

NEW MEDIA AND POLITICS IN INDONESIA: A PORTRAIT OF THE USE OF SOCIAL MEDIA INTELLIGENCE AND GEOSPATIAL INTELLIGENCE IN SUPPORTING POLITICAL PARTY CAMPAIGNS

Dudi Gurnadi Kartasasmita, Ishak Farid, Eri Suprayitno, David Yacobus

Asymmetric Warfare Study Program, Faculty of Defense Strategy,

Defense University, Indonesia

Email: dudi@airputih.or.id

Abstract

Digital technology and its development has caused society to experience changes in how they interact and exchange information. This change has also occurred in institutions such as political parties, which have started to turn to social media to distribute information. It has changed the face of political communication in both practice and theory. Although political parties have utilized social media, it is still interesting to see the poll results of political parties concerning their use of social media. This study was conducted through a qualitative descriptive approach using available internet data sources. The study was only focused on the five political parties with the highest votes in the 2019 election. The researcher found that the order of voting differs from the order of social media follower count. Political parties can also utilize geospatial intelligence (geoint) and social media intelligence (socmint) in mapping out issues or information, including its distribution, and can be used to support campaigns on the internet. However, before it is carried out, further research is needed to ensure the readiness of political parties in the three areas of technology, process, and personnel.

Keywords: political parties, intelligence, social media, geoint, socmint

Abstrak

Teknologi digital dan perkembangannya telah membuat masyarakat mengalami perubahan dalam berinteraksi serta bertukar informasi. Perubahan ini juga terjadi pada institusi seperti partai politik yang mulai beralih ke jejaring sosial dalam mendistribusikan informasi. Hal ini tentu saja telah mengubah wajah komunikasi politik baik dalam praktik ataupun teori. Walaupun partai politik telah memanfaatkan media sosial, tapi tetap menarik mengetahui jumlah suara yang diperoleh partai politik jika dikaitkan dengan pemanfaatan media sosial. Penelitian ini dilakukan melalui pendekatan deskriptif kualitatif dengan sumber data yang tersedia di internet. Penelitian hanya difokuskan pada lima partai politik yang memperoleh suara terbesar pada pemilu 2019. Peneliti menemukan jika peringkat partai politik dalam memperoleh jumlah suara tidak sama dengan peringkat jumlah pendukung partai politik di jejaring sosial. Partai politik juga dapat memanfaatkan geospatial intelligence (geoint) dan social media intelligence (socmint) dalam memetakan isu atau informasi termasuk penyebarannya dan dapat digunakan mendukung kampanye di internet. Namun sebelum dilaksanakan, dibutuhkan penelitian lebih lanjut guna memastikan kesiapan partai politik dalam tiga unsur meliputi teknologi, proses dan personel.

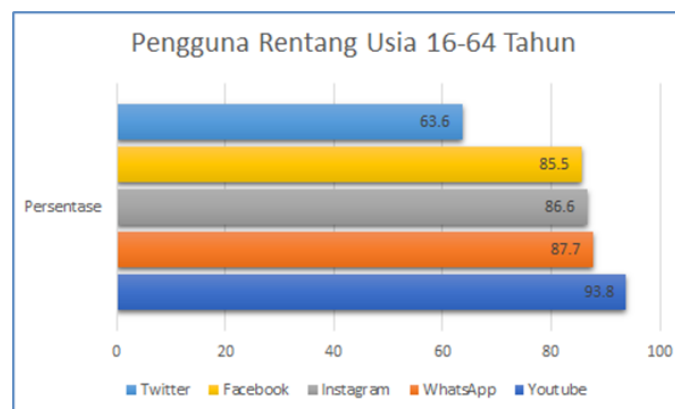
Kata kunci: partai politik, intelijen, sosial media, geoint, socmint

Preliminary

Digital technology and its development have caused society to experience changes in how they interact and exchange information. One internet service that can be used by everyone to interact and distribute information is social media. Social media can be defined as a name of media in digital technology that allows everyone to connect, interact, produce, and share content (Lewis, 2009)

There are many social media platforms available on the internet, some of which are Facebook, YouTube, Twitter, Instagram, and others. Figure 1 shows the most used social media platforms in Indonesia.

