

American Academic & Scholarly Research Journal

HOME ABOUT LOG IN SEARCH CURRENT ARCHIVES
ANNOUNCEMENTS

[OPEN JOURNAL SYSTEMS](#)

[Journal Help](#)

Home > **July 2014, Volume 6, Number 4 - Special Issue**

American Academic & Scholarly Research Journal

ISSN2162-321X (print)
ISSN2162-3228 (online)

AASRJ is inviting papers for **Vol. 6 No. 3** which is scheduled to be published on **May 31, 2014**.

Professors from world's [50 underdeveloped countries](#) shall publish their articles at a reduced fee of \$ 75 USD. PhD students and Masters holders from these countries are also welcome to publish their articles with the AASRJ at a reduced fee of \$ 50 USD.

Journal publication fees: \$ 150 USD

Why does AASRC charge publication fees?

AASRC covers the costs of journal production, web hosting, CMS, database, online repository and archiving through a modest and affordable publication fee paid by authors.

Registration is Closed. Please [click here to submit your paper](#) for review.

Authors can request a copy of their published papers by email at editor@aaarc.org. Please include your Paper Title, Author Name, Volume Number and Date.



July 2014, Volume 6, Number 4 - Special Issue

Open Access Subscription Access

Table of Contents

Articles

[The Role of Social Capital and Knowledge Management in the Performance of SMEs: An Empirical Investigation in Pakistan](#)

PDF

Chaudhry A. Khaliq, Chaudhry A. Rehman,
Muhammad A. Roomi, Sumaira Rehman, Khansa Irem

[Social Media: A Prospective or a Dilemma The case of Pakistan](#)

PDF

USER

Username

Password

Remember me

SUBSCRIPTION

Login to verify subscription

NOTIFICATIONS

- [View](#)
- [Subscribe / Unsubscribe](#)

JOURNAL CONTENT

Search

All






















Browse









- [By Issue](#)
- [By Author](#)
- [By Title](#)
- [Other Journals](#)

FONT SIZE

INFORMATION

- [For Readers](#)
- [For Authors](#)
- [For Librarians](#)

- Khansa Irem, Afshan Hameed, Chaudhry Abdul Rehman, Chaudhry Abdul Kahliq*
[Scheduling of Dependent Real-Time Tasks Using Fuzzy Logic Technique](#) PDF 
- Medhat Awadalla, Afaq Ahmad, Samir Al-Busaidi*
[A Proposed Framework for the Design of Incentives Based on the Stock in light of the Impact of Islamic Principles on Governance](#) PDF 
- Nesreen Mohamed Fathy Youssife*
[Cybercafés Use Continuance: An Empirical Test of a Research Model](#) PDF 
- Abdulwahab L, Mijinyawa M. Kabir*
[User's Profile Representation for Distributed Systems](#) PDF 
- Youcef SKLAB, Hassina Nacer, A. Kamel Tari*
[A Conceptual Model of the Expectation Confirmation Theory \(ECT\) Modification on Cybercafés Use Continuance](#) PDF 
- Abdulwahab L, Mijinyawa M. Kabir*
[Design and characterization of automatic hand washing and drying machine](#) PDF 
- Gbasouzor Austin Ikechukwu, Okeke Ogochukwu Clementina, Chima Lazarus Onyebuchi*
[Prevalence of Intestinal Parasites among School Children in a Rural Community of Anambra State, Nigeria](#) PDF 
- Maryjude C. Igbodika, Anthony O. Ekesiobi, Ifeyinwa I. Emmy-Egbe*
[Current Appraisal of Socio-Economic Factors Associated with Intestinal Helminth Infections in South-Eastern Nigeria](#) PDF 
- Iwueze O. Miriam, Nwaorgu C. Obioma, Okafor C. Fabian*
[Assessing the Effect of E-Commerce Intelligent Bots on Online Consumers' Post-adoption Behavior for Future Use](#) PDF 
- Masoud Shahmanzari, Sevgi Ozkan*
[From Theory to Practice: Changing Conceptions of Hegemony to Hegemony Analysis in Environmental Governance](#) PDF 
- Le Bo*
[Self-Maintainable Views Group in P2P Environment](#) PDF 
- Abderrazak Sebaa, Tari A. Kamel*
[Emancipatory Accounting in China: Does Alternative Social Reporting of Non-governmental Organisations Address Corporate Social Responsibility Problems?](#) PDF 
- Dan Shen*
[Knowledge Sharing Behaviour among PhD Students](#) PDF 
- Faiz Owaidah Alfazzi Aljuhani*
[The analysis and evaluation of capital structure in the Polish mining enterprises](#) PDF 
- Aneta Michalak*
[Developing the traffic control system using MAS](#) PDF 
- Arwa Ibrahim Ahmed*
[Determinants of Economic Growth in Central and Eastern Europe: A panel analysis](#) PDF 
- Valentina Sinaj*
[Application of Lean Six Sigma Principles to Food Distribution SMEs](#) PDF 
- Fahed Algassem, QingPing Yang, Joe Au*
[On some results on fuzzy \$\delta\$ -connected space in fuzzy topological space on fuzzy sets](#) PDF 
- Munir Abdul khalik AL-khafaji, Gazwan Haider Abdul Hussein*
[Usage of GA with Multilevel Thresholding to Detect Ice Thickness of Iced Conductor](#) PDF 
- Bahadır Akbal, Musa Aydın*
[Speech Recognition using Processor DSP TMS320C6713 DSK](#) PDF 
- Wafaa Mokrane, Rachid Elkabil*
[A Green Supply Chain Network Design Considering Carbon Dioxide Emissions, Energy Consumption and Economic Performance](#) PDF 
- Mohammad Reza Marjani, Omid Arjmand*

