

CHAPTER 1

INTRODUCTION

A. Background

As explained by Munandar et al. (2019), in an increasingly connected digital age, identity politics has become a significant aspect of political context. Identity, which includes elements such as religion, ethnicity, and ethnicity has an important role in shaping political perspectives and community participation in a variety of political contexts (Paradise & Andriyani, 2021). In the context of technological developments and the widespread adoption of social media, the role of identity in politics has undergone significant expansion. According to Yardley & Honess (1987) identity is a reflection of an individual's perception of himself and how that individual is viewed by society.

Political identity encompasses our perspectives and preferences on political issues, which are reflected in our personal identity, such as religious beliefs, or ethnic groups. In Surbakti's book (1992) In the context of politics, identity is often the basis for the formation of individual political perceptions, orientations, and preferences. In this context, social media has become a platform that has a significant role to play in shaping and influencing identity politics. Based on the results of research conducted by Indrawan (2020) consistently shows that social media such as Twitter facilitate open communication and interaction between individuals with diverse backgrounds, allowing people to express their opinions quickly and widely.

The influence of social media on the political identity of Indonesian people, especially in the context of general elections, has complex implications (Elda, 2020). The influence of social media has undergone a change in the way we interact and participate in the political sphere. According to Bright (2018) Discussions that take place on social media have the ability to create an environment where individuals can share views, form shared perceptions, and strengthen their political identity. However, the impact is also inseparable from the risk of polarization, because narrow and isolated understandings reinforce existing identities, sometimes hindering dialogue, and understanding between groups.

In the context of Indonesia characterized by a diverse plurality of cultures, religions, and ethnicities, political identity is the focus of deep attention (Alfaqi, 2015). In observing this phenomenon, it is important to conduct an in-depth analysis of the role of social media in shaping and influencing the mindset of identity politics of Indonesian people ahead of the election. In this study, it is expected to reveal the impact of social media, especially Twitter, on people's identity politics participation, both in strengthening equality of views and challenging polarization that may arise. Therefore, this study aims to analyze the role of social media, especially Twitter, in shaping and influencing the mindset of political identity of Indonesian people, focusing on the situation leading up to the election. By conducting this analysis, it is hoped that a deeper understanding of the interaction between the dynamics of identity politics and social media can be

obtained, as well as its application to mindset and political participation in indonesia.

In a study of identity theory, it was concluded that in the digital age, the phenomenon of identity politics plays an important role in politics and social dynamics (Raskovic, 2020). Indonesia, a country of cultural, religious, ethnic, ethnic, and linguistic diversity, offers a different stage for understanding how social media and identity politics interact with each other. Indonesian society has strong values and meanings based on religion, culture, tribe and ethnicity. These values sometimes show pride in diversity and sometimes lead to opportunities for conflict.

Indonesia's history and cultural diversity are deeply intertwined with its political identity (Paradise & Andriyani, 2021). According to Language Development and Development Agency of the Ministry of Education and Culture (2018) Indonesians speak more than six hundred languages and consist of various ethnic groups, even indonesia is one of the countries with the largest Muslim population in the world because of its religious diversity (RISSC, 2022). It is also home to various other religions, such as christianity, hinduism, buddhism, and traditional beliefs. Religious and ethnic identity have become important factors in voters' choices and their political views (Paradise & Andriyani, 2021). National, local, ethnic, and religious identities are part of indonesia's identity politics. Based on research conducted by putriani & aras (2022) Social media and diversity have revealed that social media has played an important role in fostering conversation

and equality of opinion in identity groups in an increasingly digitally connected world.

Identity politics receives special attention during elections, a landmark event in Indonesian democracy. Identity is often raised and used by various parties to influence voters in elections. Therefore, social media such as Twitter today allow people to communicate, debate, and sometimes reinforce each other (Princess & Romli, 2021). Research by Suryadi (2019) highlighting that the impact of identity politics on social media can be problematic. Discussions on social media can increase tensions between identities and can even lead to deeper disagreements (Jarir, 2019). Analysis of how social media shapes and influences identity politics is crucial given the diversity and complexity that exists in Indonesia. This research can reveal how social media, especially Twitter, affects Indonesian people's political perceptions, social dynamics, and their participation in identity politics ahead of elections.

Wulansari (2014) suggesting that social media, especially Twitter, plays an important role in driving political dynamics and encouraging people's active participation in various political and identity issues. In this regard, social media has changed the way we interact with politics, allowing individuals to have more power through these online platforms (Soebakir et al., 2020). Social media provides a platform for individuals to voice their political identity and opinions. For example, previous research discussing the influence of Twitter use on political participation has revealed that platforms like Twitter have become easy places for

people to express their opinions on current political issues amid a growing frenzy of information (Widayanto, 2020).