Figure 1
Social media platforms most used in Indonesia



Source: *Digital in Indonesia: All the Statistics You Need in 2021 – DataReportal* (Kemp, 2021)

Figure 1 shows the top five social media platforms most used by the Indonesian population aged 16-64. The first position is YouTube (93.8%), followed by WhatsApp (87.7%), Instagram (86.6%), Facebook (85.5%), and Twitter (63.6%). Statistics like this are certainly attracting many people and various institutions to look at social media as a marketing tool or to distribute information, one of which is political parties.

Furthermore, B.K Lewis explains that social media is an inevitable part of the digital age and has caused changes in the theory and practice of political communication (Lewis, 2009). Vowe & Henn also mention that in the past, political communication was limited by

dimensions of space or national boundaries, but this is no longer the case today (Vowe & Henn, 2015). On the other hand, there are now many references stating that social media can help various institutions or political parties in public communication to spread information or work programs. Based on these statements, certainly interesting to see how party poll results correlate with social media use.

On the other hand, the information conveyed by political parties on social media must be valid and accountable, in other words, the information conveyed by political parties on social media must be based on valid field data, where one way to obtain valid data can be done using intelligence techniques.

Referring to Law Number 17 of 2011 on state intelligence, intelligence is defined as knowledge, organization, and activities related to the formulation of policies, national strategies, and decision-making based on the analysis of information and facts collected through working methods for detection and early warning to prevent, counter and mitigate any threats to national security (Sekretariat Negara, 2011).

The definition of intelligence as stated in Law Number 17 of 2011 generally has the meaning of actions or activities carried out by actors to collect data or facts that will later be processed and analyzed with intelligence to become knowledge or information that can be used as a reference in decision-making.

Prunckun (2010) defines the meaning of intelligence as four meanings, namely, the action or process of producing knowledge, a collection of various knowledge, an organization that handles knowledge, and reports and descriptions produced by the process or organization. Different from Prunckun's explanation, the community in Indonesia often regards intelligence as something scary and is often viewed and opinionated as a state political violence instrument against its people (Mahfud MD, 2018). However, intelligence is a state instrument to maintain its existence so that it remains sovereign, safe, and comfortable to be inhabited by its people. Even intelligence can also be utilized not only by the government but also by the business sector.

One intelligence technique known on the internet is Open-Source Intelligence or often referred to as OSINT. Simply put, OSINT can be translated as information available to the



public (Chauhan & Panda, 2015). The massive and large development of the internet resulted in a lot of data spread on the internet, such as on social media, search engines, news sites, government sites, and other services. The spread of this data makes various institutions including political parties utilize it by collecting, processing, and analyzing it and then using it according to their needs and goals.

What distinguishes OSINT from closed intelligence techniques is that all accessed data must be open and accessible to the public without having to hack or violate the law, and usually, the targeted data is external (outside the network) or online (inside the network) data, such as (Hassan, 2018):

- a) Data from the internet such as forums, social media, video, websites, photos, dark web, geolocation, IP address, and various other things.
- b) Traditional mass media such as newspapers, television, radio, and magazines.
- c) Academic journals/publications, thesis, dissertations, conference proceedings, and the like.
- d) Various other data considered important and can be obtained openly without violating the law.

The explanation above shows that the utilization of intelligence techniques, in this case, OSINT, is a normal and appropriate thing to use, such as for example, political parties digging up important data or issues on social media, then processing and analyzing it into information, which is then redistributed to the public as part of the political party's public communication on the internet. Therefore, the formulation of the problems to be answered in this study is:

1. How are the voting results of political parties in 2019 correlated with the number of followers on social media today?
2. What is the role of OSINT on the internet in supporting political party campaigns?

Methodology

This study was conducted through a qualitative descriptive approach using available internet data sources to find out the voting results of political parties and the number of

followers on social media accounts and providing an overview of the role of social media intelligence and geospatial intelligence in supporting political party campaigns on the internet. The data used in this study is based on open data on the internet and other relevant references related to the object of study being examined. All study data are presented in the form of a narrative, table, picture, and diagram.