- Ghahestani, Milad Heidari*
[Multi Period Distribution Planning Problem of Crossdocking Network](#) PDF 
- Setayesh Badakhsh, Alireza Rashidi, Ali Akbar Akbari*
[The popularity of CMM IT project management standards in the context of the condition of informatics branch in Poland between 2007 and 2014](#) PDF 
- Michał Baran, Piotr Staliński*
[Participatory systems in the provision of educational services in the Arab World](#) PDF 
- Muddather Hassan Salem, Atef Awad*
[The influence of the degree of tensile strain to the ultimate strength and mode of failure of seismic walls with low-reinforced end-sections](#) PDF 
- Theodoros A. Chrysanidis*
[Does degree of elongation affect displacements of structural walls?](#) PDF 
- Theodoros A. Chrysanidis, Ioannis A. Tegos*
[The influence of the diameter of the longitudinal reinforcement of RC walls to their displacements against lateral instability](#) PDF 
- Theodoros A. Chrysanidis, Ioannis A. Tegos*
[IT based social media impacts on Indonesian general legislative elections 2014](#) PDF 
- Leon Andretti Abdillah*
[The bitmap index advantages on the data warehouses](#) PDF 
- El Amin Aoulad Abdelouarit, Mohamed El Merouani, Abdellatif Medouri*
[Study and measurement of International Competitiveness of Republic of Moldova](#) PDF 
- Corneliu Gutu*
[The Retention Policy Determinants and Physicians Job Satisfaction and Organizational Commitment: A Study of Hospitals in Saudi Arabia](#) PDF 
- Ala'Eddin Mohammad Khalaf Ahmad, Omar Zayyan, Talat Sindi, Yasser Abdullah Rhbeini*
[Adaptive elliptical patch antenna array for WLAN: A Smart approach to beam switching through phase shifting in feed network using elliptical patch array for Dual Band](#) PDF 
- Devleen Barua, Shuvashis Dey*
[Design and Performance Analysis of a Novel Elliptical Microstrip Patch Antenna Targeting Applications in ISM Band](#) PDF 
- Shahreen Hassan, Shahriar Hasan Shehab, Farhadur Arifin*
[Empirical investigation of the relationship between cultural orientation and leaders' ability to implement strategy](#) PDF 
- Jess Thompson-Hughes*
[Design of a Wireless Data Transmission Protocol for Underwater Acoustic Networks](#) PDF 
- MD Nasimuzzaman Chowdhury, Afsah Sharmin*



This work is licensed under a [Creative Commons Attribution 3.0 License](http://creativecommons.org/licenses/by/3.0/).

American Academic & Scholarly Research Journal

Copyright © American Academic & Scholarly Research Journal 2013

IT based social media impacts on Indonesian general legislative elections 2014

Leon Andretti Abdillah^a

^a Bina Darma University, Computer Science Faculty, Information Systems Study Program,
Palembang 30264, INDONESIA
leon.abdillah@yahoo.com

Abstract. The information technology's applications in cyberspace (the internet) are currently dominated by social media. The author investigates and explores the advantages of social media implementation of any political party in Indonesian general legislative elections 2014. There are twelve national political parties participating in the election as contestants plus three local political parties in Aceh. In this research, author focus on national political parties only. The author visited, analyzed, and learnt the social media used by the contestants. Those social media are : 1) Facebook, 2) Twitter, and 3) YouTube. Author also compares the popularity of political parties on social media with the results of a real count. Then Author can discuss : 1) the impact of social media on political parties, 2) social media as a brand of political parties, 3) social media as political presentation, and 4) social media as virtual society. The results of this study indicate that Facebook is still a social media application that received high attention by the voters on a campaign of political parties. Indonesian's legislative elections won by parties that are using social media as part of their campaigns.

Keywords: Social media, political campaigns, Indonesian legislative elections.

1 INTRODUCTION

Social media become one of the top internet application recently. These applications grow exponentially and attract millions concerns from virtual users. Social media are being discussed and analyze not only by industry and academic, but also involved politicians. Recently, social media have been used for personal online interaction, academic and education (Abdillah, 2013; Selwyn, 2009), product promotion (Rahadi & Abdillah, 2013), knowledge and information sharing (Abdillah, 2014), politics (Abdillah, 2014; Baumgartner & Morris, 2010), or activities (Boyd & Ellison, 2007). The rapid development of online social networks has tremendously changed the way of people to communicate with each other (Bi, Qin, & Huang, 2008). This article covers the topic of social media impacts on involving citizens in supporting e-democratic activity like general legislative elections or presidential campaigns.

Indonesia become the third largest democratic country after USA, and India. In Indonesia there are two steps of general national elections: 1) legislative elections, and 2) presidential elections. Legislative elections conducted to elect representatives in Senayan, House of representatives. The representatives come from a variety of political parties. In the 2014 election, there are twelve national political parties and three local political parties from Aceh. Research discussion in this article focus on : 1) legislative elections, 2) twelve national political parties, and 3) social media used by the national political parties.

In legislative elections, every political party must prepare and promote candidates for legislative council. Normally, in the campaign or promotion periods every political party will disseminate their politicians using various of conventional media, such as: 1) televisions, 2) news papers, 3) radios, 4) banners, etc.

Along with advances in information technology, political parties in Indonesia have also adopted social media in political campaigns and activities. This condition occurred because of citizens already friendly with the social media and become bored with conventional campaigns. Adding new media to old electoral politics will entice new and younger voters to greater participation (Xenos & Foot, 2008), because there are relationships between Facebook use and students' life satisfaction, social trust, civic engagement, and political participation (Valenzuela, Park, & Kee, 2009). On the other hand, information networks not easily controlled by the state and coordination tools that are already embedded in trusted networks of family and friends (Howard & Hussain, 2011). Organizations such as political parties are trying to keep up with this changing environment (Effing, van Hillegersberg, & Huibers, 2011). Another reason is based on one common characteristic among social media sites is that they tend to be free and are therefore widely accessible across socioeconomic classes (Joseph, 2012). Educated and well inform people less trust to billboards or banners, but they have more confidence or rather believe in the words of friends or colleagues in social media (Sugiarto, 2014).

The greatest phenomenon is Barack Obama's campaign in 2008. The successful use of social media in the US presidential campaign of Barack Obama (Tumasjan, Sprenger, Sandner, & Welpe, 2010) has established Twitter, Facebook, MySpace, and other social media as integral parts of the political campaign toolbox and how they have affected users' political attitudes and behaviors (Zhang, Johnson, Seltzer, & Bichard, 2010). Another success story is from Indonesia, Jokowi & Ahok, new Governor and deputy as winners of Jakarta Governor Election in the 2012s suggest political marketing strategy is an effective key to success (Ediraras, Rahayu, Natalina, & Widya, 2013).

Table 1. Facebook user distribution based on SocialBakers

No	Country	Facebook user based on age		Facebook user based on gender	
		The Largest	The Second Largest	Male	Female
1	USA	25-34	18-24	46%	54%
2	India	18-24	25-34	76%	24%
3	Brazil	18-24	25-34	47%	53%
4	Indonesia	18-24	25-34	59%	41%
5	Mexico	18-24	25-34	50%	50%

As of April 2014, Indonesia is the world's fourth position in terms of the number of facebook users(SocialBakers, 2014) after USA, India, and Brazil.

Young adults (18-24) people dominate Facebook users in Indonesia followed by the users in the age of 25-34 (table 1).There are 59% male users and 41% female users in Indonesia, compared to 46% and 54% in USA, 76% and 24% in India, 47% and 53% in Brazil, and 50% and 50% in Mexico.