Now individual opinions can be seen by a wider public, which previously may have been confined to small discussions. According to Toor, s. I. (2020) with the existence of social media, especially twitter, it allows ideas and opinions to develop and spread. In addition, social media allows people from different backgrounds to participate in political discussions (Dwitama et al., 2022). Regardless of geographical or physical environmental constraints, these discussions allow for more diverse and inclusive participation (Zempi et al., 2023) . With this social media, especially twitter, people with different political perspectives and identities can communicate directly, debate, or reach agreement of opinions, which results in a more open discussion space (D'Heer & Verdegem, 2014).

In addition, twitter social media also has a feature to speed up the dissemination of information so that other users can quickly retweet, share, or like posts or tweets related to certain issues. In research conducted by Widayanto (2020) When it comes to political participation, individual views and messages can reach a larger audience than expected, allowing those opinions to garner greater attention. Currently, social media, such as twitter, has features so that users can also interact directly with political leaders and political parties in a political context without any restrictions. Users can ask questions, leave comments, or criticize policies through this platform.

However, according to Effing et al. (2017) The role of social media in facilitating political participation and sharing views is crucial. In the same vein, the research conducted by Tucker et al. (2018) concluding that today's social media platforms are not free from the risk of spreading inaccurate information, provoking content, or even increased polarization are some of the problems that arise. Therefore, the ability to critically process information and participate in meaningful discussions on social media is essential so that we can harness the positive potential of these platforms while avoiding their potential negative impacts.

According to Roskin et al. (2017) a general election, or election, is a political process in which citizens elect their representatives in government. Through elections, elected individuals have the authority to make policies, shape laws, and manage government in accordance with the interests of the people. According to Norris (2004) In his book that discusses the concept of elections in the context of political systems and democracies, elections are an important part of a democratic system that allows people to participate in political decision-making by voting for political parties or candidates who represent their interests and views. Electoral context has a central role in the choice of this study. The main reason for conducting a state analysis of the circumstances leading up to a general election is that these events are often the culmination of political dynamics, where political identities and choices can be strongly felt. Elections shape and articulate identity politics significantly.

The need for a better understanding of how social media, such as twitter, plays a role in shaping and influencing identity politics mindsets increases as a result of electoral momentum. Social media is often a place where identity politics rhetoric is displayed and pitted, and this has great potential to influence people's perspectives (Peterson et al., 2017). In addition, according to Fjelde and Höglund (2016) elections often lead to debates about political choices and the principles that the country will embrace, as well as the conflicts and tensions that often occur around it. Therefore, it is very important to look at how social media affects political perception and participation, especially when it comes to identity.

Analysis of the situation in the run-up to the general election makes it possible to understand the extent to which social media influences political views and amplifies identity issues. Sentiment, debate, and rhetoric of identity politics on social media often increase during this period (Barberá et al., 2015) . Therefore, looking at how social media plays a role in identity politics in an electoral context provides a broad understanding of how these platforms play an important role in navigating people's political and identity dynamics.

Identity politics and the role of social media in shaping political perspectives have become increasingly complex and interesting issues in the growing digital age. Religious, ethnic, and gender identities have a significant influence on political preferences and participation in communities (Putnam, 2000). Instead, social media is increasingly important in allowing people to voice their political views and influence public perception (Jungherr, 2016)

Although significant research has been conducted separately on the role of social media and identity politics, we still fail to understand how these two components are interconnected and influence each other in Indonesia ahead of the general election. Although political communication theories such as agenda setting and framing have been used in the context of social media (McCombs et al., 2001), it is still necessary to integrate relevant theoretical frameworks, such as the theory of social domination by Sidanius & Pratto (2001) and the spiral media effect theory by Noelle-neuman (1974), to gain a better understanding of how social media promotes, strengthens, or even hinders identity politics in society. This research is expected to make an important contribution to the understanding of how social media transformation has changed the way we interact with political information and how views of identity politics evolve in an increasingly connected digital society.

The main purpose of this study is to study how the influence of Twitter social media on identity politics in the context of the 2024 election in Indonesia. This study focuses on presidential candidates who participated in the election. This research aims to understand how social media, specifically Twitter, influences and shapes identity politics in presidential elections. This research will identify how various aspects of identity, such as nationalism, religion, ethnicity, and others, are reflected in campaigns and stories spread by supporters of the presidential candidate on Twitter. By delving further into the data units involving candidate-supporting accounts, the study will gain a better understanding of how social media influences and shapes identity politics.