Results And Discussion

The study was only focused on the five political parties with the highest votes in the 2019 election. The five parties are the National Democratic Party (NASDEM), the National Awakening Party (PKB), the Golkar Party, the Great Indonesia Movement Party (Gerindra), and the Indonesian Democratic Party of Struggle (PDIP).

This study is also limited to social media Youtube, Instagram, Facebook, and Twitter. Table 1 shows the social media accounts of political parties on each social media platform.

Table 1
Political party social media accounts

Party	Official Site	Facebook	Instagram	Twitter	Youtube
Nasdem	https://nasdem.id/	https://facebook.com/OfficialNasDem	https://instagram.com/official_nasdem/	https://twitter.com/NasDem	https://youtube.com/channel/UC169eCipUj-JwCjGLpzR6kw
PKB	https://pkb.id/	-	https://instagram.com/dpp_pkb/	https://twitter.com/dpp_pkb	https://youtube.com/channel/UCnErJvRtHAS2y0EjAICIP4Q
Golkar	https://partaigolkar.com/	https://facebook.com/golkar.indonesia	https://instagram.com/golkar.indonesia/	https://twitter.com/golkar_id	https://youtube.com/channel/UC0kUFOVcMquwNXqSsn-WHHw
Gerindra	https://partaigerindra.or.id/	https://facebook.com/gerindra	https://instagram.com/gerindra/	https://twitter.com/Gerindra	https://youtube.com/c/GerindraTV
PDIP	https://pdiperjuangan.id/	https://facebook.com/PDIPerjuangan	https://instagram.com/pdiperjuangan/	https://twitter.com/PDI_Perjuangan	https://youtube.com/c/PDIPerjuangan

Source: Author-processed (2022)

Table 2 shows the number of votes for each political party in the 2019 legislative general election and shows the number of social media followers. The data on the social media followers of political parties was taken last on April 8, 2022, at 12:00 WIB.

Table 2
Votes count in the 2019 legislative election and followers on social media

Party	Vote Gain	Facebook	Instagram	Twitter	Youtube	Followers
Nasdem	12.661.792	78.495	68.146	107.355	13.400	267.396
PKB	13.570.097	-	577.486	106.707	5.530	689.723
Golkar	17.229.789	16.446	30.766	1.620	4.470	53.302
Gerindra	17.594.839	3.480.127	542.183	622.206	114.000	4.758.516
PDIP	27.053.961	1.536.339	260.367	269.273	18.500	2.084.479

Source: Author-processed from <https://pemilu2019.kpu.go.id/#/dprri/rekapitulasi/> and <https://socialblade.com/>, 2022

The column of vote gain contained in Table 2 is obtained and processed from the official website of the General Elections Commission (KPU RI, 2019), while the data on the social media followers of political parties is obtained and processed from the social media page of political parties as seen in Table 1 using the services of socialblade.com (socialblade.com, 2022).

Table 2 shows that the order of voting differs from the order of social media follower count. As seen in Table 2, Gerindra is the political party with the most followers on Youtube, Facebook, and Twitter, but, in the legislative vote, it only ranks second, just below PDIP. Meanwhile, PKB is the party that dominates the Instagram platform but does not have a Facebook social media account. On the other hand, PKB ranks fourth in the legislative vote at the national level.

Golkar is a party with the third highest vote at the national level, but its social media followers are the least. This can happen because Golkar always changes its social media accounts after the general election. For example, before the legislative election in 2019, Golkar used the Twitter social media account @Golkar5, but after the election, the account became inactive and was replaced by @golkar_id. This also happened to other social media accounts

owned by Golkar such as YouTube, Instagram, and Facebook. As a result, the management of Golkar's social media accounts is not consistent and continuous. This method certainly disadvantages Golkar in maintaining and increasing its number of followers on social media. In addition, this can also confuse the public when trying to get valid information from Golkar, as they need to refer to which account.

