Media Digital Campaign of Indonesian Solidarity Party and Movimento 5 Stelle

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Abstract
The utilization of digital media as a platform for political campaigns is growing. The party's strategy in campaigning is also more diverse. Semetko and Tworzecki in Fischer et al (2018) stated that nowadays, that political campaigns have entered a fourth era that began with the rapid development of social media from the mid-2000s. This has been done by one party in Italy namely Movimento 5 Stelle and Indonesian Partai Solidaritas Indonesia. Nevertheless, there are differences in the utilization of digital media platforms for political campaigns by both parties. In this paper it was found that the Indonesian Solidarity Party and Movimento 5 Stelle have many similarities in the use digital media for political campaigns, yet Indonesian Solidarity Party has not maximized the utilization of digital media for political campaigns as the Movimento 5 Stelle has.

Keywords: utilization of digital media, political campaign, movimento 5 stelle, Indonesian solidarity party.

Introduction
Today with the widespread use of the internet as a source of information, people are increasingly eased to access political information. With the awareness that the use of the internet can no longer be separated from daily life, the use of internet-based digital media as a platform of political campaigns is increasing. As Semetko and Tworzecki state in Fischer et al. (2018) that the current political campaign has entered the fourth era. The development of technology and its utilization is so much different and becomes a distinguishing feature from political communication in the third era. A survey conducted in the United States states that half of all voters are looking for news or information about the campaign via online media (Howard, 2006). Safiullah et al. (2017) states that digital media provides a place for politicians to create political markets in which candidates, government officials, and political parties can use social media to encourage
public opinion in the desired direction. Therefore, the current political party began to take advantage of one of the Internet-based digital media platform that is social media to campaign (Safiullah et al, 2017). This is done in order to obtain votes from the voters. It is not just social media, but also other digital media platforms such as websites are used for campaigning.

Internet-based digital media as a platform of political campaign must have been used by party parties in the world, not least the Movimento 5 Stelle party and the Indonesian Solidarity Party. As a newly established party fellow and has a common target of voters, Movimento 5 Stelle and the Indonesian Solidarity Party look very much the same in utilizing internet-based digital media in their campaign. This can not be separated from the age of the two young party cadres (Permana, 2018, and Ihsanuddin, 2018) who in fact are having more understanding regarding the use of internet-based digital media than the cadres of existing parties in their respective countries, the same vision to eliminate the old ways of choosing party cadres, are not open to the recruitment of the nation's best youngsters (Casaleggio, 2018 and PSI, 2016), the desire to express the voices of the people directly with no further obstacles to business entities, organizations, etc. (Casaleggio 2018; and PSI, 2016). With the similarity of the visions, it is expected that rational voters who choose based on the track record and promised program (Khadafi, 2017; Dowding in Fischer et al, 2018) vote them.

Therefore, the internet-based digital media platform used for political campaigns between the two parties with similarities are worth studying. The author will compare the internet-based digital media used and not used by both parties. The purpose of this study is to find out what internet-based digital media is used and not used by Movimento 5 Stelle and Indonesian Solidarity Party.

Currently, researches on the use of digital media by parties or candidates are more related to the use of social media for political campaigns (Safiullah et al, 2017), Challenges against Movimento Party 5 Stelle (Movarelli, 2016), Party Political Campaign Strategy (Rifany, 2017), Comparison of Political Party Campaign Strategies (Ahmed et al, 2016). In this paper, the issue raised by the authors is the comparison of the what internet-based digital media platforms are used for political campaigns by Movimento 5 Stelle and the Indonesian Solidarity Party.

**Literature Review**

**Digital Media**

McQuail (1987) states that the new media is a telematic medium or a device of electronic technology that includes technology systems, transmission systems, miniaturization systems, storage and information retrieval systems, as well as image display systems (using flexible combinations of text and graphs, and control systems (by computer), so it can be said that digital media can be created, viewed, distributed, modified and can survive in digital electronic devices Computer and software programs.
such as digital images, digital video, video games, web pages and websites, including social media, data and databases, digital audio, such as mp3, mp4 and e-books are examples of digital media. Digital media is very different from analog media that relies on manual systems such as print media, printed books, newspapers and magazines that are still traditional such as pictures, and so on.

