



THE INTENSITY OF CYBERACTIVISM IN BUILDING SUPPORTIVE POLITICS IN 2024

Naomi Ainun Hasanah¹, Erlita Budiarti²

¹Universitas Islam Negeri Sultan Aji Muhammad Idris, Samarinda, Indonesia
hepzhibahnay@gmail.com

²Universitas Islam Negeri Antasari, Banjarmasin, Indonesia
erlitaabudiarti@gmail.com

ABSTRACT

The year 2024 will be an important year in political history for many countries around the world. The general elections scheduled for that year will bring a variety of changes, challenges, and opportunities to politics. However, one element that is becoming increasingly important in the build-up to these elections is the role of intense cyberactivism in shaping supportive and inclusive politics. In recent decades, the intensity of cyber activism has become increasingly significant in influencing the course of politics. Online activists have the ability to quickly spread messages to a wide audience, organize effective online campaigns, and shape public opinion. This study aims to understand how the intensity of cyberactivism affects political dynamics in preparation for the 2024 general election. The descriptive qualitative method is used as a procedure to analyze the problem with the aim of providing an accurate description of the current situation, with a focus on in-depth interviews and content analysis. The results show that the intensity of cyberactivism plays a significant role in shaping supportive politics ahead of the 2024 general election. Online activists have the ability to influence policy change, mobilize the masses, and accelerate changes in public opinion. They use various strategies, such as hashtag campaigns, online petitions, and the creation of engaging content, to achieve their goals. Content analysis also reveals the complexity of the various political messages spread by online activists. The impact of these messages on public opinion evolves dynamically, depending on the context and community response.

Keywords: Cyberactivism, Social media, Politics, Cyberactivism strategy, Social transformation

ABSTRAK

Tahun 2024 akan menjadi tahun yang penting dalam sejarah politik bagi banyak negara di seluruh dunia. Pemilihan umum yang dijadwalkan pada tahun tersebut akan membawa berbagai perubahan, tantangan, dan peluang dalam dunia politik. Namun, satu elemen yang semakin penting dalam persiapan menuju pemilihan umum ini adalah peran intensitas cyberactivism dalam membentuk politik yang mendukung dan inklusif. Dalam beberapa dekade terakhir, perkembangan teknologi digital dan internet telah mengubah cara politik dijalankan. Seiring dengan semakin luasnya akses internet dan penggunaan media sosial, intensitas cyberactivism menjadi semakin signifikan dalam mempengaruhi perjalanan politik. Aktivist online memiliki kemampuan untuk menyebarkan pesan dengan cepat kepada audiens yang luas, mengorganisir kampanye online yang efektif, dan membentuk opini publik. Studi ini bertujuan untuk memahami bagaimana intensitas cyberactivism

memengaruhi dinamika politik dalam persiapan menuju pemilihan umum 2024. Metode deskriptif kualitatif digunakan sebagai prosedur untuk menganalisis permasalahan dengan tujuan memberikan gambaran yang akurat tentang situasi saat ini dengan fokus pada wawancara mendalam dan analisis konten. Hasil penelitian menunjukkan bahwa intensitas cyberactivism memainkan peran yang signifikan dalam membentuk politik suportif menjelang pemilihan umum 2024. Aktivist online memiliki kemampuan untuk mempengaruhi perubahan kebijakan, memobilisasi massa, dan mempercepat perubahan opini publik. Mereka menggunakan berbagai strategi seperti kampanye hashtag, petisi online, dan pembuatan konten yang menarik untuk mencapai tujuan mereka. Analisis konten juga mengungkapkan kompleksitas dalam berbagai pesan politik yang disebarkan oleh aktivis online. Dampak dari pesan-pesan ini pada opini publik berkembang secara dinamis, tergantung pada konteks dan respons masyarakat.

Keywords: Cyberactivism, Media sosial, Politik, Strategi cyberactivism, Transformasi Sosial,

INTRODUCTION

In the modern era, technology wields immense influence spawning new ways of activism, notably cyber activism. Enabled by social media platforms and online communities, individuals from various social strata can engage in political discourses¹, provoke awareness, and garner campaigns for their concerns at their fingertips. The year 2024 portends a pivotal moment for politics, as cyberactivism persists to stamp its authority and transform the political landscape in its favor.