Of all the social media platforms in Indonesia, as can be seen in Figure 1, YouTube is the most visited and used by internet users in Indonesia. YouTube is the most influential social media because the information conveyed is a combination of audio and visual, making it very easy to influence viewers. On the other hand, viewers will also more easily understand the information conveyed through video than in written form. This can happen because the reading interest of the Indonesian people is still low (Perpustakaan Kemendagri, 2021), so the most appropriate way to influence society through social media is to use media in video format. Table 3 shows the number of videos shared by political parties on their YouTube social media accounts from the time they were created until April 8, 2022, at 12:00 WIB.

Table 3
Number of videos and viewers of political parties on YouTube pages

Political Party	Videos	Number Viewed	Followers	Created Date
Nasdem	1.573	2.462.870	13.400	1 Oct 2017
PKB	206	326.922	5.530	3 Nov 2016
Golkar	498	110.576	4.470	11 Jun 2020
Gerindra	1.166	14.079.596	114.000	15 Nov 2011
PDIP	1.619	1.765.438	18.500	15 Oct 2012

Source: Author-processed from <https://socialblade.com/>, 2022

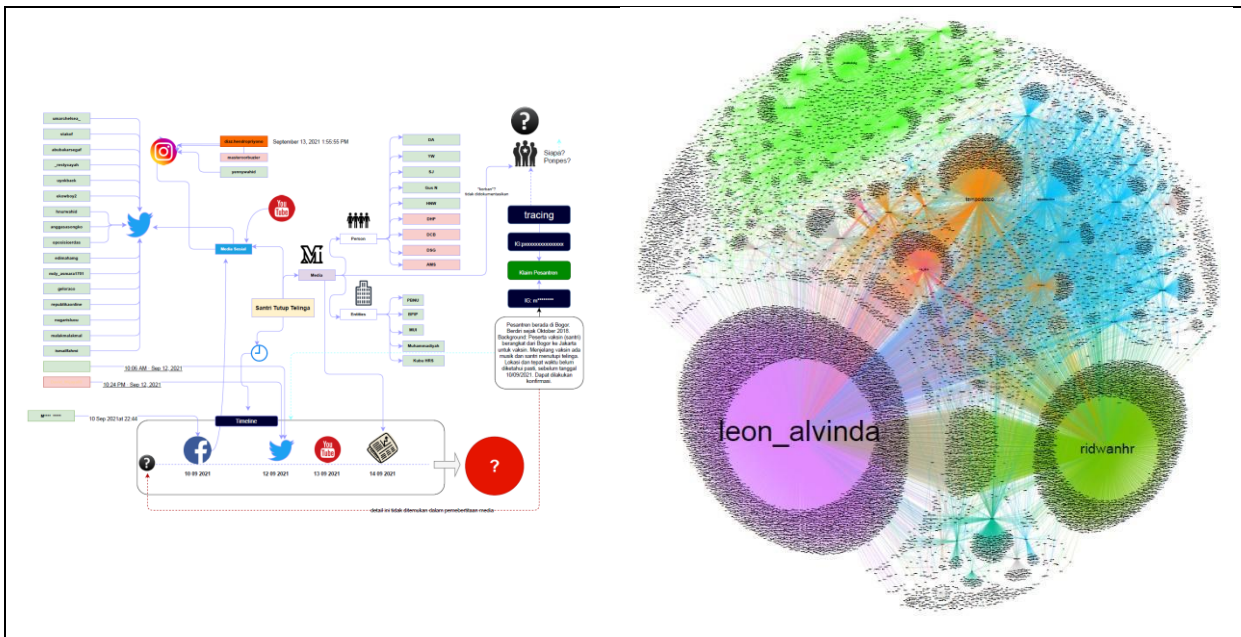
From Table 3, the YouTube social media account owned by Gerindra is the oldest, followed by PDIP. Gerindra also occupies the first position in terms of the number of videos that are most frequently watched, followed by the Nasdem party. The number of videos uploaded by PDIP is much greater, around 453 videos compared to those uploaded by the Gerindra party, but the difference in the number of viewers is significant, a difference of

around 12,314,158 viewers. In terms of the number of viewers, the Gerindra party clearly wins compared to PDIP. It can be concluded that the Gerindra party appears more proactive in utilizing YouTube social media compared to PDIP. With the largest number of followers and viewers, the Gerindra party has much better capital than PDIP to influence society through YouTube social media.

