THE ROLE OF SOCIAL MEDIA IN OVERCOMING THE PROBLEM OF POLITICAL POLARIZATION DURING ELECTIONS

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Abstract

During the General Election, the problem of political polarization is a recurring problem and must be resolved immediately. To overcome this problem, the role of social media is very necessary. Based on this, this research aims to analyze the role of social media in overcoming the problem of political polarization during the General Election. This research is qualitative research with a descriptive approach. The data used in this research is secondary data obtained from scientific journals, books, websites and all sources that should be used in every research. The results of this research show that first, social media is like a knife that can become a weapon to protect yourself and others and can also injure yourself and those around you. Second, polarization is caused by ethnic factors, cults, fanaticism and abuse of authority by those in power. Third, social media can play a role by prohibiting campaigns containing SARA, focusing on vision and mission, and increasing educational content.

Keywords: *Social Media, Political Polarization, Role.*

INTRODUCTION

The development of the use of internet media as a means of communication became increasingly rapid after the internet began to be accessible via cell phones and the term smart phone (smartphone) even emerged. With the presence of smartphones, the facilities provided for communication are increasingly diverse, starting from SMS, MMS, chat, email, browsing and social media facilities(Putra Perssela et al., 2022).

Van Dijk in (Nasrullah, 2015) stated that social media is a media platform that focuses on the existence of users which facilitates them in activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond. Meike and Young in (Nasrullah, 2015)define the word social media as a convergence between personal communication in the sense of sharing between individuals (to be shared one-to-one) and public media to share with anyone without any individual specificity. According to Boyd in (Nasrullah, 2015)social media is a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other.

According to (Nasrullah, 2015) social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users to form virtual social bonds. In social media, three forms that refer to the meaning of being social are recognition, communication and cooperation. Social media has the power of user-generated content (UGC) where content is generated by users, not by editors as in mass media agencies. In essence, with social media various two-way activities can be carried out in various forms of exchange, collaboration and getting to know each other in written, visual and audiovisual form. Social media begins with three things, namely Sharing, Collaborating and Connecting (Puntoadi, 2011).

In fact, social media functions like a knife that can have a good or bad impact and can be used to injure the holder of the knife and other people around them. One of the good impacts that can be used from social media is reducing polarization during the general election.

Polarization, referring to the Big Indonesian Dictionary, means division into two parts. Political polarization is defined as two groups with different political beliefs and views. This political polarization is due to a strong commitment to a culture, ideology, or candidate, thereby dividing a group. Polarization makes a group consider its views and principles to be the most correct. Assuming opposing groups have wrong political and moral views. Polarization is caused by a change in the framing of party political communication. Framing changes occur due to changes in the map or political culture followed by the attitudes of party supporters(Febriyan, 2023).

Based on the explanation above, this research aims to analyze the role of social media in overcoming the problem of polarization which often arises every time the

Election (General Election).

METHODS

One of the problems that often recurs before and during the ELECTION is the problem of political polarization where supporters are fanatical about their candidate pairs and are willing to risk everything and sometimes do not use good sense(Lexy J. Moleong, 2014). Based on this explanation, it can be concluded that this research is qualitative research with a descriptive approach that describes the role of social media in overcoming the problem of polarization during the ELECTION(Lexy J. Moleong, 2018). The data used in this research is secondary data that researchers obtained from trusted websites, books, scientific journals, and all references that should be used in research(Sugiyono, 2019). The analysis technique in this research uses analytical techniques with stages of data collection, data selection, data reduction, and drawing conclusions(Manzilati, 2017).

RESULTS AND DISCUSSIONS
Social Media

The development of the use of internet media as a means of communication became increasingly rapid after the internet began to be accessible via cell phones and the term smart phone (smartphone) even emerged. With the presence of smartphones, the facilities provided for communication are increasingly diverse, starting from SMS, MMS, chat, email, browsing and social media facilities(Putra Perssela et al., 2022).

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Political Polarization

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In mid-2018, the journal American Behavioral Scientist, Vol. 62(1), published an article by Dan Slater (University of Michigan) and Aries Arugay (University of the Philippines) entitled 'Polarizing Figures: Executive Power and Institutional Conflict in Asian Democracies'. This article discusses political polarization that occurs in four democratic countries in Asia, namely Thailand, the Philippines, Indonesia and Taiwan. In this article, Slater and Arugay emphasize that political polarization can indeed arise because identity factor, but they focus more on other factors, namely perceptions of the management of power. "Today's democracies often polarize over the perceived abuse of power by popularly elected chief executives," they wrote(Karim, 2019).

Interestingly, political polarization tends to arise when executive leaders abuse their authority. "When chief executives simply play by the rules," they say, "they make polarization less likely. And when they do abuse their powers, their opponents can also keep polarization from turning pernicious by playing by the rules in the process of removing him."This argument perhaps makes sense, because abuse of power by executive leaders does open up opportunities for pros and cons to emerge among the public, thus having the potential to give rise to political polarization. However, one thing that is not emphasized in this article is that abuse of power is perhaps also commensurate with out of the box innovation which is often seen carried out by several executive leaders in Indonesia. A very progressive innovation by the regional head too has the potential to cause polarization, because their steps often hit bureaucratic fences so that they can trigger a commotion(Mietzner, 2012).
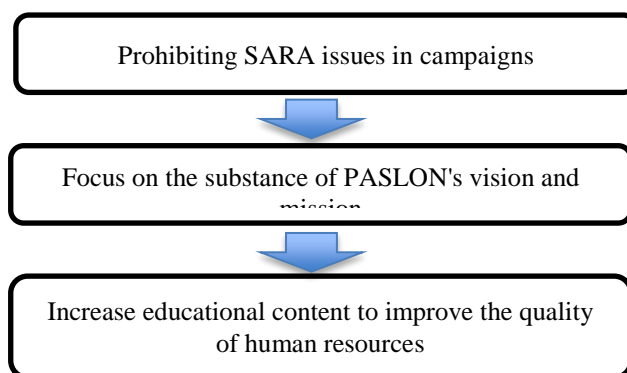
The Role of Social Media in Overcoming the Problem of Political Polarization During Elections

As the researcher explained above, Social Media is like a knife blade which can be a useful weapon for protecting oneself and the surroundings for the knife holder and can be a weapon that can injure oneself and others.

In relation to ELECTIONS, there are a number of media roles that can be used so that the political politicalization that usually occurs can be minimized to a minimum in the following ways:

Figure 1

The Role of Social Media in Overcoming Polarization During Elections

CONCLUSION

Based on the explanation above, Amak can be concluded as follows:

1. Social media is like a knife, which can be a weapon to protect yourself and the environment around you, as well as a weapon that can injure yourself and those around you.

2. Polarization can be caused by ethnicity, fanaticism, cultism, and abuse of authority by those in power.

3. Social media can play a role in minimizing the problem of political polarization during elections by avoiding SARA issues in the campaign, focusing on the substance of PASLON's vision and mission, and increasing educational content to improve the quality of human resources

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