B. Problem statement

1. How does social media, especially Twitter, play a role in the formation of political identity among Indonesian society, and is there political polarization developing through this platform?
2. How does the use of Twitter influence the level of political involvement of the Indonesian people in responding to the upcoming general election?
3. How is the development of awareness of identity politics among Indonesian society?

C. Research Objectives

The main objective of this study is to analyze the role of social media, especially the twitter platform, in shaping and influencing the mindset of identity politics of indonesian people ahead of the general election (pemilu). Through this analysis, research aims to achieve several specific goals:

1. The research aims to gain a better understanding of how identity politics—including religious, ethnic, and gender issues—influence political conversations on social media ahead of elections. It is expected that patterns and trends in the way political identities are communicated and debated can be discovered through content analysis and interaction.
2. This research will determine how social media, particularly twitter, shapes and influences people's perceptions of identity politics. It includes an understanding of how platforms help share views, influence opinions, and even shape identity solidarity among different groups.

3. One important goal is to find out how much the role of social media in shaping the mindset of identity politics has an impact on people's political participation ahead of the election. Do interactions on social media encourage people to participate more actively in the political process or even change their choices?
4. This research will determine the threats or negative effects that may arise as a result of the role of social media in identity politics. This can include issues such as polarization, diffuse disinformation, or conflicts that can arise because of controversial rhetoric.
5. The aim of this study is to provide valuable insights for media practitioners, the general public, decision-making, and politics. It is hoped that this research will gain a better understanding of the dynamics of identity politics in the digital age, which will help inform public debate and political communication strategies in the future.

By exploring these aspects, the purpose of this study is 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.

D. Research Benefits

1. Theoretical benefits

- a. Deeper understanding of political identity: the structure of this theory allows research to gain a better understanding of how political identity is shaped and changed in the context of an increasingly globally connected and technology-influenced society. This can be helpful in determining how political identity plays a role in elections.
- b. Better understanding of the role of social media: the basis of this theory helps understand how social media influences political thinking and how the use of social media in identity politics can affect social and political dynamics. This can help research into how social media contributes to elections.
- c. Detailed analysis of framing: the idea of framing allows research to thoroughly analyze how society conveys and understands identity issues. This can help reveal how framing affects the way society views identity issues.
- d. Understanding of agenda setting: research on agenda setting can understand how social media influences people's priorities and attention to specific identity issues. This helps explain why certain identity issues receive different attention during elections.
- e. Linking theory to local context: this theoretical framework allows researchers to link political communication theory and political identity with the context of Indonesia's vast diversity of identities. This

can provide a special understanding of how Indonesian society understands and influences identity issues.

- f. Use of theory in complex studies: this theoretical framework serves as the foundation for complex studies of social media, political identity, and elections. This could help investigators answer deeper questions about how political identity affects political processes in the digital age.

2. Practical Benefits

- a. The results of this study can provide guidance for policymakers in formulating more effective political communication strategies on social media. This can help minimize potential polarization and increase insightful participation in the political process.
- b. This research can support social media awareness education for the public. By understanding how social media affects political views and identities, people can be more critical in consuming information and participating in online political discussions.
- c. The study's findings could provide input for social media platform developers in designing algorithms and features that encourage more inclusive and insightful discussions and reduce the spread of misinformation.

By summarizing the benefits in these three aspects, this research not only makes an academic contribution, but also has far-reaching implications in understanding and managing identity politics in the age of social media.

E. Literature review

In research conducted by Munandar et al. (2019) He emphasized that identity politics in Indonesia includes seeing identity in political activities, which are often led by marginalized groups who want to bring about change. In addition, the study emphasizes the possibility that such identities can unite with shared values such as patriotism. Most people believe that the role of social media in politics has the potential to change the future of communication and political mobilization. It's important to note that this research shows that the kind of identity politics seen during the 2019 presidential election is more likely toward constructivist than essentialist identity politics, as entities create and deploy specific issues to gain support and differentiate themselves from their competing parties. The basic concept of constructivist political identity can be understood in the book entitled *Identity and Violence* work (Amartya, 2007), he argues that political identity is often mistaken for a single identity, when in fact political identity is the product of various social and cultural constructs.

Research by Prasetya (2019) shows the negative impact of identity politics exploited through social media on the millennial generation and the implementation of the 2019 elections in Indonesia. Religious sentiments, primordialism, fanaticism, and superiority are forms of identity politics that often spread through social media, endangering the democratization process and the social structure of society (Castells, 2015). In political marketing, this phenomenon can be considered one of the wrong types (Castells, 2015). The study

uses a descriptive empirical analysis approach, examining objective conditions and relevant literature. The results showed that a broad approach involves technology, socio-cultural, ethical, and legal aspects, as well as the participation of all relevant parties, such as law enforcement. It is hoped in the study that solving the problem of identity politics will result in safe and democratic elections and credible leaders for the country.