For public communication carried out by political parties on social media to gain the attention of the public, all information, news, or issues communicated by political parties on social media should be relevant to the topics being discussed by the public, including the targeted region or location. If this is done consistently and targeted correctly, a political party can gain more votes in the legislative election. To address the issues mentioned above, open-source intelligence techniques (OSINT) on the internet, known as SOCMINT and GEOINT, can be used.

SOCMINT or social media intelligence is a derivative of OSINT. SOCMINT can be defined as the collection, processing, analysis, and reporting of information from social media that meets the intelligence requirements of law enforcement or government secret agencies (Antonius et al., 2013). SOCMINT utilizes all data that is disseminated on social media or data that is available on social media and open to the public, such as status or articles on social media like Facebook or other social media. Techniques that fall under SOCMINT include, for example, monitoring content, messages or images sent, or other data generated by an individual on social media. The data obtained can be due to the relationships of individuals, individuals with groups, and groups with groups, including both private and public interactions. An illustration of SOCMINT can be seen in Figure 2.

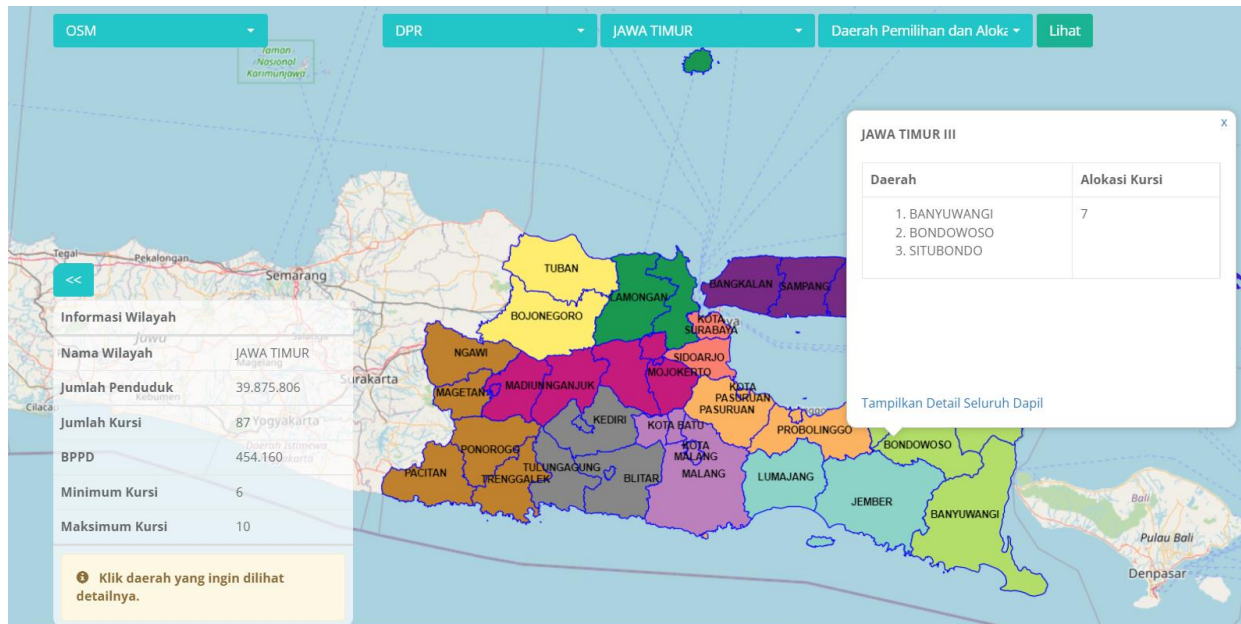
Figure 2
Illustration of SOCMINT



Source: Author-processed (2022)