In this article, author would like to discuss about successful story in social media based political campaign in Indonesia. Author extends this article by adding new data from real count result, add some sections, and add one social media, YouTube. The rest of this paper will discuss research methods, results and discussions, and conclude with conclusions and the direction for next study.

Information about political party contestants, national political party's website such as: Facebook, Twitter, and, YouTube, etc will be discussed in next section.

2 RESEARCH METHODS

This article is a continuation of the previous article analyzes (Abdillah, 2014) conducted by the author. In this article author add one social media, YouTube, for the observation. Then in this article author observes the features of political parties' social media, such as: 1) Facebook, 2) Twitter, and 3) YouTube. Author explores political parties' social media to check their activities. Author also gathers valuable information from KPU for the real count results (2009 and 2014).

2.1 Indonesian Political Parties for General Legislative Elelctions 2014

On elections in this era of reform involves twelve political parties consisting of eleven existing political parties and one new, Pnasdem, plus three local political parties in Aceh. In this article, author will not discuss three others local political parties in Aceh.



Fig. 1. Political Parties' Facebook Like's Statistics

2.2 Indonesian Political Parties's Social Media Accounts

This study only investigate three of the most popular social media at the moment. Table 2 shows the list of all social media accounts for political parties: 1) Facebook Page, 2) Twitter account, and 3) YouTube address.

Table 2. Polical Parties Social Media Accounts

No	Political Party	Facebook Page	Twitter	YouTube
1	PNasdem	-	@NasDem	-
2	PKB	pkb2pkb	@PKB_News_Online	-
3	PKS	HumasPartaiKeadilanSejahtera	@PKSejahtera	http://www.youtube.com/user/konpress
4	PDIP	DPP.PDI.Perjuangan	@PDI_Perjuangan	-
5	PGolkar	DPPP Golkar	@Golkar2014	-
6	PGerindra	gerindra	@Gerindra	http://www.youtube.com/user/GerindraTV
7	PDemokrat	pdemokrat	@PDemokrat	http://www.youtube.com/user/demokrattv
8	PAN	amanatnasional	@official_PAN	http://www.youtube.com/user/OfficialDPPPAN http://www.youtube.com/user/pan230898
9	PPP	pppdpp	@DPP_PPP	-
10	PHanura	hanura.official	@hanura_official	-
11	PBB	DPP-Partai-Bulan-Bintang- www.bulan-bintang.org/11471655303039	@DPPBulanBintang	-
12	PKPI	PKPI.MediaCenter	@sobatbangvos	-

2.3 Statistics from Online Media

To enrich the analysis from every social media that involved in political parties, author gathers information from some of statistical online media, such as SocialBakers. SocialBakers is an important online statistics tool for researchers who want to find out the social media condition from every country. SocialBakers works with four major social at the moment: 1) Facebook, 2) Twitter, 3) YouTube, and 4) LinkedIn.

SocialBakers is a user friendly social media analytics platform which provides a leading global solution that allows brands to measure, compare, and contrast the success of their social media campaigns with competitive intelligence (SocialBakers, 2014). SocialBakers also provide eleven clasifications, such as: 1) By Country, 2) Pages, 3) Brands, 4) Media, 5) Entertainment, 6) Sport, 7) Celebrities, 8) Society, 9) Community, 10) Places, and 11) Apps & Developers.

3 RESULTS AND DISCUSSIONS

In this section, author would like to show the results from real count by KPU, then followed by information about political parties' social media. Author also discusses the impact of social media.

3.1 Real Count Results

In the last article, author uses quick count results from some survey's institutions. In this article author uses real count data from legal institutions, KPU. Table 3 shows the real count results from the elections 2009 and 2014.

Based on 2014 real counts result, there are new winner in this election : 1) **PDIP**, 2) **PGolkar**, 3) **PGerindra**, 4) **PDemokrat**, 5) **PKB**, 6) **PAN**, 7) **PNasdem**, 8) **PPP**, 9) **PKS**, 10) **PHanura**, 11) **PBB**, 12) **PKPI**.

Table 3. Real Count Results in Indonesia General Election 2014

Rank	Political Party	Elections 2009	Elections 2014	Change
1	PDIP	14.03%	18.95 %	+ (↑)
2	PGolkar	14.45%	14.75 %	+ (↑)
3	PGerindra	4.46%	11.81 %	+ (↑)
4	PDemokrat	20.85%	10.19 %	- (↓)
5	PKB	4.94%	9.04 %	+ (↑)
6	PAN	6.01%	7.59 %	+ (↑)
7	PKS	7.88%	6.79 %	- (↓)
8	PNasdem	-	6.72 %	+ (↑)
9	PPP	5.32%	6.53 %	+ (↑)
10	PHanura	3.77 %	5.26 %	+ (↑)
11	PBB	1.79 %	1.46 %	- (↓)
12	PKPI	0.90 %	0.91 %	+ (↑)

Among those twelve political parties, only one new political party joins the election of 2014, PNasdem. Eight political parties get better voices in the election 2014, and three others political parties get lower voices then the elections of 2009.

The increasing number of voice revenue for 2014 elections won by the party PGerindra (+7.35%), followed by PDIP (+4.92%) and PKB (+4.1%). Author doesn't include PNasdem because this political party just join the election in 2014. PGolkar successfully defended his party's ranking in 2014 elections as runner up in the election 2009 & 2014. Figure 2 shows the tabular bar for the real count results of the elections in 2009 and 2014.

Unfortunately, in this election, none of the parties get more votes than 20%, as a condition to nominate candidates for president himself. So that each party must set strategy for Formatting a coalition with a number of parties. Author classifies the group of political parties in the election 2014: 1) three big political parties (PDIP, PGolkar, PGerindra), 2) three medium political parties (PDemokrat, PKB, PAN), 3) four small political parties (PNasdem, PKS, PPP, PHanura), and 4) two political parties which threatened not to go to parliament.

