THESIS

IDENTITY POLITICS IN THE DIGITAL ERA:

ANALYSIS OF THE ROLE OF SOCIAL MEDIA IN SHAPING AND INFLUENCING THE MINDSET OF INDONESIAN PEOPLE'S IDENTITY POLITICS AHEAD OF THE 2024 GENERAL ELECTION

Submitted to fulfill the requirements for obtaining a bachelor's degree at the Faculty of Social and Political Sciences, Government Science Study Program

Muhammadiyah University of Yogyakarta

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DECLARATION PAGE

Hereby this letter declarate that

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I hereby declarate that my thesis entitled : **"IDENTITY POLITICS IN THE DIGITAL ERA: ANALYSIS OF THE ROLE OF SOCIAL MEDIA IN SHAPING AND INFLUENCING THE MINDESET OF INDONESIA PEOPLE'S IDENTITY POLITICS AHEAD OF THE 2024 GENERAL ELECTION"** I made it with my own work and do not contain work that has been submitted for a bachelor's degree at my university. Furthermore, if it is later proven of there is a duplication, and there are other parties who feel aggrieved and sue, then I will be responsible and accept all the consequences that come with it

Yogyakarta, November 27th 2023

Muhammad Hagi Rahmansyah

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MOTTO

"Then surely with difficulty comes ease"

(QS. Al Inshirah: 5)

If God helps you, then no one can defeat you."

(QS. Ali 'Imran: 160)

Impian ada ditengan peluh, bagai bunga yang mekar secara perlahan, usaha keras itu tak akan mengkhianati

(-Shonichi, JKT48)

Before dusk turns into night, leave your sorrows today

-Writer

OFFERING

Alhamdulillah, thank God SWT for the blessings and gifts, as well as the ease and smoothness that have been given in undergoing lectures until the completion of this work at the right time. This simple work is a form of worship and responsibility to parents who have tried to provide opportunities for their daughters to carry out knowledge up to the Bachelor level. This work is also an expression of my gratitude to:

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4. To myself, thank you for always fighting spirit, being cheerful, and not giving up until the end. Let's create a beautiful living page next.

FOREWORD

All praise be to Allah SWT who has given ease, grace, and mercy in writing this thesis with the title "Identity Politics In The Digital Era: Analysis Of The Role Of Social Media In Shaping And Influencing The Mindset Of Indonesian People's Identity Politics Ahead Of The General Election." The author takes this topic with the hope that it can be useful to provide a more complete picture of the role of social media in shaping and influencing the mindset of identity politics of Indonesian society, especially in the context leading up to the election. This thesis is prepared to meet one of the requirements to obtain a bachelor's degree in the Department of Government Science, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta.

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Yogyakarta, 24 November 2023

Muhammad Hagi Rahmansyah

ABSTRACT

This study investigates the influence of social media, particularly Twitter, on identity politics among Indonesian individuals in anticipation of the upcoming general election. Using Manuel Castells' theoretical framework, the study uses qualitative methodologies and content analysis to analyze Twitter accounts engaged in discussions about identity politics. The research aims to understand identity politics and its influence on the multicultural context of Indonesia. The results show a nuanced portrayal of public opinions and perspectives on identity politics, with endorsement or criticism of presidential candidates influenced by religion, ethnicity, and inclusivity. Support is given to politicians who support diversity and pluralism, while apprehension is expressed towards candidates with connections to radical and terrorist organizations. Sentiment analysis indicates a positive reaction towards avoiding entanglement in identity politics and evaluating it as a threat to cohesion and harmony. Several tweets also show a positive attitude towards identity politics, viewing diversity as a valuable asset. The study highlights the three primary candidates' history of engaging in identity politics, such as Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo, who use identity politics as a tactic to gain support from Indonesian voters.

Keywords : *Politic Identity, Social Media, General Election, Digital Communication*

ABSTRAK

Penelitian ini menyelidiki pengaruh media sosial, khususnya Twitter, terhadap politik identitas di kalangan masyarakat Indonesia menjelang pemilu mendatang. Dengan menggunakan kerangka teori Manuel Castells, penelitian ini menggunakan metodologi kualitatif dan analisis konten untuk menganalisis akun Twitter yang terlibat dalam diskusi tentang politik identitas. Penelitian ini bertujuan untuk memahami politik identitas dan pengaruhnya terhadap konteks multikultural di Indonesia. Hasilnya menunjukkan gambaran opini dan perspektif masyarakat mengenai politik identitas yang beragam, dengan dukungan atau kritik terhadap calon presiden dipengaruhi oleh agama, etnis, dan inklusivitas. Dukungan diberikan kepada politisi yang mendukung keberagaman dan pluralisme, sedangkan apresiasi diberikan kepada kandidat yang memiliki koneksi ke organisasi radikal dan teroris. Analisis sentimen menunjukkan reaksi positif terhadap penghindaran keterikatan dalam politik identitas dan menilainya sebagai ancaman terhadap kohesi dan harmoni. Beberapa tweet juga menunjukkan sikap positif terhadap politik identitas dan memandang keberagaman sebagai aset berharga. Studi ini menyoroti sejarah keterlibatan tiga kandidat utama dalam politik identitas, seperti Anies Baswedan, Prabowo Subianto, dan Ganjar Pranowo, yang menggunakan politik identitas sebagai taktik untuk mendapatkan dukungan dari pemilih di Indonesia.

Kata Kunci: Identitas Politik, Media Sosial, Pemilu, Komunikasi Digital