Like SOCMINT, GEOINT is also a derivative of OSINT. GEOINT or geospatial intelligence can be interpreted as the exploitation and analysis of images and geospatial information to describe, assess, and depict something physical or an activity that has a geographic reference on earth visually (findlaw.com, 2022). Unlike SOCMINT, GEOINT is more focused on data or information that is correlated with a specific region or location. For example, the allocation of seats in the parliament for the Banyuwangi, Bondowoso, and Situbondo regions is 7 seats, so the locations of these three regions can be depicted with the number of available seats. Further, GEOINT can be used to visualize data or other information, such as the number of land conflicts, vote acquisition, gender, plantation area, mining area, road length, and many other things. If the data is available, it can be visualized on a map. In geospatial, the visualization of data in the form of tables, photos, a numerical, narrative, or structure is called attributes, while map data or images of an area are often referred to as spatial (Hamdani & Utomo, 2021). If spatial data is correlated with attribute data and then visualized, it will look like in Figure 3.

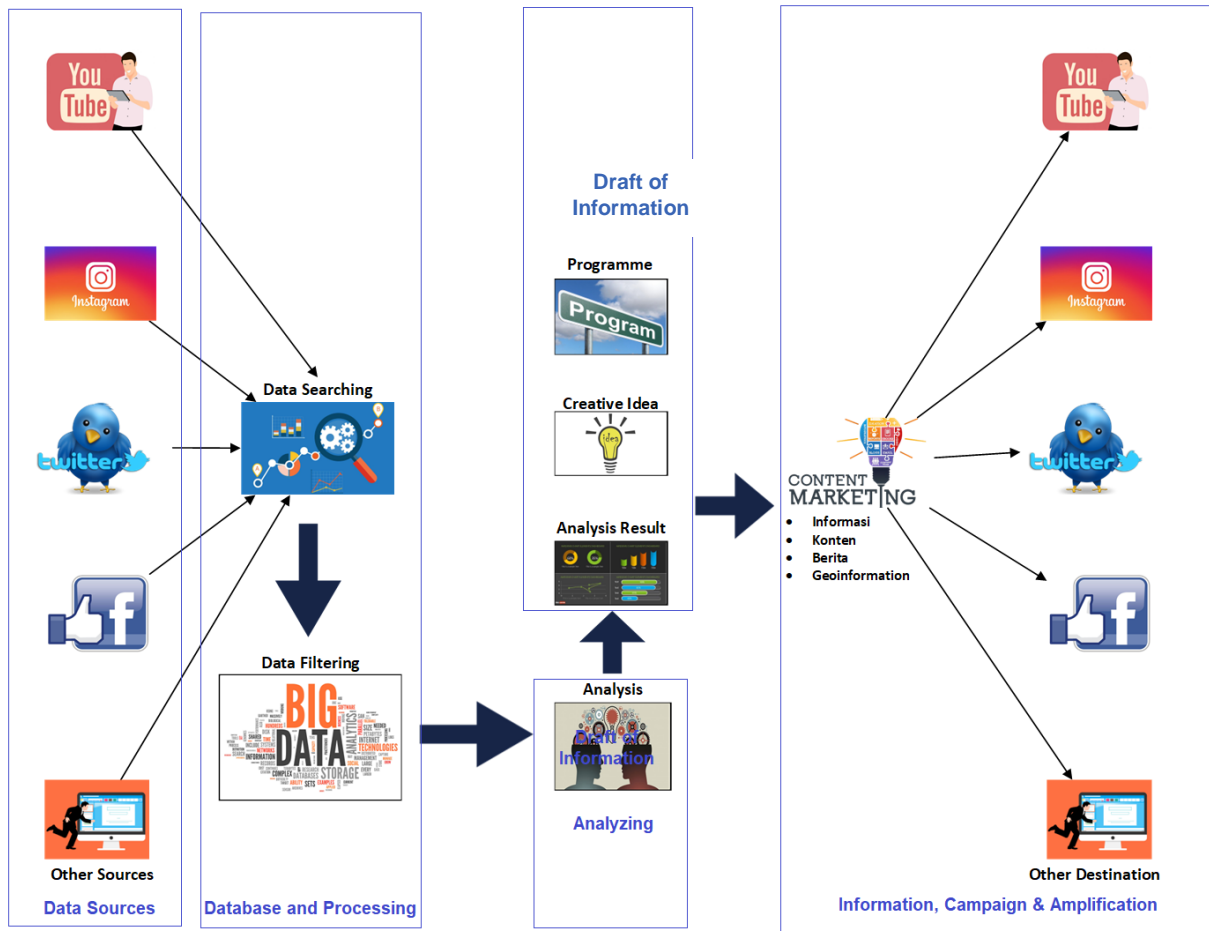
Figure 3
Illustration of GEOINT



Source: Author-processed (2022)

Political party strategies on the internet can be done through several stages such as monitoring, analysis and recommendation, content production, publication, and amplification (Ariani, 2018). This further strengthens the idea that political party communication on social media can be done by combining SOCMINT, GEOINT, and public communication techniques into all these stages, which will certainly provide greater benefits for political parties. A diagram of the entire process flow can be seen in Figure 4.

Figure 4
Flowchart of public communication, SOCMINT and GEOINT



Source: Author-processed (2022)

In Figure 4, it can be explained that the data source is obtained from various social media and other websites. In the database and processing stage, the data will be sorted based on topic, user, URL (uniform resources locator), or location. Political parties can obtain this data using the API (Application Programming Interface) provided by social media or through "scraping" or "crawling". Scraping is a method of extracting specific data or content from a particular website (Stieglitz & Dang-Xuan, 2013), while crawling is the process of exploring a website, which will then be downloaded by a specific application to collect all the information available on the page (Liu, 2011).

All the data that has been obtained will be processed and will eventually produce structured or unstructured data. This data will then be analyzed. The methods for analyzing SOCMINT and GEOINT vary greatly, analysis can be done manually or can also be done

automatically using software such as Gephi, SentiWordNet, WordStat, or Pajek (Stieglitz & Dang-Xuan, 2013). For other data intended to support information on a specific region or electoral district, spatial analysis can be performed using several software options such as ArcGIS, ArcView, MapWindow, or Quantum GIS.