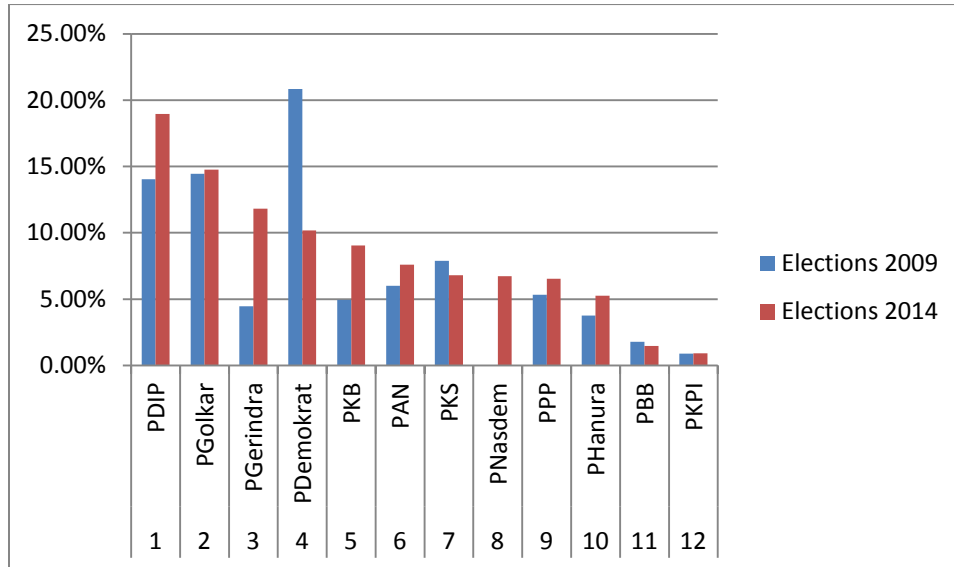


Fig. 2. Political Parties' Real Count Results (2009 & 2014)

3.2 Political Parties' Facebook Page

The first social media analyzed in this article is Facebook. The Facebook connectivity help the group to build a political party to further back up their main figure in the forecast Presidential candidacy (Murti, 2013). Table 4 shows the popularity of every political party in general election April 2014.

Table 4. Political Parties's Facebook Like

No	Political Party	Like (April, before real Count)	Like (May, after real count)	Talking about this	Most Popular Age Group
1	P.Nasdem	-	-	-	-
2	PKB	6.164 K	6.333 K	0.319 K	25-34
3	PKS	40.073 K	40.552 K	1.729 K	25-34
4	PDIP	319.000 K	453.559 K	273.756 K	18-24
5	P.Golkar	4.355 K	4.394 K	0.007 K	18-24
6	P.Gerindra	2500.000 K	2650.000 K	326.304 K	18-24
7	P.Demokrat	25.075 K	28.000 K	1400.000 K	18-24
8	PAN	38.228 K	45.000 K	7.3K	18-24
9	PPP	3.388 K	3.596 K	0.225 K	25-34
10	P.Hanura	562.000 K	563.918 K	0.629 K	18-24
11	PBB	2.198 K	2.211 K	0.009K	25-34
12	PKPI	4.410 K	4.095 K	0.007K	25-44

Author found that the popularity of political party in the general election 2014 based on the Facebook page political parties, there are three parties managed to get "Like" the most. Those political parties are : 1) PGerindra, 2) PHanura, and 3) PDIP. Among the three most popular parties, there are PGerindra and PDIP included in the election winners. This research also confirm that dominant Facebook's users that like political parties are young adults (19-24) followed by adults (25-34).

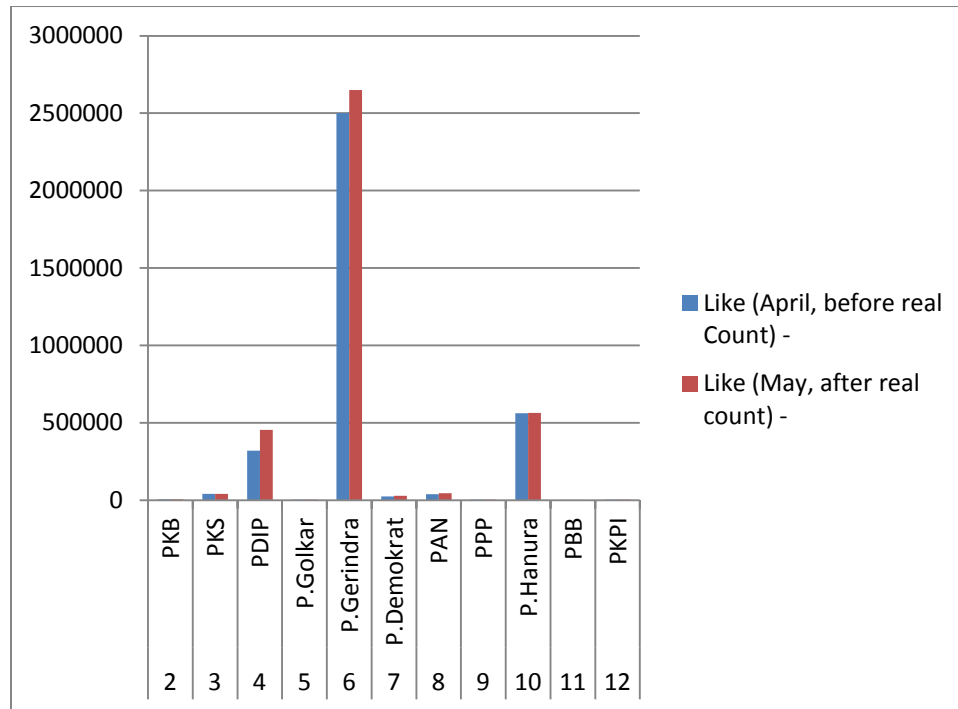


Fig. 3. Political Parties' Facebook Like's Statistics

3.3 Political Parties' Twitter

Twitter is a microblogging website where users read and write millions of short messages on a variety of topics every day (Tumasjan, et al., 2010). The analysis suggests that politicians are attempting to use Twitter for political engagement, though some are more successful in this than others (Grant, Moon, & Busby Grant, 2010). All of national political parties have official website (Table 1) and twitter account (Table 2).

Table 5. Political Parties's Twitter's Tweets, Following, and Followers

No	Political Party	Tweets (April)	Tweets (May)	Following (April)	Following (May)	Followers (April)	Followers (May)
1	P.Nasdem	17.600 K	19.865 K	0.669 K	0.688 K	20.900 K	22.582 K
2	PKB	2.898 K	2.991 K	1.704 K	1.704 K	4.050 K	4.270 K
3	PKS	18.900 K	19.038 K	0.275 K	0.275 K	105.000 K	109.272 K
4	PDIP	21.300 K	23.606 K	0.658 K	0.704 K	58.400 K	64.746 K
5	P.Golkar	9.680 K	0.074 K	0.493 K	0.027 K	2.329 K	0.017 K
6	P.Gerindra	47.600 K	48.930 K	2.160 K	3.173 K	143.000 K	149.711 K
7	P.Demokrat	4.008 K	4.148 K	0.870 K	0.872 K	18.200 K	19.222 K
8	PAN	6.022 K	6.243 K	0.605 K	0.605 K	4.745 K	5.216 K
9	PPP	4.424 K	4.511 K	0.076 K	0.073 K	2.953 K	3.155 K
10	P.Hanura	1.256 K	1.257 K	0.030 K	0.030 K	1.866 K	1.937 K

11	PBB	0.172 K	0.172 K	0.014 K	0.014 K	0.774 K	0.806 K
12	PKPI	2.301 K	2.301 K	1.376 K	1.377 K	1.364 K	1.385 K

Almost twitter accounts from all political parties included the abbreviation of their political party’s name except PKPI which use @sobatbangyos. Table 4 shows political party’s twitter account. Table 5 shows the numbers of tweets, following, and followers from every political parties. All of political parties have twitter account. In this manuscript, author will analyze twitter features of every political party based on : 1) Twitters’ tweets, 2) following, and 3) followers.