Digital media, such as old media, has become a place for campaigning. Types of digital media that are often used for campaigning are social media, party websites, and android apps. Utilization of digital media in campaigns among political parties is now growing by accommodating the active participation of prospective voters. Party-owned digital media platforms such as party social media, Android-based apps and iOS-based apps, and party websites/portals, and features in these media provide an opportunity for voters to actively participate in political contestation. Therefore, the following types of digital media will be discussed by the authors in this paper.

<table>
<thead>
<tr>
<th>Social network</th>
<th>Facebook, Twitter, dan Instagram</th>
</tr>
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<tbody>
<tr>
<td>Website</td>
<td>Movimento 5 Stelle</td>
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<tr>
<td></td>
<td><a href="https://www.movimento5stelle.it/">https://www.movimento5stelle.it/</a></td>
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<td></td>
<td>and Partai Solidaritas Indonesia</td>
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<td><a href="https://psi.id/">https://psi.id/</a></td>
</tr>
<tr>
<td>Android-based apps and iOS-based apps</td>
<td>Parlamento 5 Stelle (Movimento 5 Stelle) and PSI Surabaya (PSI)</td>
</tr>
</tbody>
</table>

Using the concept stated above, the author will compare what digital media is used for political campaigning by the Indonesian Solidarity Party and Movimento 5 Stelle.

**A brief history of the Indonesian Solidarity Party**

The Indonesian Solidarity Party is one of the election participants who will fight in the 2019 General Election after being eligible to meet the administrative and factual verification requirements of the Election Commission (KPU) (Movanita, 2018). The Indonesian Solidarity Party itself is a relatively new party since it was founded in 2014. The party itself is targeting women and youth voters as stated on its website. The party claims to be filling party figures with young people and does not want any "former" politicians of other parties entering the party. There is a rule that the party management is limited to a maximum of 45 years, and currently the average regional board is 20-30 years old (Khumaini, 2015).
A brief history of the Movimento 5 Stelle Party

Movimento 5 Stelle (M5S) is the second largest party in Italy today. The party founded in 2009 by Beppe Grillo, a comedian, and Gianroberto Casaleggio, the owner of a previous internet consulting firm started off an anti-corruption movement. This party, by Casaleggio (2018) claimed to be "The first major digital political organization in the world". The party founded in Casaleggio in Deseriis (2017) states that a Movelle 5 Stelle operating system named Rousseau has 140,000 active online partisans as of August 2017. Movarelli (2016) states in his journal that the Movimento 5 Stelle partisans are "mixed crowd" with political opinions and different interests. However, as Putini (2016) in Movarelli (2016) stated, 84.6% of Movimento 5 Stelle supporters have in common-regardin the idea of fighting against corruption, the majority of them do not personally identify themselves as right or left wing supporters, and 66% of them believe that Movimento 5 Stelle is not included in the traditional classification of some sort of right-wing or left-wing.

Research Methodology

This study uses qualitative methods with conceptual studies and document studies on the use of internet-based digital media for political campaigns by the Solidarity Party of Indonesia and Movimento 5 Stelle.

The author first gathered the data from Parties’ social network such as Facebook, Instagram, and Twitter (screenshots of the social media accounts, the number of the followers, the number of the posts, and the features). Then, the author compared the use of such social media by both parties. Next, the author gathered the data from android-based and iOs-based digital media applications of both parties (screenshots of the digital media apps and its the features) and compared them. Last, the author gathered the data from the websites of both parties and compared them. The study was conducted from 1st May 2018 to 30th May 2018.

Discussion

Parties’ Social Network

Indonesian Solidarity Party and Movimento 5 Stelle have their own social media. Both parties have Twitter accounts; Indonesian Solidarity Party with account @psi_id and Movimento 5 Stelle with account @Mov5Stelle. The Indonesian Solidarity Party has +/- 67,900 followers, tweets of +/- 21,400 while Movimento 5 Stelle has +/- 635,000 followers and tweets of +/- 18,900. Both twitter accounts have similar features and displays where the top banner equally presents the flag colors of the country, edited with the background photos of the people involved, as well as the party slogan. The difference is only in the photo of the Indonesian Solidarity Party using cadres photograph with the President of the Republic of Indonesia, Joko Widodo, while Movimento 5 Stelle using photos of party supporters crowd as a backdrop.
On Instagram, Indonesian Solidarity Party has an @psi_id account with followers of +/- 66,700 followers and posts of 519. Movimento 5 Stelle has a @movimento5stelle account with followers of +/- 91.100 and posts of 761. Nine (9) party posts are the same - they are presenting more photos of their respective party cadres.

