

CHAPTER I

INTRODUCTION

A. Background of Research

Information technology has progressed very rapidly, this advancement in information technology makes everything easy and fast to obtain, modern society's development is one factor in the development of increasingly sophisticated information technology. Besides, in contemporary society, information technology is no longer considered a luxury but a necessity.¹ This progress is also evidenced by data from the Association of Indonesian Internet Service Providers (Asosiasi Penyelenggara Jasa Internet Indonesia, APJII), which states that in 2022 internet users in Indonesia will reach 210,027,000 million people or 77.02% of the total population in Indonesia.²

Ministry of Communications and Informatics Indonesia (Kementerian Informasi dan Informatika, KOMINFO) stated that internet users will continue to increase every year, in 2023 the number of internet users in Indonesia increase by around 2.67% or 215.630,000 million people.³ The development of information technology also marks the very rapid development of social media platforms in Indonesia.⁴ British media company, We Are Social and Hootsuite in its report

¹ Nur Hidayat Sardini, "Demokrasi dan Demokrasi Digital di Indonesia: Peluang dan Tantangan," *Proceedings Seminar Nasional Ilmu Politik dan Hubungan Internasional* (Semarang: Universitas Wahid Hasyim, 2018), 5.

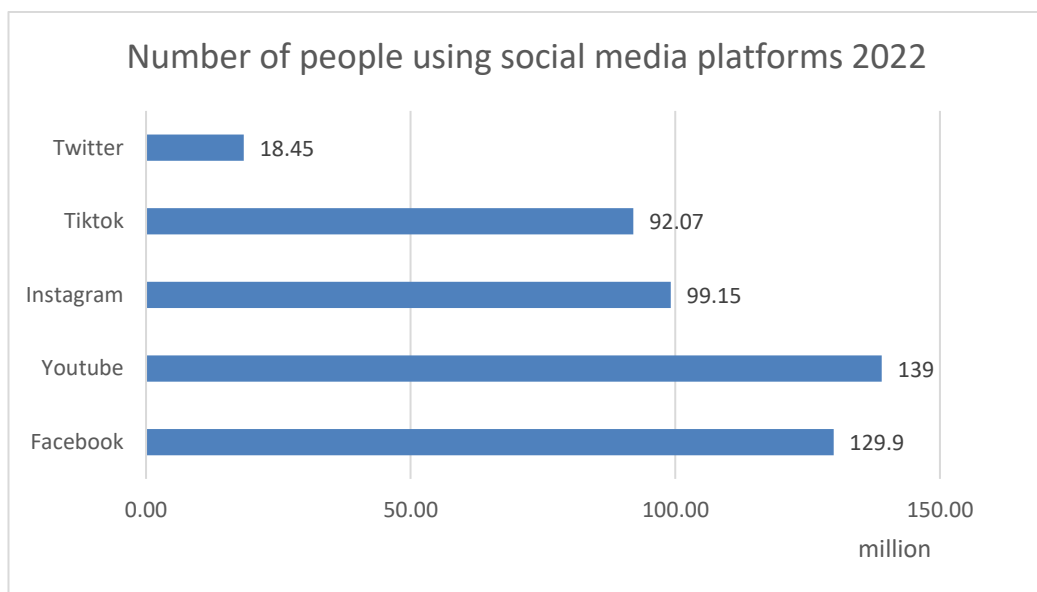
² Adam Hermawansyah, 2022, "Analisis Profil dan Karakteristik Pengguna Media Sosial di Indonesia", (Thesis Informatics Engineering, Faculty of Informatics Engineering Universitas Islam Indonesia), p 11.

³ Firman Hidranto, 2023, *Memenuhi Layanan Digital Hingga Pelosok*, <https://www.kominfo.go.id/content/detail/49482/memenuhi-layanan-digital-hingga-pelosok/0/artikel> (accessed on 15 March 2023, 19.30).

⁴ Ghinaa Zain Nabiilah et al., "BERT Base Model for Toxic Comment Analysis on Indonesian Social Media," *Procedia Computer Science* Vol. 216, No. 1 (2023), p. 714.

entitled "Digital 2022: The Latest Insight Core of The State of Digital" in February 2022 stated that Indonesian people spend at least an average of their time accessing social media platforms around 3 hours 14 minutes, this article also mentions Facebook, YouTube, Tiktok, Twitter and Instagram as the most widely used social media platforms in Indonesia.⁵

Table 1.1 Social Media Users in Indonesia 2022



Source: We are Social and Hootsuit

According to Marc F. Plattner, this era's communication and internet revolution has influenced communication patterns and transformations in various aspects of life.⁶ In a study conducted by Magdalena Karolak in the Journal of North African Studies stated that social media is one of the compelling new ways to

⁵ Rahma Fatmawati, 2021, "Pengaruh Digital Marketing an E-Wom Promotion terhadap Repurchase Intention dengan Trust in Store sebagai Variabel Intervening", (Dissertation Management, Faculty of Economic Universitas Islam Sultan Agung), p. 30.