This journal article aims to explore the intensity of cyber activism and its role in building supportive politics in the coming year. We will investigate the different ways online activism is reshaping the political landscape, the challenges it faces, and the potential it has to create meaningful change. The digital revolution has transformed the conventional methods of political participation². Political activism in the past was mainly confined to physical protests, rallies, and grassroots campaigns. Yet with the surge of social media, online forums, and digital platforms, people can now express their opinions, connect with like-minded individuals, and organize collective action on a global level.

¹ Irene Theodoropoulou, "Social Class Struggle as a Greek Political Discourse," *Discourse & Society* 30, no. 1 (Januari 2019): 85–102, <https://doi.org/10.1177/0957926518801080>.

² Alih Aji Nugroho, "Effect Of Digital Community Towards Democracy Process: Digital Partisipation Analysis In Indonesia," *Jurnal Good Governance* 15, no. 2 (25 Januari 2020), <https://doi.org/10.32834/gg.v15i2.123>.

Cyberactivism is particularly effective due to its ability to cross geographical boundaries³. In the past, political movements faced limitations due to physical boundaries, which hindered supporters' ability to connect and mobilize. Nevertheless, with the rise of the internet, individuals have the opportunity to unite across countries and continents, sharing their experiences, ideas, and ambitions, all with the mutual objective of developing and supporting politics. The tremendous influence of social media must not be underestimated in this context. Social media platforms including Facebook, Twitter, and Instagram are indispensable for political activists, providing virtual areas for dialogue, broadcasting information, and coordinating campaigns. These platforms enable individuals to communicate with a vast audience and amplify their voices while promoting public awareness of vital matters that warrant political action.

The year 2024 presents a massive opening for cyber activism to influence political debate. With elections scheduled in several countries, the capability to gather backing and mobilize voters via online platforms will be vital in deciding the outcome. Candidates and political parties are progressively recognizing the significance of a robust online existence and involving cyber activists to gain an edge in their campaigns⁴. Nevertheless, cyber activist fervor also presents its challenges. The expansion of disinformation, online hate speech, and echo chambers poses a risk to the establishment of a constructive discourse required to foster a politics grounded in mutual support. Cyber anonymity can facilitate abhorrent acts, impeding the formation of diverse and inclusive political environments. Consequently, cyber-activists must tackle these obstacles, seeking approaches to cultivate healthy discussion.

³ Myoung-Gi Chon dan Hyojung Park, "Social Media Activism in the Digital Age: Testing an Integrative Model of Activism on Contentious Issues," *Journalism & Mass Communication Quarterly* 97, no. 1 (Maret 2020): 72–97, <https://doi.org/10.1177/1077699019835896>.

⁴ Muhammad Bahrul Ulum, "INDONESIAN DEMOCRACY AND POLITICAL PARTIES AFTER TWENTY YEARS OF REFORMATION: A CONTEXTUAL ANALYSIS," *Indonesia Law Review* 10, no. 1 (30 April 2020), <https://doi.org/10.15742/ilrev.v10n1.577>.

METHOD

The chosen method is descriptive qualitative to enable the exploration of cyberactivism in depth. It captures the experiences and perspectives of individuals involved in political movements. Key stakeholders such as cyberactivists, political activists, and those who are affected by cyberactivism are interviewed in-depth using this method. The interviews are a vital source of primary data, facilitating the collection of in-depth and detailed information on the effects of cyberactivism on political movements.

Additionally, through content analysis, we examine online platforms, including discussion forums, social media, and blogs that function as cyberspace for cyber activism. This enables us to identify crucial themes, narratives, and strategies employed by cyber activists. This analysis offers insights into how online activism impacts political discourse, shapes public opinion, and mobilizes support. To begin the research process, a diverse range of individuals involved in cyberactivism, including those from marginalized communities and grassroots organizations, are identified, and in-depth interviews with them are conducted. This enables them to share their experiences, motivations, and challenges related to cyberactivism. Open-ended questions are used to conduct interviews, enabling participants to provide detailed and nuanced responses.

The transcripts of these interviews are analyzed thematically to identify recurring patterns and themes that emerge from the data. At the same time, content analysis is conducted on various online platforms known for their participation in cyber activism. This process entails the systematic collection and analysis of pertinent posts, articles, videos, and other cyberactivist content. The information is then coded and grouped according to themes and key messages, yielding a thorough comprehension of the strategies and tactics employed in cyber activism.