On Facebook, Indonesian Solidarity Party has its own page with likes of 1.8 million. While Movimento 5 Stelle has a page on Facebook with likes as much as 1.3jt. It is interesting to learn more about what makes the inequality of likes/followers between twitter account, Instagram, and Facebook owned by both parties because Indonesian Solidarity Party on twitter and Instagram have no followers more than Movimento 5 Stelle, but on Facebook Indonesian Solidarity Party is superior in the number of followers.
Parties’ Websites

Both parties have their own site/portal. Indonesian Solidarity Party has a portal www.psi.id and Movimento 5 Stelle has www.movimento5stelle.it. Both parties are still the same in terms of features such as having the feature About Us, Vision and Mission Party, News, The striking difference is on the features in each party portal. Movimento 5 Stelle has features not owned by the Indonesian Solidarity Party, the Rousseau (https://rousseau.movimento5stelle.it). Movimento 5 Stelle gives the partisan a chance to select a cadre through the feature. While the Indonesian Solidarity Party in its website has not given the opportunity for the partisan to select the cadres directly through the campaign feature.
Digital Media Applications Based on Android and iOS

Both parties have developed Android-based digital media applications, but for iOS, only Movimento 5 Stelle has developed the app. Some similarities in android-based applications is the feature of Home Page, Notification, About Us, News, Gallery, and so on. Recalling again as it is on the website of each party, there are different features for the campaign. Movimento 5 Stelle has developed the Rousseau feature for cadre selection directly through the app, but the Indonesian Solidarity Party does not have that feature.

Figure 5. Android and iOS based applications of Indonesian Solidarity Party and Movimento 5 Stelle

Conclusion

As seen in the discussion, it can be concluded that:

1. Indonesian Solidarity Party and Movimento 5 Stelle use digital media in the form of social networks for political campaign. The feature of which are seen the same.
2. Indonesian Solidarity Party and Movimento 5 Stelle use digital media in the form of parties’ websites, yet the feature are not the same as the Movimento 5 Stelle has features not owned by the Indonesian Solidarity Party, the Rousseau (https://rousseau.movimento5stelle.it). In such feature Movimento 5 Stelle gives the partisan a chance to choose a cadre through the feature. While the Indonesian Solidarity Party in its website has not given the opportunity for the partisan to select the cadres directly through the campaign feature.
3. Indonesian Solidarity Party and Movimento 5 Stelle use digital media in the form of Android-based application, but Indonesian Solidarity Party has not developed their iOS-based application yet Movimento 5 Stelle has. Also, it is the same as the parties’ website, the feature in Indonesian Solidarity Party Android-based application has no feature of choosing their cadres through the application.
For democracy to work well, voters must be involved as well as possible. That way the rational voters will choose the party that they think will benefit them. One of such is to provide space for voters to get to know the legislative candidates that will be carried by the party.

However, based on the results of the above document studies, it can be concluded that Indonesian Solidarity Party still has not maximized the use of digital media for its political campaign compared to Stelle Movimento 5 Party. This can be seen from the lack of features of candidate election directly at the portal/site of the Indonesian Solidarity Party. On the other hand, the Indonesian Solidarity Party in the aspirations listed on its website states to no longer choose candidates based on the political elite, as happened in Indonesia. The selection of cadres in political parties is still through obsolete traditional ways. Concrete example is the number of news about "Mahar Politik" (Political Dowry, Indonesian term means that someone must pay to be a candidate/cadre) which is still going on. One example is mass media coverage of La Nyalla Mattalliti's political dowry of Rp170 billion for East Java Governor Election (Jajeli, 2018).

This can be exploited by the Indonesian Solidarity Party to at least utilize the digital media platform they already have to conduct the election campaign of legislative candidates through the party's website. The author's assumption is to use a digital media platform for campaigns and to include partisans to "steer" what policies the party will take, the partisans will have a high engagement on the party. It is undeniable that Indonesia has become a role model by becoming the first country to conduct direct elections by the people. However, it remains useless if the cadres carried by the party are not cadres who are in accordance with the will of the electorate.

References