⁶ Marc F. Plattner, "Media and Democracy: The Long View," *Journal of democracy*, Vol. 23, No. 4 (2012), p. 63.

encourage citizens to be involved in political life.⁷ In a book written by Persily & Tucker entitled "Social Media and Democracy: The State of the Field" reveals that the influence of social media can encourage changes in the political system and strengthen political beliefs among the people, of course the presence of social media makes it easier for us to express ourselves and argue.⁸ Which the presence of social media platforms in Indonesia has become a forum for democratic life in Indonesia, through social media public will freely express their opinions on various matters such as elections, political issues, highlighting decisions, policies, campaigning, making petitions, criticizing the government.⁹

Besides, social media have become a forum for forming public opinion and campaigning on issues of public interest.¹⁰ The intended public interest is related to the good things that everyone wants whose goal is for common prosperity, such as justice, good quality of life, mutual security and so on.¹¹ Public interests basically exist based on agreements that arise from social interactions between individuals, this interaction of course requires space which has become known as public space (public sphere). Gerard A. Hauser stated that the public sphere is a place where

⁷ Magdalena Karolak, "Social Media in Democratic Transitions and Consolidations : What Can We Learn from the Case of Tunisia ?," *The Journal of North African Studies*, Vol. 25, No. 1 (2018), p. 26.

⁸ Nathaniel Persily and Joshua A Tucker, 2020, *Social Media and Democracy: The State of the Field, Prospects for Reform*, Cambridge, Cambridge University Press, p. 65.

⁹ Prima Roza, "Digital Citizenship: Menyiapkan Generasi Milenial Menjadi Warga Negara Demokratis di Abad Digital," *Jurnal Sosioteknologi*, Vol. 19, No. 2 (2020), p. 190.

¹⁰ M. Ghufan Khordi, 2021, *Penggunaan Social Media untuk Advokasi*, <https://baktinews.bakti.or.id/index.php/artikel/penggunaan-sosial-media-untuk-advokasi> (accessed on 10 Februari 2023, 15.45).

¹¹ Hashem Dadashpoor and Ailin Sheydayi, "Defining Public Interest in Planning: A Review," *Journal of Planning Literature*, Vol. 36, No. 4 (2021), p. 543.

individuals and groups come together to discuss issues of public interest.¹² According to Habermas, the public sphere is essential for serving as a mediator between the state and society and, in the best-case scenario, for enabling democratic oversight over state actions.¹³ The development of social media platforms in Indonesia, various channels have emerged for the public as a place to build opinions (pluralistic public sphere) and play an essential role in expressing ideas, disseminating and retrieving information, and setting political agendas.¹⁴

Which mean the advantages of social media have become a forum for forming public opinion which in the process can influence policy making in Indonesia on issues of public interest.¹⁵ The public interest must be the ultimate goal and guideline for a country, the founding fathers of Indonesia stated that the public interest must take precedence over any interest.¹⁶ This concept is regulated by the Indonesian government in the 1945 Constitution, where within the scope of a nation, public interest is defined as prioritizing the interests of the people above other interests.¹⁷ In the 1945 Constitution, public interest is closely related to social

¹² Dan Ehrenfeld, “‘Sharing a World with Others’: Rhetoric’s Ecological Turn and the Transformation of the Networked Public Sphere,” *Rhetoric Society Quarterly*, Vol. 50, No. 5 (2020), p. 305.

¹³ Patrick O’Mahony, “Habermas and the Public Sphere: Rethinking a Key Theoretical Concept,” *European Journal of Social Theory*, Vol. 24, No. 4 (2021), p. 485.

¹⁴ Julia K Woolley, Anthony M Limperos, and Mary Beth Oliver, “The 2008 Presidential Election, 2.0: A Content Analysis of User-Generated Political Facebook Groups,” *Mass Communication and Society*, Vol. 13, No. 5 (2010), p. 631.

¹⁵ M. Ghufuran Khordi, 2020, *Penggunaan Social Media Untuk Advokasi*, <https://baktinews.bakti.or.id/index.php/artikel/penggunaan-sosial-media-untuk-advokasi> (accessed on 23 March 2023, 16.25).

¹⁶ Y Warella, “Kepentingan Umum dan Kepentingan Perseorangan (Ditinjau dari Aspek Kebijakan Publik),” *Jurnal Ilmu Administrasi dan Kebijakan Publik*, Vol. 1, No. 3, (2004), p. 384.

¹⁷ Mark Wiering and Madeline Winnubst, “The Conception of Public Interest in Dutch Flood Risk Management: Untouchable or Transforming?,” *Environmental Science & Policy*, Vol. 73, No. 1, (2017), p. 19.

welfare, as stated in Paragraph 4 of the Preamble 1945 Constitution “Then, rather than that, to form a government that protects all Indonesian residents, indigenes, and promotes public welfare, education, and participates in carrying out the national rules based on independence, eternal peace, and social justice”.¹⁸ In fact, the public interest label is misused by the interests of certain groups, Jay M. Shafritz and E.W. Russel stated that the public interest label can be used as material by political actors to create programs or policies that lead to group interests or "the universal label in which political actors wrap the policies and programs that they advocate".¹⁹

Public interest is the pretext for group interests, according to Berry & Goldman, in order to achieve group interests certain groups actively try to influence the government or in other words try to influence the process of making government policies in accordance with the wishes of the group they represent.²⁰ Certain groups usually hire buzzer services for various purposes, revealed by CNN Indonesia, Rahaja recounted his experience as a leader for a buzzer team consisting of 10 people with each having 200 social media accounts, through the media they spread issues so that they become trending and encourage public opinion.²¹ The presence of buzzers that lead to an opinion in society through social media, buzzers carry out propaganda and voice their opinions with certain motives that aim to promote the

¹⁸ Grace Sharon et al., “Depiction of Public Interest Theory Based on the Welfare Economic Concept on Indonesia Regulation”, *Yustisia Jurnal Hukum*, Vol. 11, No. 2, (2023), p. 136.