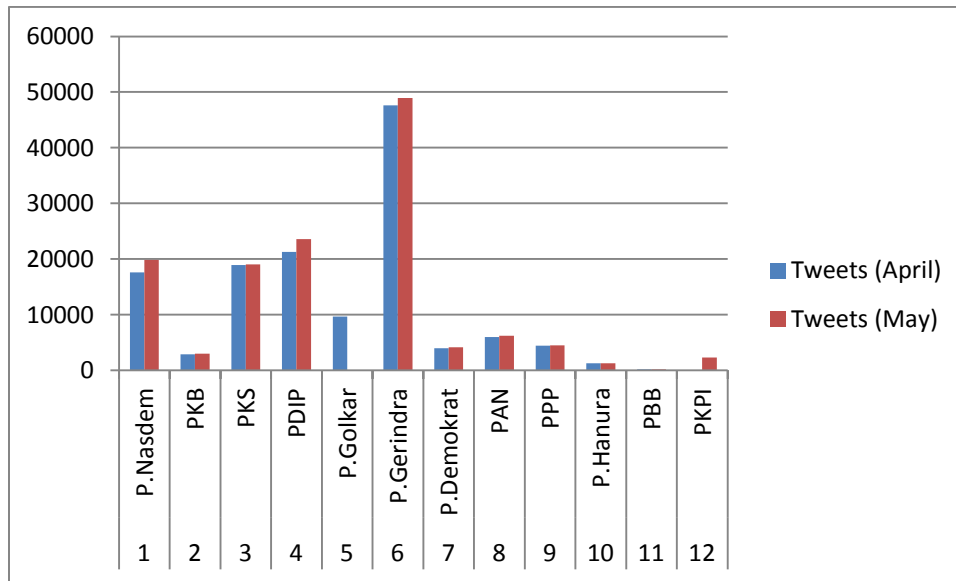


Fig. 4.a. Political Parties’ Twitters Tweets

Twitter, every user can publish short messages with up to 140 characters, so-called “tweets” (Tumasjan, et al., 2010), which are visible on a public message board of the website or through third-party applications. Figure 4.a shows the numbers of tweets of every political party. P.Gerindra was the most informative political party with 48,9 K tweets followed by PDIP (23.6 K) and PNasdem (19.8 K).

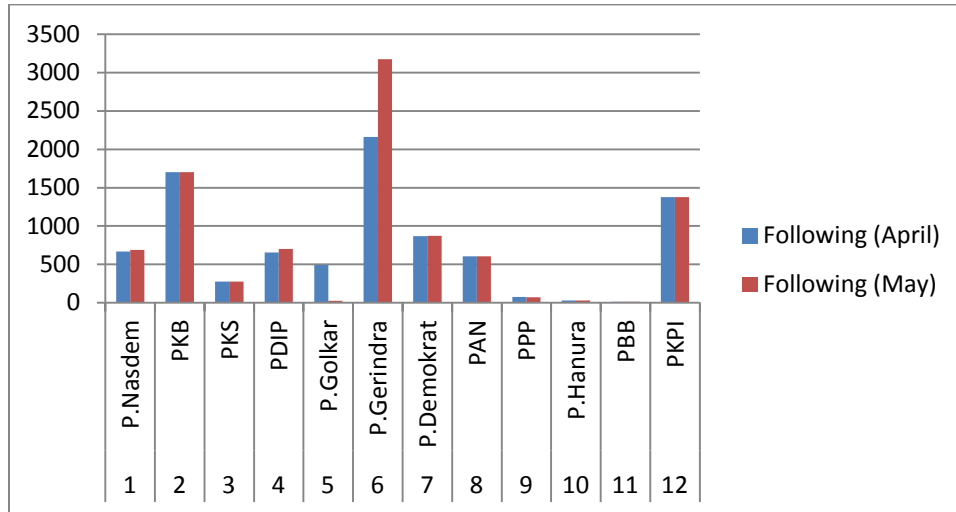


Fig. 4.b. Political Parties' Twitters Following

Figure 4.b shows the numbers of following of every political party. P.Gerindra was the most kindest political party that has been following 2,16 K others twitter accounts followed by PKB and PKPI.

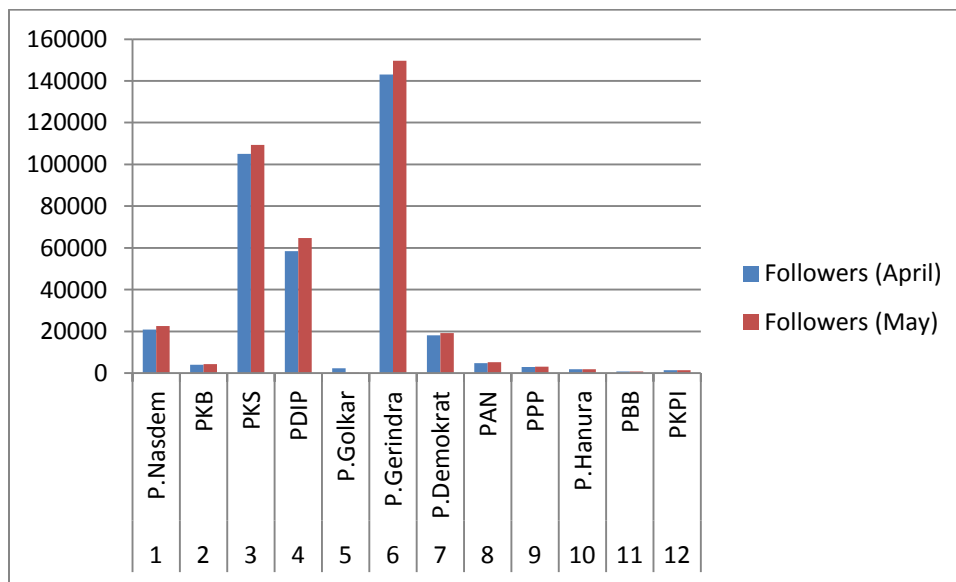


Fig. 4.c. Political Parties' Twitters Followers

Table 4.c shows the number of twitter followers of political parties. Based on these results, P.Gerindra occupies the first position, followed by PKS and PDIP. These results also show that P.Gerindra followers increase significantly after the announcement of real count result.