The analyzed data will then become draft information. Draft information can be in the form of a narrative, table, image, diagram, or spatial. The draft information produced from the analysis process will then be combined with the creative ideas and work program of the political party.

The benefits that can be obtained by a political party if it applies the combination described above include:

- a. By mining the aspirations or complaints of the public often conveyed on social media using SOCMINT, the political party can further process and analyze the data, so that it becomes information that is closer to the public's wishes and distributed back to the public through social media accompanied by a narrative or policy that the political party will take.
- b. The SOCMINT applied by the political party can help in seeing what issues, news, or information has been conveyed by its competitors on various social media so that the political party can formulate a more competitive strategic step including work programs that are more competitive than those offered by its competitors.
- c. GEOINT can help the political party visualize issues, complaints, aspirations, or hopes of the public in certain areas, so that the news, information, or work programs conveyed by the political party can be targeted and specific to the site.
- d. The implementation of GEOINT in a political party can also help to identify which areas have been the most substantial bases in obtaining votes and which areas need strengthening, including what issues or aspirations need to be amplified in certain areas. This is closely related to the mechanism of the number of votes and seats in a particular election area. A high number of votes in one electoral area does not guarantee a high total number of seats in the parliament. This can happen, as each

electoral area has a maximum allocation of the number of seats that can be obtained at the national level.

Conclusion

From all the studies that have been conducted, it can be concluded that the order of the number of followers of political parties on social media is different from the order of votes received by political parties in the 2019 legislative general election. In addition, to support political party campaigns on the internet, Social Media Intelligence (SOCMINT) and Geospatial Intelligence (GEOINT) can be used. SOCMINT and GEOINT will help political parties map issues including their distribution of information and region. Specifically, GEOINT can even help political parties develop strategies to achieve optimal vote acquisition so that the number of seats in the parliament can be achieved as expected. Of course, before SOCMINT and GEOINT are implemented in political parties, further research is needed to ensure the readiness of political parties in the three areas of technology, process, and personnel.

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