The results of the content analysis and in-depth interviews are synthesized to produce a holistic understanding of the influence of cyberactivism on political movements. The analysis examines how cyberactivism amplifies voices on the margins, shapes public opinion, and challenges established power structures. Furthermore, it analyses the challenges and prospects that cyberactivism offers to conventional political systems.

LITERATUR REVIEW

As technology increasingly connects the world, politics have undergone significant changes in the way individuals participate in political matters. A noteworthy development is the emergence of cyber activism, which entails utilizing digital platforms and online tools to advance political causes and promote social change. This literature review examines the extent to which cyberactivism fosters supportive politics in Indonesia, offering perspectives on the impact of online activism on the political environment in 2024.

Cyberactivism has progressed in tandem with advancements in technology, specifically with the emergence of social media platforms. Evidence indicates that social media has become a crucial tool for political expression and mobilization in Indonesia⁵.

The simplicity with which information can be shared, events can be organized, and political actors can be engaged has rendered social media an influential platform for cyber activism. Research has demonstrated that cyberactivism has a significant impact on political engagement in Indonesia. Today, social media is recognized as a dominant mechanism for exchanging information. As demonstrated by a We Are Social survey in January 2021, there has been a surge in the proportion of individuals using the Internet⁶.

By engaging in political activism, the younger generation introduces novel perspectives, original ideas, and dynamism into public affairs, which can revitalize democratic processes. In this way, young people's involvement in political activity can contribute significantly to forging a society that is inclusive and environmentally responsible. The accessibility of information via social media exemplifies the achievement of human rights through the democratization process. Further research has

⁵ Suryo Khasabu, Pawito Pawito, dan Andre Novie Rahmanto, "Social Media Preference to Reach Young Indonesian Voters," *Journal of Social and Political Sciences* 6, no. 1 (30 Maret 2023): 122, <https://doi.org/10.31014/aior.1991.06.01.399>.

⁶ Nafita Rizqiyatul Azkiya Dkk., "Analysis of The Impact Of Social Media On The Political Participation Of Indonesian Youth In The Perspective Of Defense Management," *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial* 10, no. 7 (2023): 3537.

demonstrated that the internet serves as a tool for Indonesian adolescents to express their concerns and advocate for political engagement while gathering support for their beliefs⁷.

It seems that political campaigns in Indonesia are progressively acknowledging the significance of cyber activism in reaching and mobilising voters. Candidates are using social media platforms to propagate their political messages, engage with supporters, and mobilize and organize online rallies⁸. This development underscores the growing impact of cyber activism in shaping political campaigns and rallying support. Whilst cyber activism has numerous opportunities for political involvement, it also presents several challenges⁹. The spread of misinformation is one such challenge, which has the potential to cause polarization and impede constructive dialogue. The use of responsible digital engagement and fact-checking mechanisms is crucial in alleviating the adverse effects of misinformation.

RESULTS

2024 marks a significant year in the political history of many countries worldwide, due to upcoming general elections that bring changes, challenges, and prospects in the political landscape. In this context, intense cyberactivism plays a vital role and has garnered prominence in shaping inclusive and supportive politics. This research seeks to explore the effects of cyberactivism intensity on political dynamics in anticipation of the 2024 general election. A descriptive qualitative approach, employing in-depth interviews and content analysis, was undertaken to provide an accurate account of the prevailing circumstances.

The findings indicate a significant correlation between cyberactivism levels and the development of supportive politics leading up to the 2024 general election. Online activists possess the capacity to affect policy changes, mobilise significant numbers, and

⁷ Muhammad Saud dkk., "The Social Media and Digitalization of Political Participation in Youths: An Indonesian Perspective," *Society* 8, no. 1 (30 Juni 2020): 89, <https://doi.org/10.33019/society.v8i1.160>.

⁸ Nurhadi Susanto dan M H Thamrin, "Environmental Activism and Social Media Cyber-Advocacy: A Case Study from Indonesia," *JKAP (Jurnal Kebijakan Dan Administrasi Publik)* 25, no. 2 (2021): 151.