3.4 Political Parties' YouTube

Beside two most popular social media above, national political parties in Indonesia also use video-sharing site YouTube for the third alternative for their online campaigns. Table 6 shows national party's YouTube account with total subscribers. YouTube as one of video-sharing websites or free distribution channel provides a low-cost alternative for many political candidates to use in their campaigns (English, Sweetser, & Ancu, 2011).

Table 6. Political Parties's YouTube's Subscribers

No	Political Party	YouTube	Subscribers (April)	Subscribers (May)
1	P.Nasdem	-	-	-
2	PKB	-	-	-
3	PKS	http://www.youtube.com/user/konpress	5.768 K	6.078 K
4	PDIP	-	-	-
5	P.Golkar	-	-	-
6	P.Gerindra	http://www.youtube.com/user/GerindraTV	5.023 K	6.108 K
7	P.Demokrat	http://www.youtube.com/user/demokrattv	0.130 K	0.152 K
8	PAN	http://www.youtube.com/user/OfficialDPPPAN	0.011 K	0.012 K
		http://www.youtube.com/user/pan230898	0.030 K	0.030 K
9	PPP	-	-	-
10	P.Hanura	-	-	-
11	PBB	-	-	-
12	PKPI	-	-	-

YouTube as one of video-sharing websites or free distribution channel provides a low-cost alternative for many political candidates to use in their campaigns (English, Sweetser, & Ancu, 2011). In Obama's campaign, using YouTube more for media and message than for mobilization (Nielsen, 2011), but YouTube videos were successful in mobilizing younger voters like never before (McKinney & Rill, 2009).

The current trend in the use of YouTube as a medium for political campaigns has penetrated into Indonesia although not as optimal as practiced by Obama. Currently, some political parties have been used YouTube as political virtual channel and succeed to attract thousands attention from online users. At least there are four political parties used YouTube, namely: 1) PGerindra, 2) PKS, 3) PDemokrat, and 4) PAN.

Even PKS succeed to get the highest subscribers in YouTube, unfortunately PKS failed to get many votes in the general legislative elections 2014. Among the four political parties, PGerindra not only get a good number of subscribers, but PGerindra also won the third place based on real count results from KPU.

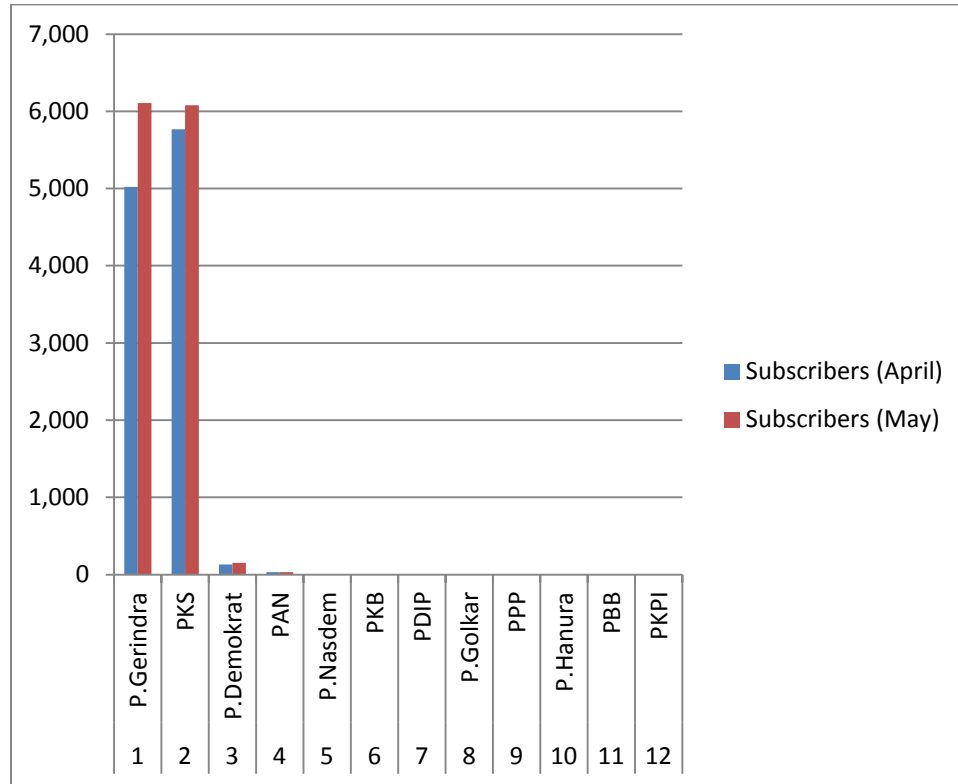


Fig. 5. Political Parties' YouTube Subscribers

3.5 Social Media as Political Party Brand

The term of brand refers to image and reputation is more or less right (Scammell, 2007). Social media can be used to promote legislative candidates to all prospective voters easily. Every political party has provided a number of social media for their loyalists as well as to capture new enthusiasts of the virtual user. In general legislative elections of 2014, Indonesian political parties are still dependent on the reputation of its chairperson or leader icon. For example, on Jokowi's political branding in governor election campaign is twitter social media (Wulan, Suryadi, & Dwi Prasetyo, 2014).

SocialBakers page report that political leaders and political parties get a very high attention in the social media of Facebook as community. Based on Figure 6, Prabowo and his political party, PGERindra, managed to occupy the top three social media community page in Facebook. Other political figures who entered the top ten are: SBY (no.2), BJ Habibie (no.7), and Muh. Jusuf Kalla (no.8). While the political parties who entered the top ten only PGERindra (no.3).

3.6 Social Media as Political Presentation

Social media platforms give politicians access to millions of users and offer the capacity to build a sense of camaraderie and connection with a wide constituency (Crawford, 2009). As political communication sources, social media are a recent phenomenon (Kushin & Yamamoto, 2010). Author browsed every political parties in April 2014. Author found that

every political parties has been accupied the political parties' Facebook page with some features.