Research by Toor (2020) study the role of social media in political communication and how it impacts consumers. However, the study did not determine how big the impact was. To list effects that can be further researched in future studies, the study draws references from previous literature. Social media has enabled the mass dissemination of information, which has been shown to have an impact on political knowledge and engagement (Aziz et al., 2022) . According to Chadwick (2017) in his book entitled *The Hybrid Media System: Politics and Power* He pointed out that in political communication, social media mediation has a lot of impact on users. It affects their awareness of politics, political debates, their political participation, and other political activities. Users who previously felt distant from politics are now interested in politics through the internet (Dwitama et al., 2022). In conclusion, based on relevant theories and research, it can be said that social media mediation has a significant influence on political figures and social media users in shaping political debates.

Research by Dwitama et al. (2022) See how social media affected people's political participation in the 2020 South Tangerang Regional Election, which was held during the Covid-19 pandemic. The political campaigns of mayoral and vice

mayoral candidates use social media as an important tool. In this article, it is noted that social media plays an important role in influencing people's political participation, mainly because they are so easy to disseminate information. In addition, candidates can conduct political campaigns well on social media, especially during a pandemic that limits social activities. The study used a case study approach and used primary data from questionnaires and surveys. Research shows that social media greatly influences people's political participation in the 2020 South Tangerang regional election. Despite their exposure to false information, people rely on social media for information about political campaigns (Dwitama et al., 2022). In conclusion, social media has a significant influence on political participation and people's political awareness in the election of legislative candidates.

In preparation for the 2024 elections, Indonesia faces many problems and efforts in dealing with identity politics, according to research by Hutapea et al. (2023) It is important for Indonesians to maintain an attitude of tolerance towards differences and avoid identity politics that can emerge as part of democracy. In the context of elections, this study analyzes technology, internet, and social media issues. The results point to several problems: the possible influence of misinformation and emotions on social media on voters; and the possible impact of identity politics on vote quality. To solve this problem, better political education is needed (Hutapea et al., 2023). In his research, he argued that it is very important for political parties to ensure that cadres and candidates are selected based on the principles of the nation. In short, to prepare for the 2024

elections, people must work together and work together to address issues and efforts related to addressing identity politics, political education is one way to do it.

Research by Alfani et. Al (2024) Conducting a framing analysis conducted by three leading online media in Indonesia, *kompas.com*, *mediaindonesia.com*, and *republika.co.id*, the focus of this research is related to the issue of identity politics ahead of the 2024 election. Political identity has even been used as a political commodity to gain voter support in the 2014 election. This has led to political polarization, debate, and even conflict that is still felt ahead of the 2024 elections (Aspinall & Mietzner, 2019) . This study uses qualitative methodology with framing method based on Robert Entman's theory (Entman, 1993). To understand how the three media construct the issue of identity politics as a representation of political interests, framing is carried out. Framing analysis pays attention to the selection of issues and emphasis on several aspects of reported reality, which are influenced by media ideology and journalist perspectives (Entman, 1993). The results show that all three media outlets reject political capitalization of religious, ethnic, and cultural identities in Indonesia's plural society as a political strategy, even though they place different emphasis on their respective ideologies. So, these three media agree that identity should not be capitalized politically, because it is considered to damage national unity for temporary political interests.

Research by Mahestu & Sumbogo (2020) Investigate interactions and conversations that took place in Facebook online forums during the 2019 Indonesian presidential election on ethnic, religious, racial, and intergroup issues

as well as identity politics. The study used a netnographic technique, which examined the Facebook forums that supported each candidate. Studies show that news/photo links with narratives, memes, narratives, videos, and ads reinforce identity politics values in every Facebook forum. These types of facebook posts include satire, hoaxes, debates, opinions, campaigns, and clarifications. In addition, the study found that the increase in digital literacy and technology is unbalanced, allowing people to consume, replicate, and spread fake news. This shows how important it is to understand the way identity politics is advertised on the internet, especially in the context of Indonesia's presidential election.

Research by Hayati et al. (2022) Focusing on the influence of social media on the religious and political identity of Indonesia's millennial generation. According to Hayati et al. (2022) In modern life, millennials and social media are two things that are very much related to each other. Social media has become an important component of the millennial generation's flexible, creative, and practical personality (Boyd & Ellison, 2007). The purpose of this study was to determine whether social media influences millennial behavior, especially during the covid-19 pandemic, which encourages interaction through the internet. The study analyzed social media documents related to political religious identity and corroborated them with in-depth interviews. The results of data analysis and interviews show that millennials use social media not only to enjoy themselves, but also to communicate and find solutions to their life problems. Even if millennials use platforms that advocate religious identity politics, they are more likely to feel curious about current issues, except for those who have been raised

with an exclusive understanding of religion and place politics as an integral part of their religious identity (Hayati et al., 2022). This study is crucial to understanding how social media affects political religious identity among Indonesian millennials.