⁹ Rocky Arfan, Suryanef, dan Al- Rafni, "The Role of Social-Media in Increasing Millennial Political Participation in the Medan Johor Subdistrict," *Journal of Etika Demokrasi* 8, no. 1 (Februari 2023): 133.

hasten changes in public perception. The activists employ a range of strategies, including hashtag campaigns, online petitions, and producing appealing content, to effectively attain their aims. Initially, they have shown their ability to bring about policy modifications. By promoting their online presence and expressing their concerns, the activists call attention to significant political issues and advocate for policy measures. Their efforts often lead to policy reform and promote the development of more inclusive and supportive political environments. Mobilizing the masses is a crucial aspect of cyber activism. Digital activists utilize social media platforms and digital tools to rally supporters, organize protests, and coordinate grassroots movements.

This mobilization could have a substantial impact on the political landscape, as it empowers marginalized groups and individuals to express their opinions and address their concerns. Furthermore, the fervor of cyber activism hastens changes in public opinion. By disseminating information, online activists mold public discourse and challenge established narratives. Online activism plays a pivotal role in generating new perspectives, cultivating critical thinking, and encouraging citizen engagement in political discourse. The ever-evolving public opinion is shaped by such activism, giving rise to the ability to reform the political terrain leading up to the 2024 general election.

Through content analysis, the multifaceted nature of political messages disseminated by online activists - comprising varied ideals, viewpoints, and agendas - is revealed. The impact of such messages on public opinion varies depending on the context and the response of different communities. Thus, it is crucial to consider the diverse nature of cyber activism and its numerous effects on the political dynamics of the general election.

DISCUSSION

The year 2024 is of great significance for global political history, with several countries readying themselves for forthcoming general elections. During this time, the prominence of cyberactivism has become a crucial element in shaping supporting politics. Digital activists possess the capability to affect alterations in public policies, mobilise the public, and speed up changes in public opinion. This paper will analyze the study's outcomes and impacts, emphasizing the tactics utilized by cyberactivists and examining the developing influence of their political statements on the general public.

Influence on Policy Change:

Cyberactivism plays a crucial role in shaping policy change. Activists use digital platforms to raise awareness of pressing political issues and campaign for essential reforms¹⁰. By spreading information far and wide and amplifying their voices, they generate public pressure that forces policymakers to take action. The impact of their endeavors is evident in the creation of more comprehensive and accommodating political arenas. Such policies represent the needs of the online activist community. One of the key methods by which cyberactivism influences policy change is by increasing the consciousness of significant subjects. The internet acts as an enormous platform for sharing information that allows activists to spotlight topics that may be overlooked by the conventional media. Utilizing viral campaigns, engaging visuals, and potent stories, cyberactivists can capture the interest of the public and develop widespread support for their campaigns.

For example, environmental activists utilize social media platforms to highlight the damaging consequences of climate change, deforestation, and pollution¹¹. Through the sharing of images, videos, and stories, they have raised environmental issues to the forefront of global political discussions, resulting in increased consciousness and a call for more robust action by governments and international organizations in addressing climate change.

Mobilization of the Masses:

Cyberactivism is instrumental in mobilizing the masses¹². Social media platforms provide a potent tool for activists to gather support, arrange demonstrations, and

¹⁰ Muhammad Saud dan Hendro Margono, "Indonesia's rise in digital democracy and youth's political participation," *Journal of Information Technology & Politics*, t.t., 6, <https://www.tandfonline.com/action/showCitFormats?doi=10.1080/19331681.2021.1900019>.

¹¹ Susanto dan Thamrin, "Environmental Activism and Social Media Cyber-Advocacy: A Case Study from Indonesia," 152.

¹² Ariza Fuadi, "Social media power for protest in Indonesia: The Yogyakarta's #gejayanmemanggil case study," *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)* 4, no. 3 (5 November 2020): 545, <https://doi.org/10.25139/jsk.v4i3.2438>.

coordinate grassroots movements. With the use of hashtags, online petitions, and other digital tactics, cyberactivists effectively connect and unite individuals from various backgrounds, encouraging them to actively engage in the political process. This mass mobilization enhances the collective representation of marginalized groups, guaranteeing the consideration and resolution of their issues by political stakeholders.