Table 7. Political Parties's Facebook Page Views

No	PP	Logo	Order No	Head	Quote, Slogan, TagLine	Others	Website
1	P.Nasdem	-	-	-	-	-	-
2	PKB	✓	✓	-	-	-	✓
3	PKS	✓	-	✓	✓	Coalition	-
4	PDIP	✓	-	✓	-	Soekarno	-
5	P.Golkar	✓	-	-	✓	-	-
6	P.Gerindra	✓	-	✓	✓	-	-
7	P.Demokrat	✓	✓	✓	✓	-	-
8	PAN	✓	✓	✓	✓	-	-
9	PPP	✓	✓	-	✓	-	-
10	P.Hanura	✓	✓	-	✓	KPU	-
11	PBB	✓	-	✓	-	Simpatisan	✓
12	PKPI	✓	✓	✓	✓	Pemilu.com	-
Percentage		100%	50%	58.3%	66.67%	41.67%	

May1 2014

Author visited every political parties' facebook account. Author found that every political party has different way to present their existness via facebook. Table 8 show the summary of political parties appereance in facebook.

Table 7 shows the summary of political parties' facebook pages' features. In 2014 general elections, all of political parties (100%) dispaly their logo, half of them (50%) showing the serial number of his party, 58% display photos political party chairman, 66,67% have quote/slogan/tagline, and 41.67% showing other things.

Unfortunately many political parties do not displays supporters in their social media main page. The political parties seemed forget that the supporters are one of the most important aspects that they should display in their social media main pages.

3.7 Social Media as Political Virtual Society

The potential of social media lies mainly in their support of civil society and the public sphere (Shirky, 2011). On the other hand, (Tumasjan, et al., 2010) results indicate that people are finding interesting political information on Twitter which they share with their network of followers. When they share any link of tweets to their network, then they automatically create a virtual society for their interest. Social media offer users new channels for political information (Kushin & Yamamoto, 2010).

Author visited every political parties' facebook account. Author found that every political party has different way to present their existness via facebook. Table 7 show the summary of political parties appereance in facebook.

#	Page	Local Fans	Fans	SS	Rating
1.	Prabowo Subianto	4 947 379	8 166 656	2.300%	4.5
2.	Susilo Bambang Yudhoyono	2 603 241	2 758 287	NA	4.2
3.	Partai Gerakan Indonesia Raya	2 504 585	2 616 237	1.046%	4.0
4.	Barack Obama	1 402 400	40 792 654	Fre n Analytics	4.0
5.	Gita Inawati Virgawan	1 375 587	1 396 507	Fre n Analytics	4.0
6.	Informasi Statistik S1 S2 S3 Dalam	1 171 073	1 212 214	Fre n Analytics	4.0
7.	B. J. Habibie	804 557	831 707	Fre n Analytics	4.0
8.	MUH. JUSUF KHALLA	707 954	748 645	Fre n Analytics	4.0
9.	U.S. Embassy - Jakarta, Indonesia	607 394	637 388	Fre n Analytics	4.0
10.	Pdt DR Y Riko Ngolansharjo	501 441	546 002	Fre n Analytics	4.0

Fig. 6. The most popular page based on SocialBakers

SocialBekrs reported that per April 2014, the most popular page in Indonesian Facebook was 1) Prabowo Subianto (fig. 1), followed by 2) Susilo Bambang Yudhoyono, and 3) Partai Gerakan Indonesia Raya.

Name	Fans
Prabowo Subianto	+19 960 %
Moeldoko	+7 637 %
PDI Perjuangan	+5 680 %
Komis Pemberantasan Korupsi	+5 584 %
Partai Gerakan Indonesia Raya (Gerindra)	+4 630 %

Fig. 7. The fastest growing Facebook page in Indonesia

Among the most popular Facebook page, there are five fastest growing pages, 1) Prabowo Subianto, 2) Moeldoko, 3) PDI Perjuangan, 4) Komisi Pemberantasan Korupsi, and 5) Partai Gerakan Indonesia Raya (Gerindra). It means three of the fastest growing pages are related to political parties. The fastest person page is Prabowo Subianto, the head of PGerindra, as well as the presidential candidate of PGerindra. And the fastest political party’s page is PDIP, the winner of 2014 election.

4 CONCLUSIONS

Based on the facts and discussions from previour sections above, author can conclude the following summarization related to the condition of social media related to general legislative elections results in Indonesia as follow:

- 1) Social media has positive impacts on political parties in Indonesian general election 2014. Social media is affecting political campaigns (Smith, 2011). National political parties in Indonesia already used some of social media for their political campaigns. Those social media are : 1) Facebook, 2) Twitter, and 3) YouTube. Facebook like is

the symbols of popularity in Indonesian political atmosphere followed by Twitter and YouTube.

- 2) Social media is effective tool for political cyber campaigns. The power of social media has triggers transparency and support e-democracy around the world. Citizens have ability to choose freely the best legislative candidate to represent them in the parliament. In Indonesia, PGERindra won the third place in the real count, PGERindra also become political parties rallied highest voice revenue compared to the previous election. PGERindra also won in : 1) Facebook's likes, 2) Twitters' followers, and 3) YouTube' subscribers.
- 3) Social media in Indonesian political parties are dominated by young adults (18-24) followed by adults (25-34) users. This research confirm the engagements of young adults (Baumgartner & Morris, 2010).
- 4) Social media will create a more successful campaign as well as help create a stronger democracy (Vonderschmitt, 2012). There is no wall for every body to search the best candidate through online social media.
- 5) Social media are the current and future media for political campaigns and reach the voters and supporters instantly (Abdillah, 2014). Political parties are encourage to provide more professional social media pages over the internet and reach more online voters. Political parties' logos is the most common icon found in political parties' social media in Indonesian legislative general elections 2014 (Abdillah, 2014) followed by Quote, Slogan, and TagLine.
- 6) Information on Twitter can be aggregated in a meaningful way (Tumasjan, et al., 2010). Total followers have linear correlation with the voters in real election. In the case of Indonesia, PGERindra and PDIP success to get many voters. Contra conditions are faced by PGolkar and PKS. PGolkar used less effort in social media campaigns. PGolkar still works with traditional media, television, and they success to keep their loyal audiens. Another contra condition is faced by PKS, even they already force all of popular social media for political campaigns, the acquisition constituents that they obtained is lower than it should be.
- 7) In Obama's campaign, YouTube videos were successful in mobilizing younger voters like never before (McKinney & Rill, 2009). But, in Indonesian legislative campaigns, YouTube engaged less subscribers in every Indonesian political parties.
- 8) For next study, author interested to explore the power of social media in poilitics combined with blogs as digital democracy (Gil de Zúñiga, Veenstra, Vraga, & Shah, 2010), social media's events that makes Facebook the most used social network is being able to create an event (Curran, Morrison, & Mc Cauley, 2012), and related to presidential campagins.