Research by Akmaliah (2018) It also investigates the role of social media in Indonesian electoral politics, with particular emphasis on the role of political echoes and how social media and buzzer accounts affect the electability of potential leaders. This article explains how social media and buzzer accounts have changed politics, shifting information from online platforms to conventional media. Previously, political reverberations were only used to promote products, but now they play an important role in political campaigns. Not only do they promote their candidates, but they also spread negative information about their political opponents (Akmaliah, 2018). Buzzers are becoming increasingly important in electoral politics as social media's influence increases, but they can also be a dangerous source of hoaxes that can split national unity (Marwick & Lewis, 2017). This change is happening not only in Indonesia but also in developed countries such as the United States and the United Kingdom, where social media has become an important part of politics. With the advent of hashtags such as *#2019gantipresiden*, political campaigns have even switched from online platforms to offline platforms, demonstrating the important role of social media in political decision-making (Akmaliah, 2018). The study shows how important it is to regulate the use of social media in electoral politics to prevent the spread of misinformation and divisive efforts.

Research by Juditha (2019) Investigate how political buzzers function in social media, especially in the context of local elections and elections in Indonesia. Political buzzers are considered important actors in opinion raising in cyberspace, performing marketing tasks to support political candidates (Marwick & Lewis, 2017). The study found that buzzers use two main marketing strategies: negative and positive campaigns. However, the term buzzer is usually associated with negative campaigns, so it has a negative meaning. The study found that political buzzers use social media most effectively, and that professions as buzzers are considered lucrative with generous salaries.

However, buzzers are often viewed negatively during local elections and elections because they not only promote their candidates, but also engage in the spread of black campaigns that can damage the reputation of political opponents (Akmaliah, 2018). Due to the role of buzzers in the spread of these messages, the phenomenon of hoaxes, hate speech, and other negative campaigns is growing. In addition, it is very difficult for law enforcement to identify who most buzzers are because they use anonymous accounts. The study shows that there are regulations to be made to keep an eye out for political buzzer actions that violate the law. Such regulations can be found in the law on information and electronic transactions (ITE) or election commission regulations regarding negative campaigns. To avoid conflict and the spread of false information that can divide society, society must also be wise in assessing messages spread by political buzzers and not directly believing messages that are not true (Juditha, 2019).

All literature that has been discussed has a close relevance to identity politics in the context of elections in Indonesia. According to Marwick et al. (2017) As a major actor in opinion raising on social media, supporting social media accounts and political buzzers play an important role in the dynamics of identity politics. They often manipulate public opinion and mobilize voters by utilizing identities such as religion, ethnicity, race, and ethnicity (Mudde, 2016) . According to Sides et al. (2019) Negative campaigns used by supporters' social media accounts and political buzzers often center on traits shared by political opponents, leading to identity-based conflicts. The result is that political polarization based on identity becomes stronger, divisions in society become more severe, and conflicts between identity groups increase (Fiorina et al., 2008) . Social media now serves as an important tool for spreading identity politics messages, both positive and negative (Akmaliah, 2018). Therefore, understanding political identity is essential to deal with political buzzers and spread identity political messages on social media. It is crucial for society to understand how identity issues are used in politics and how this can impact the democratic process. Furthermore, research can explore more deeply how identity politics is an important part of political strategies and activities that are of public concern on social media, as well as how it impacts the dynamics of Indonesian politics and society.

F. Theoretical Framework

1. Identity Politics

According to Manuel Castells in the book Marcia et. Al (1993) , identity is built through experience, trust, and identification. Identity formation to make decisions about values, beliefs, and goals to be achieved by the study of collective identity in networked societies is also a focus (Marcia et al., 1993).

Identity is an ever-changing concept that emerges in social processes and can change according to changes in society, culture, and politics (Castells, 2009). Castells' identity theory is also considered essential for understanding social change, especially in the information age, where global connectivity increasingly affects how individuals and groups define themselves. According to Bennet & Segerberg (2013) As information technology, the internet, and social media evolve, identity is becoming increasingly intertwined with political change, activism, and social movements. Castells' identity theory provides important insights in understanding how individuals and groups perceive themselves. This identity theory will be used as a conceptual framework to analyze the role of identity politics in elections in this study.

