun, and Wilson [7]. They all were a bit of thinkers who were affected by the enjoyment of political studies.

In political marketing, there are at least three basic things that will be discussed. The first is the political motive itself. It consists of the conversation of related questions why somebody should go into politics and the way of reflecting the political life. The second is the media, or it also is considered as the image industry. This discussion for now will focus on the issues of cyberpolitics. The third is with regard to the constituents who will receive political messages.

Referring to the formula of Lasswell, politics is often defined as a "who gets what and when". Thus, Lasswell provides an overview that is an effort to achieve political power. The instrument to be used as the "access to" the power" in Indonesia and also in democracies is through the general election.

Nowadays, the reality of the political has been demanding individual politicians or parties to have access to the widest possible as mechanism of image industry. It is called the communication and information industrial based which will market an idea, ideas, thoughts and political actions. Politics in the perspective image of the industry is an attempt to influence others to change or defend a certain power through the packaging image and popularity. The more a politician can show a good image, the more of opportunity to have greater power he can get.

Almost no component of political system can create a symbiosis mutualism relationship between politicians and political image industry. There are components such as political socialization, political recruitment, interest articulation, interest aggregation, the rule-making process, and the establishment of enforcement and the implementation through access to the industry's image. Among the most prominent images of the industry today is the mass media industry.

The main strength of the media cannot be denied in today's information age. The power of constructing reality means the strength in packaging the issues. So, it stands out to the surface and eventually becomes a public discourse which is interesting today. There are many people, or social and political institutions showing their interest in the media. They seek to have access to enter and influence the media, with the assumption that controlling over the media will be the entrance in packaging and controlling public opinion. Furthermore, by controlling the public opinion it is expected to be easier to direct preferences as expected by candidates.

An opinion in communication perspective is seen as an active response that is constructed through personal interpretation that develops from the image. Because the opinion itself is considered as a response which is constructed, it will be a strategic situation from the politicians that are in fighting periods to give attention to the packaging of opinion for political purposes.

Firstly, Credibility or it is about something to believe or not to believe. By having a good marketing strategy, the audience will be directed to believe the concept that has been

arranged by the candidates. More people will trust the candidate, the more positive public. Secondly, in the opinion it itself contains the welfare value and deference value such as the searching of welfare, prosperity, skill and enlightenment. Meanwhile the deference value are the respective building, moral rectitude reputation, attention and the power of popularity. By understanding the component of the value, it will be better for the candidates to understand that public opinion can not freely flow but it must be constructed by elegant ways.

Thirdly, the opinion is built from components of expectation. It is related to a conative component. It comes from the aspect of personal image and interpretation. Psychologists consider it as impulse, volition and striving. The awareness of packaging the public opinion is also the way to reach ideal achievements as expected by public. The more spacious shaded area between the expectations of candidates with voters is created, then the greater the chances of a candidate will get to win the battle of image perception.

### III. CASE STUDIES

#### A. *Cyberpolitics Campaign of Partai Nasional Demokrat*

National Democrat Party (Nasdem), is a new party that for first time will participate in 2014 general election. Having interest to observe the activities undertaken by the Nasdem cyberpolitics, and seeing the enthusiasm of cyber communities and social media, the researchers realize that it is not only as a socialization purpose, but it is also considered as online marketing tools for political campaign. Internationally, the way of this campaign has brought Barack Obama to be elected as the president of the United States in two periods. His victory was assisted by social networks like twitter, blogs, and Facebook.

According to that situation it proves that social media campaign is effective, and it brings advantages. In Indonesia, it has been used but limited to being the complement of the campaign. According to MarkPlus insight, the number of the internet users in Indonesia by the end of 2012 has reached 61.08 million people. The figure increased by about 10 percent than in 2011.

To dominate the communication with the public becoming one of the key success to win the competition in politics and social media is an effective channel. The political movement or activities by using social media is commonly used in Indonesia. Nowadays, politicians are aware of using social media. Moreover, while facing legislative and president election in 2014 Patrice Rio Capella, General Secretary of Nasdem party, is demanded to be able to make relationship with the citizens through social media. It is expected to become one of the key successes to win Nasdem Party leading by Surya Paloh to socialize their programs by using Facebook, blog or website. It becomes the thesis of cybermedia.

### *B. Cyberpolitics Campaign of Partai Gerakan Indonesia Raya (Gerindra)*

The first general election in 2014 has passed in Indonesia, but the politicians have not stopped working yet. The general election to choose president needs a tight strategy. Gerindra still needs supports collected from social media. Besides using the line advertising through mass media such as TVC, the social media is also considered as integrated marketing communication tools as the medium between the leader of political party and the society.

Conversations in social media such as Facebook and Twitter are now able to break through the wall of bureaucracy which has been a barrier between the public and political elite. Egalitarian, responsive and cozy styles are the hallmark of the users of Facebook and Twitter. Low budget becomes one of the reasons to use social media. Some of the political parties recruit media online teams to make them as a tracking conversation among social media users. Gerindra seriously handles this part by hiring 13 (thirteen) people to manage website, Facebook and twitter for this party.