¹⁹ Y Warella, “Kepentingan Umum dan Kepentingan Perseorangan (Ditinjau dari Aspek Kebijakan Publik),” *Jurnal Ilmu Administrasi dan Kebijakan Publik*, Vol. 1, No. 3, (2004), p. 84.

²⁰ Mohammad Maiwan, “Kelompok Kepentingan (Interest Group), Kekuasaan dan Kedudukannya dalam Sistem Politik,” *Jurnal Ilmiah Mimbar Demokrasi*, Vol. 15, No. 2, (2016). p. 44.

²¹ Rieka Mustika, “Pergeseran Peran Buzzer ke Dunia Politik di Media Sosial”, *Jurnal Diakom*, Vol. 2, No. 2, (2019), p.144.

interests of a group.²² In research entitled *Public Interest Media Advocacy and Activism as a Social Movement* stated that along with the importance of information and communication technology for political involvement, culture, and economic prospects, public interest advocacy has grown significantly, this field's expansion has such an impact that analysts identify it as a valid social movement that stimulates public interest activities and public interest organisations.²³

Besides, in the book entitled *Environmental Communication and the Public Sphere* states that advocacy is a form of communication for the public interest where advocacy activities become the basis for social movements whose aim is to express arguments about ideas, policies, support certain goals and values.²⁴ Which mean advocacy is carried out with the aim of achieving change towards a common goal.²⁵ Research conducted by Gulliver, Fielding and Louis shows that advocacy has achieved success in safeguarding public interests,²⁶ in journal entitled *The Impact of Public Opinion on Public Policy*, Paul Burstein stated that social media platforms can help shape public opinion, which has been proved to affect politicians' responses to the problem.²⁷ The author is interested in taking this topic

²² Yonatan Alex Arifianto and Priyantoro Widodo, "Tinjauan Etis Kristiani Terhadap Buzzer dalam Media Sosial," *Veritas Lux Mea (Jurnal Teologi dan Pendidikan Kristen)*, Vol. 3, no. 1, (2021), p. 16.

²³ Philip M Napoli, "Public Interest Media Advocacy and Activism as a Social Movement," *Annals of the International Communication Association*, Vol. 33, No. 1, (2009), p. 385.

²⁴ Robert Cox, 2013, *Environmental Communication and the Public Sphere*, Los Angeles, Sage Publications, p. 83.

²⁵ James M Jasper, "Linking Arenas: Structuring Concepts in the Study of Politics and Protest," *Social Movement Studies*, Vol. 20, No. 2 (2021), p. 243.

²⁶ Robyn Gulliver, Kelly S Fielding, and Louis Winnifred, "Understanding the Outcomes of Climate Change Campaigns in the Australian Environmental Movement," *Case Studies in the Environment*, Vol. 3, No. 1 (2019), p. 9.

²⁷ Paul Burstein, "The Impact of Public Opinion on Public Policy: A Review and an Agenda," *Political research quarterly*, Vol. 56, No. 1 (2003), p. 29.

to analyze role of social media platforms is in advocating public interest in Indonesia, to analyze obstacle of social media platforms in advocating public interest in Indonesia and. Based on the problems above, the writer will be more specific in researching the 'Role of Social Media Platforms in Advocating Public Interest in Indonesia' using normative legal research methods. Moreover, the research uses a statutory approach and case approach, to obtain these research materials, this research will be conducted by means of a literature study that examines legal materials. Legal materials as research materials are taken from library materials in the form of primary legal materials, secondary legal materials, and tertiary legal materials.

B. Research Problems

Considering the research background above, the researcher formulated two questions to be answered, namely:

1. What are the roles of social media platforms in advocating public interest in Indonesia?
2. What are the problems of social media platforms in advocating public interest in Indonesia?

C. Objectives of Research

The objectives of this research are:

1. To analyze the roles of social media platforms in advocating public interest in Indonesia.
2. To analyze the problem of social media platforms in advocating public interest in Indonesia.
3. To propose some suggestions for a better policy that regulates digital advocacy.

D. Benefit of Research

There are some benefits of this research, namely:

1. Theoretical Aspects

The research gives a contribution to the development of science, especially on the topics of roles social media platforms in advocating public interest in Indonesia.

2. Practical Aspects

The research will provide suggestion recommendation to the President and DPR which they should make more specific regulations regarding public interest advocacy through social media in order that increase the quality of advocacy in Indonesia.