One important concept in the understanding of contemporary social and political dynamics is the theory of identity developed by Manuel Castells, a renowned sociologist who has made major contributions to thinking about the evolution of society and information technology. Part of

the "age of information" trilogy, his book "the power of identity" provides a basic understanding of his identity. Castells put forward several concepts in his identity theory:

1. **Resistance Identity:** According to Castells (2009), resistance identity is an identity that emerges as a reaction to pressure or conflict in society. It is an identity that emerges as a reaction to social, economic, or political changes that are perceived as detrimental or degrading to a group of individuals or a community. Resistance to the existing system of power often gives rise to an identity of resistance. Social media is often used in the digital era to voice identity resistance and organize resistance against inequality or injustice.
2. **Project Identity (Project Identity):** Project identity is an identity formed by individuals or groups who have a shared vision and goals (Castells, 2009). This identity is related to efforts to build something new or achieve certain goals. Project identities can emerge in a variety of political or social initiatives, including social movements that seek to change society or advance certain goals. In a political context, project identity can emerge in the context of political or social initiatives.
3. **Identity Legitimacy:** Castells (2009) also highlights The concept of legitimate identity reflects the efforts of groups or individuals to gain recognition and legitimacy from various parties, such as the government, formal institutions, or the wider community. Castells emphasizes that identity legitimacy is not just a formal aspect, but a crucial factor in the

political and social dynamics of a society. Acceptance and recognition of an identity by others has the potential to substantially influence the sustainability and strength of that identity within the social structure.

Manuel Castells' identity theory is very important because it helps this study to understand how identity is shaped by individuals and groups, how identity affects social change, and how identity is related to advances in modern information technology. This theory has become the cornerstone for understanding many aspects of modern society, such as identity politics, cultural change, and globalization.

The theory of social identity also has been put forward by Henri Tajfel and John Turner (1979) their research defined social identity as the knowledge of individuals in which a person feels part of a group that has similar emotions and values. In the same line of study by Paradise & Andriyani (2021) concluded that religious and ethnic identity are essential for shaping political preferences and participation in a society rich in diversity such as Indonesia. The research found that these identities influence the way people vote and engage in politics.

As stated by Mudde and Rovira Kaltwasser (2013), the study of political polarization and conflict in various political contexts also shows how important identity politics is. The study emphasizes how political identity can lead to conflict and division in society, resulting in complex dynamics in the political arena. Identity in this case relates not only to

individual characteristics but is also a topic of analysis that analyzes the factors that cause polarization and political conflict.

The study also emphasizes how identity plays an important role in shaping an individual's political mindset and influencing social interactions in society when it comes to identity politics. According to Tajfel & Turner (1979) a person's identity is a representation of their worldview, values, and beliefs that shape their political choices. The study provides an understanding of the complexity of the interaction between identity and politics as well as how it impacts individual political thought and action in contemporary multicultural societies. However, political identity can also cause conflict in society and form opposing political camps (Vincent, 2013). This was also confirmed by Chandra (2006) in his article entitled *What is ethnicity identity and does it matter?* He posited that political identity has an impact on the political and social stability of the country, not just on individuals.

This research allows us to understand how religious, and ethnic identities shape individual political perceptions in the context of identity politics. In his book entitled *Democracy for Realists*, Achen & Bartels (2017) suggests that identity influences the way a person views political issues and relates them to their principles and beliefs. As a result, identity can influence their attitude towards certain political issues, vote for candidates, and even participate in political activities. Identity politics is therefore a complex and in-depth field of research that studies how

identity factors influence political thought and action (Taylor, 1994). In the context of an increasingly diverse society like Indonesia, understanding how identity politics affects social interactions and political dynamics is crucial to understanding the political changes that are taking place.

2. The Role Of Social Media In Politics

The role of social media in politics has been the focus of research in Jungherr's research (2016) explains how social media encourages broader and inclusive political participation, and how platforms like Twitter shape the dynamics of political interactions and political campaigns. A study conducted by Boulianne (2015) discovering that social media has the power to influence political behavior and public opinion, thereby changing the way people interact with the political sphere. The study shows how social media is becoming a platform where people can express their political views and influence people's perceptions.

The way we interact with political information has changed due to the rise of social media (Jungherr, 2016). These platforms now allow people to spread information, news, and political views quickly. Political engagement now includes connections in cyberspace in addition to in-person meetings. According to Boulianne (2015) Social media allows people from diverse backgrounds to have a voice and contribute to public discussions, which increases political participation.

Social media also allows people to be directly involved in political campaigns; For example, Twitter allows political campaigns to spread

faster and gain greater support from the public. In addition, social media allows people to talk to political leaders and makes politics more familiar. Although social media offer many advantages in political participation, they also have disadvantages. In research conducted by Menczer (2016) He concluded that uncivilized political expression on social media can give rise to polarization and conflict, and information bubbles generated by algorithms and social pressure on social media can limit individuals' exposure to different political perspectives. Overall, the role of social media in politics is complex and can have a good or bad impact on the way we participate and interact with politics. Social media has become an important channel for individuals in indonesia to voice their views on political and identity issues. However, social media must be managed carefully so as not to cause polarization and disinformation.