In politics, cyberactivism has shown to be revolutionary, as it can mobilise voters and supporters, shape electoral outcomes and influence policy decisions. Digital campaigns during elections can energize supporters, prompting them to actively engage in phone banking, canvassing, fundraising and increasing voter turnout. Campaigns such as "Vote.org" have utilized online tools to register voters, provide election information and encourage voter participation. Efforts to mobilise young and first-time voters have been particularly impactful. Cyberactivism has played a crucial role in raising awareness and influencing lawmakers' decisions on a variety of issues, such as healthcare reform and environmental regulations, within the context of policy advocacy.

Accelerated Changes in Public Opinion:

Cyberactivism has the potential to rapidly accelerate changes in public opinion. Online activists use content dissemination and engagement strategies to shape public discourse, challenge dominant narratives and encourage critical thinking¹³. Through these efforts, they contribute to the development of new perspectives, fostering a more engaged and active citizenry. As public opinion is influenced by the dynamic nature of online activism, the political landscape leading up to the 2024 general election is likely to experience significant shifts and transformations.

Cyberactivism is adept at engaging with a range of diverse perspectives and voices, which can be instrumental in shaping public opinion. Online platforms offer individuals from varied backgrounds, experiences and demographics the opportunity to share their stories and viewpoints. This diversity enriches discussions and ensures that a broad cross-section of society is represented. For example, the cyberactivism-driven Black Lives Matter movement focused on highlighting Black individuals' voices and experiences who

¹³ Mashita Phitaloka Fandia Purwaningtyas, "Indonesian Women's Activism in Instagram," *Jurnal Ilmu Komunikasi* 18, no. 2 (Desember 2021): 150.

had been traditionally marginalized in mainstream discourse. By amplifying these voices and experiences, the movement increased public consciousness and comprehension of systemic racism and police brutality, ultimately leading to significant changes in public attitudes.

Strategies Used by Cyberactivists:

In order to achieve their goals, cyberactivists use a variety of strategies. Hashtag campaigns serve as a powerful tool to increase awareness and establish a sense of unity among participants¹⁴. By mobilizing supporters around a shared hashtag, activists can magnify their message and generate extensive attention. In addition, online petitions facilitate the gathering of signatures by activists and illustrate public backing for particular issues, thereby forcing policymakers to address them.

Additionally, crafting captivating content, such as videos, infographics, and articles, aids in distributing information and molding public opinion in an aesthetically pleasing and comprehensible manner. These tactics are frequently utilised together and their efficacy relies on factors including content quality, mobilisation of support, and activists' persistence and resilience. In the digital era, cyberactivism remains a potent and influential power for promoting constructive social, political, and environmental transformation.

Complexity of Political Messages:

Content analysis highlights the intricacy of political messages disseminated by online activists. These messages comprise a diverse spectrum of ideologies, perspectives, and agendas¹⁵. The influence of these messages on public opinion is not homogeneous but rather evolves dynamically, and is affected by contextual and community responses. Distinct communities may construe and react to these messages differently, thereby

¹⁴ Antonius Widodo, Muhammad Hadiano Wirajuda, dan Joni Widjayanto, "Social media and its influencers: A study of Indonesian state-defending strategy in the 21st century," *Strategi Perang Semesta* 8, no. 2 (31 Desember 2022): 133, <https://doi.org/10.56555/sps.v8i2.1519>.

¹⁵ Afrimadona, "Revisiting Political Polarisation in Indonesia: A Case Study of Jakarta's Electorate," *Journal of Current Southeast Asian Affairs* 40, no. 2 (Agustus 2021): 329, <https://doi.org/10.1177/18681034211007490>.

leading to differing degrees of influence on public opinion. It is crucial to acknowledge and appreciate this complexity to comprehensively understand the multifaceted impact of cyberactivism on the political landscape surrounding the 2024 national election.

CONCLUSION

The potency of cyberactivism carries significant influence in shaping favourable politics in the run-up to the 2024 general election. Online activists possess the capability to sway policy alterations, rally the populace and expedite changes in public sentiment. Their tactics, encompassing hashtag campaigns, online petitions and captivating content creation, empower them to accomplish their objectives proficiently. The effects of these endeavours are not fixed since the intricacy of political messages and reactions from various communities prompt the continual development of public opinion. Acknowledging the importance of cyberactivism in the political realm is essential to grasp its power in constructing a more comprehensive and encouraging political sphere for the forthcoming general election.

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