Team members take turns giving status updates, reply comments and friends on Facebook mentioned by the "follower" or followers on twitter every minute. Citing news at Antara News, the Gerindra chairman, Suhardi, said that social media was an effective medium to interact with the community. His statement was delivered with a single "click", and it could immediately be accepted by thousands of people in a short time. Then, people can directly comment on the statement.

Regarding this phenomenon, Gerindra leaders often consider input from Facebook and twitter to arrange party's internal policies. For example, in the nomination of Deputy Governor of Basuki Purnama Tjahaya, Gerindra got a lot of feedback from the Facebook and twitter. Suhardi said, Gerindra would maximize the use of social media in winning legislative candidates and presidential candidate in the 2014 election. This is a "ground war" strategy of Gerindra. Gerindra has 18 043 followers with twitter account @ Gerindra and 1.236 million friends on Facebook with the same name. Meanwhile, the presidential candidate, Prabowo Gerindra, has 151 059 followers on the account @ prabowo08 and 1.2 million friends on Facebook with the name Prabowo.

## IV. CONCLUSION

### *A. Cyberpolitics: The Transformation of Marketing Politics*

The case studies described in the paragraphs above have raised several related issues between Cyber Media and political space. It is important to build the Cyber Media space in ways that combine mobility, interactivity, and visibility. Now we can see the theory in which the activists of Cyber Media enable to configure interactively inter-connected media between old media and new media. A Cyber Media space theory is an important part of the emergence of media-YouTube, Facebook, Twitter, and so on.

Meanwhile, the term "old media" such as television and newspapers are important links that exist in the space CyberMedia. "New" and "Old" media are locked in a relationship, and they cannot be separated because they are a single entity in the historical development of communication technology. They are interdependent, reinforce each other, and complete each other well.

For Nasdem and Gerindra, the text messages and digital interaction have functional benefits as devices delivering the importance information to develop visibility news in television. The combination among mobile phone, computer and television should be connected in an integrated way through social media in order to be shared widely. Meanwhile, the future study of political communication related to cyber depends on systematic research about problems, and explores issues connected with the theory as the way to discuss old and new in integrated ways. Social media is not resilient enough to build propaganda without television support.

In contrast, television is still pretty tough to stand on its own without the help of Cyber Media. The important point is not the time to celebrate or lament the advent of new media, old media, in fact, is still capable of being themselves. However, we must be careful not to adore the new technology. Otherwise, we stay to focus on people who are politically motivated when they use the technology in a social and political context in each of their actions, both nationally and globally.

Cyber Media space is one of the social networking sites as stated by Bolter and Grusin opinion: "Media has the right, but the right agent ... limited ... he is an agent of cultural change agents through formal material interaction, and economic logic that creep in and out of the reach of individuals and social groups ". To follow the general line of thoughts is to avoid media determinism. In this regard, we propose a theory of media dependency and imperialism that find an agent exclusively in the structure of the political economy; media technology; and culture, and a theory of active users who think about the meaning of media messages.

Referring to this case, the relationship between communication practices and situations in areas requires further exploration and requires a lot of theories. One way to begin with in the study is to distinguish between information and mobilization. "Twitter Revolution" is developing considerably among countries such as Indonesia. Cyber facilitates cross-border exchange of information, but how effective the cyber space in organizing the masses is still under investigation.

It could be argued that the nature of the media "public" and the high visibility they have make them perfect to combine mass diffusion, while information at the same time makes them ineffective in carrying out operations in the context of volatile clandestine. Cyber Media space provides an alternative space for social activity control [8]. Process of

technology enables to take place, where other actors are ignored after another actor who plays another role.

### *B. Social Construction of Reality at Cyber Media*

Peter L. Berger and Thomas Luckman [9] provide an overview of social construction. The social construction of reality occurs simultaneously in a procession through three stages. The first is the externalization. The second is objectification, and the third is internalization. The three of such processes occur and fuse among individuals in society. Actually, it is all right to manipulate the reality of Cyber Media, but it still needs a companion from conventional media like television, radio and newspapers.

Substance theory and social construction of reality approach assumed by Berger and Luckman [9] are simultaneous processes that occur naturally in the language through daily life in a community of semi-primary and secondary. An important note in this discussion is that the realm of the mass media has not been much discussed when the initial research is done. The social basis of this approach is that the theory and the transition-modern society in America in about 1960, in the era of mass media, was still an unpopular thing and had not been an interesting phenomenon to be discussed. Thus, propaganda at the time still used manual media away from today's technology.

Thus, the theory of social construction of reality delivered by Peter L. Berger and Thomas Luckman [9] had not included the mass media as a variable or phenomena that influenced the social construction of reality at that time. Now a change has occurred with maximum speed and no one has been able to stop, especially the advancement of communication technology-based mass.

Without the existence of mass media, the message distribution in the social construction of reality will improve slowly. It needs more time to build opinion for creating reality of the media. It can be spatial (discontinuous), and takes place in a hierarchy-vertical structure, in which the social construction begins from leaders to subordinates, leaders to their masses, clerics to its students, teachers to students, parents to their children, and so on. In this context, the social construction of the building requires more gate keepers [10].

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