3. Theories Of Political Communication In Identity Politics

Understanding how social media influences public perceptions and opinions about identity, politics is influenced by theories such as agenda setting and framing. Agenda setting theory is a theory of political communication that states that the media has the ability to determine what problems are considered important by society by choosing problems to be reported more often and intensely (McCombs et al., 2001). In other words, the media not only provides information about the world, but also helps determine public attention to a particular problem. People tend to pay more attention to and consider issues that get a lot of news.

The concept of agenda setting is very important for identity politics research in Indonesia. In research by Breuer (2012) who observed and researched the revolution that occurred in Tunisia he observed that public attention to the issue of identity politics can be influenced by social media, which allows for rapid sharing of information. For example, if a particular identity issue receives more intense attention and conversation on social media, it is likely that the issue will become the main subject of public conversation. If religious or ethnic-related issues receive more intense attention and conversation on social media, society can consider and discuss more identity issues.

Thus, the idea of agenda setting can help explain how social media influences public attention and priorities on the issue of identity politics (McCombs et al., 2001). According to Neuman et al. (2014) Analysis of the most talked about identity issues on social media can show how they became the most dominant topics in public discussion.

Meanwhile, framing theory is an approach to political communication that says that the media has the ability to choose a certain perspective or frame of interpretation when presenting an issue (McCombs et al., 2001). By choosing how to frame an issue, the media can influence the way people understand and respond to the issue. Framing helps shape people's perception and understanding of a topic or issue (Entman, 2012).

The concept of framing is very relevant for identity politics research in Indonesia, this is due to the multiculturalism that exists in

Indonesia and Indonesia where the majority of people are Muslim. This can be concluded in the book written by Triandafylidou & Wodak (2009) which discusses the concept of framing in the context of identity, especially in relation to issues of migration and multiculturalism. Although this book does not focus on Indonesia, the framing concepts discussed can be applied in political identity research in various contexts, including Indonesia. According to Zúñiga et. Al (2014) Social media as a medium of information sharing allows various points of view to be conveyed in public discussions. However, social media also allows for certain framing choices, which can affect how society understands the issue of identity politics. For example, giving a positive picture of a group's identity can have an impact on people's perception of that group.

In the context of this study, conducting an analysis of the framing used in discussions of identity politics on social media can help researchers gain a better understanding of how identity issues are presented and perceived by society. Researchers can see whether the framing used by different identity groups differs from each other or whether certain framing can influence the way society views certain identity issues.

By incorporating these two theories, you can gain a better understanding of how public views on specific identity issues are shaped by social media. According to Bruns & Burgess (2015) Social media can use agenda setting to pinpoint the identity issues that attract the most

attention. Meanwhile, in Entman's research (2012) Through framing, social media can influence the way people understand and respond to the problem. In this overall study, political communication theory provides perspectives on how social media affects the dynamics of identity politics in Indonesia and how people get and accept that perspective.

G. Conceptual Definition

1. Identity Politics

Identity politics is a phenomenon in which individuals or groups identify themselves based on characteristics such as religion, ethnicity, gender, or culture, and use this identity as a basis for political participation, opinion formation, and interaction in a political context (Castells, 2009).

2. Digital Communication Era

According to Castells (1996) Digital age communication is the process of exchanging information, messages, and content that occurs through digital technologies such as the internet, social media, and other online platforms.

3. Social Media

Social media is a digital platform that allows people to create, share, and participate in online content (Boyd & Ellison, 2007).

4. General election

Elections are a democratic process in which citizens elect their representatives in the government of their country (Gallagher & Mithell, 2005).

H. Operational Definition

Table 1. 1

Operational Definition

Variable	Definitiom	Indicators	Parameters
Identity Politics on Social Media Based on the theory of Manuel Castells (2009) 1. Resistance Identity 2. Project Identity (Project Identity) 3. Identity Legitimacy	Identity Politics on Social Media is a phenomenon in which individuals and groups use social media platforms, such as Facebook, Twitter, and Instagram, to articulate, strengthen, and define their identities related to factors such as ethnicity, religion, gender, sexual orientation, or other social identity categories (Castells, 2013).	Identity Politics Publication Activities on Twitter	The Volume of sentiment (Negative & Positive) that consist identity political messages published by Twitter accounts supporting Prabowo Subianto, Ganjar Pranowo, and Anies Baswedan related to the general election were analyzed during a certain period.
		Response to the Publication of Political Identity	Analyze Twitter users' responses to identity politics messages, including the number of mentions, reach, hastag, and engaged users.
		Framing Identity Politics on Twitter	Identify and analyze the identity political framework used in messages on Twitter, based on Robert entman' framing theory. Narrative analysis showing changes in political identity over time

	<p>This often involves participation in political discussions, campaigns and debates in digital spaces with the aim of promoting or defending the identity of a particular group, and can influence the political process as a whole (Castells, 2002)</p>		<p>(Entman, 2012)</p>
--	---	--	-----------------------

The main variables of the study will be measured and analyzed with the help of this operational definition. This will ensure that the data collected is fit for research objectives and enable research to understand the role of social media in identity politics in Indonesia.

I. Research Methods

1. Types Of Research

This research uses a qualitative approach with a content analysis approach. This approach allows researchers to explore a deep understanding of how social media influence's identity politics in Indonesia ahead of the election.

This research aims to explore a deep understanding of how Twitter/X influence's identity politics in Indonesia ahead of the election. With an Content Analysis approach, this research will help identify volume, patterns, trends, and dynamics that may not yet be clearly visible, thus providing a more comprehensive initial picture of the topic.

2. Data Analysis Unit

The main component in the processing of information collected during the study is the data analysis unit; In the case of this study, the data analysis unit will concentrate on specific messages or content contained in the Twitter accounts of supporters of presidential candidates Prabowo Subianto, Ganjar Purnowo and Anies Baswedan supporting the presidential candidate. The unit of data analysis can be described as follows:

- a. Individual messages: the first unit is individual messages, or "tweets", that deal with issues of identity and politics. The smallest unit to be analyzed is each tweet. Tweet copy, images, and links to outside sources are included.
- b. Comments and replies: in addition to tweets, the unit of analysis will include comments and replies given by other users to a particular tweet. This will help understand interactions and responses to political and identity messages posted on twitter.
- c. Hashtags and trending topics: hashtags and trending topics used in politics and identity will also be analyzed as units. Hashtags are often

used to gather messages related to a particular topic, and trending topics indicate issues that are being debated on social media today.

- d. Twitter accounts supporting presidential candidates: the unit of analysis will also include twitter accounts supporting presidential candidates who submitted comments or tweets. User account information such as name, profile photo, number of followers, and profile description are entered into it. Additional context about political identity and opinion can be provided by this information.
- e. Additional media: social media often shares images, videos, or links to articles or other sources. To understand how visual media or outside references can affect political communication and identity, these additional media will be evaluated.
- f. Data Period Twitter account: The period used will start from October, November, and December 2023

In the process of more in-depth analysis, each component of this data analysis will be used. To classify, categorize, and find patterns in political communication and identity on social media platforms, this data will be imported into analytics software such as Brand24.

3. Data and Data Sources

In this study, the data and data sources used included information from social media platform twitter as well as relevant data from external sources. Here are more details:

- a. Twitter data: in this study, the main data used was content found on the social media platform twitter. This content includes tweets, or messages, relating to identity politics issues in Indonesia; comments made by other users in response to such tweets; hashtags and trending topics related to identity politics; and profiles of users who voice their opinions on politics and identity
- b. Brand24: Brand24 will be used to manage and analyze data more efficiently once the data obtained from twitter is imported into qualitative data analysis. It includes steps such as classification, categorization, and pattern creation from the collected data.
- c. External data: in addition to twitter data, research uses external data such as research reports on Indonesian identity politics, news articles, or other online sources that offer additional context and information. The results of data analysis from twitter will be used to compare the results of the study with other reports and literature.

The data used for this study came from public data that can be accessed online. Researchers will adhere to research ethics and data privacy standards when collecting, processing, and analyzing data. They will also process data to maintain the anonymity of twitter users involved in the analysis.

4. Subject and Object of Research

The subjects of this study were twitter accounts supporting presidential candidates in Indonesia who actively use the twitter platform.

The object of research is identity politics content uploaded and circulated on social media.

5. Data Collection Techniques

Data will be collected through documentation techniques for identity politics content posted on the twitter platform. Data collection will be done using Brand24 to help organize and analyze the data. Data will be collected in the form of text, images, and links related to identity politics issues.

6. Data Analysis Techniques

The collected data will be analyzed through a content analysis approach. The analysis will involve several stages, including identifying patterns in content and an in-depth understanding of identity politics narratives and views emerging on social media.

With a combination of twitter's platform documentation techniques and the use of Brand24, this research can gain richer and deeper insights into the role of social media in shaping the mindset of Indonesian identity politics ahead of the 2024 general election.