References

- Abdillah, L. A. (2013). *Students learning center strategy based on e-learning and blogs*. Paper presented at the Seminar Nasional Sains dan Teknologi (SNST) ke-4 Tahun 2013, Fakultas Teknik Universitas Wahid Hasyim Semarang, Indonesia.
- Abdillah, L. A. (2014). *Managing information and knowledge sharing cultures in higher educations institutions*. Paper presented at the The 11th International Research Conference on Quality, Innovation, and Knowledge Management (QIK2014), The Trans Luxury Hotel, Bandung, Indonesia.
- Abdillah, L. A. (2014). Social media as political party campaign in Indonesian. *Jurnal Ilmiah MATRIK*, 16(1). [Accepted]

- Baumgartner, J. C., & Morris, J. S. (2010). MyFaceTube politics social networking Web sites and political engagement of young adults. *Social Science Computer Review*, 28(1), 24-44.
- Bi, J., Qin, Z., & Huang, J. (2014). Detecting Community and Topic Co-Evolution in Social Networks. *TELKOMNIKA Indonesian Journal of Electrical Engineering*, 12(5).
- Boyd, D. M., & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230. doi: 10.1111/j.1083-6101.2007.00393.x
- Crawford, K. (2009). Following you: Disciplines of listening in social media. *Continuum: Journal of Media & Cultural Studies*, 23(4), 525-535.
- Curran, K., Morrison, S., & Mc Cauley, S. (2012). Google+ vs Facebook: The Comparison. *TELKOMNIKA*, 10(2).
- Ediraras, D. T., Rahayu, D. A., Natalina, A., & Widya, W. (2013). Political Marketing Strategy of Jakarta Governor Election in The 2012s. *Procedia-Social and Behavioral Sciences*, 81, 584-588.
- Effing, R., van Hillegersberg, J., & Huibers, T. (2011). Social media and political participation: are Facebook, Twitter and YouTube democratizing our political systems? *Electronic participation* (pp. 25-35): Springer.
- English, K., Sweetser, K. D., & Ancu, M. (2011). YouTube-ification of political talk: An examination of persuasion appeals in viral video. *American Behavioral Scientist*, 55(6), 733-748.
- Gil de Zúñiga, H., Veenstra, A., Vraga, E., & Shah, D. (2010). Digital democracy: Reimagining pathways to political participation. *Journal of Information Technology & Politics*, 7(1), 36-51.
- Grant, W. J., Moon, B., & Busby Grant, J. (2010). Digital dialogue? Australian politicians' use of the social network tool Twitter. *Australian Journal of Political Science*, 45(4), 579-604.
- Howard, P. N., & Hussain, M. M. (2011). The role of digital media. *Journal of Democracy*, 22(3), 35-48.
- Joseph, S. (2012). Social Media, Political Change, and Human Rights. *Boston College International & Comparative Law Review*, 35(1).
- KPU. (2014). Partai Politik Peserta Pemilu 2014, (Online). (Retrieved from <http://www.kpu.go.id/dmdocuments/15%20Parpol%20peserta%20pemilu.pdf>, April 2014).
- Kushin, M. J., & Yamamoto, M. (2010). Did social media really matter? College students' use of online media and political decision making in the 2008 election. *Mass Communication and Society*, 13(5), 608-630.
- McKinney, M. S., & Rill, L. A. (2009). Not your parents' presidential debates: Examining the effects of the CNN/YouTube debates on young citizens' civic engagement. *Communication Studies*, 60(4), 392-406.
- Nielsen, R. K. (2011). Mundane internet tools, mobilizing practices, and the coproduction of citizenship in political campaigns. *New Media & Society*, 13(5), 755-771.

- Rahadi, D. R., & Abdillah, L. A. (2013). *The utilization of social networking as promotion media (Case study: Handicraft business in Palembang)*. Paper presented at the Seminar Nasional Sistem Informasi Indonesia (SESINDO), Bali.
- Scammell, M. (2007). Political brands and consumer citizens: The rebranding of Tony Blair. *The Annals of the American Academy of Political and Social Science*, 611(1), 176-192.
- Selwyn, N. (2009). Faceworking: exploring students' education-related use of Facebook. *Learning, Media and Technology*, 34(2), 157-174.
- Smith, K. N. (2011). *Social Media and Political Campaigns*. University of Tennessee, Knoxville, Tennessee, USA. (Online). (Retrieved from http://trace.tennessee.edu/cgi/viewcontent.cgi?article=2442&context=utk_chanhonoproj, April 2014).
- SocialBakers. (2014). Company Overview, (Online), (Retrieved from <http://www.socialbakers.com/company-overview>, May 2014).
- SocialBakers. (2014). Facebook Statistics by Country, (Online). (Retrieved from <http://www.socialbakers.com/facebook-statistics/>, April 2014).
- Sugiarto, T. (2014). Media Sosial dalam Kampanye Politik, *Kompas*. (Online). (Retrieved from <http://nasional.kompas.com/read/2014/03/29/1153482/Media.Sosial.dalam.Kampanye.Politik>, April 2014).
- Tumasjan, A., Sprenger, T. O., Sandner, P. G., & Welpe, I. M. (2010). Predicting Elections with Twitter: What 140 Characters Reveal about Political Sentiment. *ICWSM*, 10, 178-185.
- Valenzuela, S., Park, N., & Kee, K. F. (2009). Is There Social Capital in a Social Network Site?: Facebook Use and College Students' Life Satisfaction, Trust, and Participation. *Journal of Computer-Mediated Communication*, 14(4), 875-901.
- Vonderschmitt, K. (2012). The Growing Use of Social Media in Political Campaigns: How to use Facebook, Twitter and YouTube to Create an Effective Social Media Campaign.
- Wulan, B. A., Suryadi, S., & Dwi Prasetyo, B. (2014). Student Perception towards Personal Branding of Political Leaders on Twitter Ahead of Presidential Election 2014. *WACANA, Jurnal Sosial dan Humaniora*, 17(1), 1-6.
- Xenos, M., & Foot, K. (2008). Not your father's Internet: The generation gap in online politics. *Civic life online: Learning how digital media can engage youth*, 51-70.
- Zhang, W., Johnson, T. J., Seltzer, T., & Bichard, S. L. (2010). The revolution will be networked: the influence of social networking sites on political attitudes and behavior. *Social Science Computer Review*, 28(1), 75-92.

Leon A. Abdillah is a senior lecturer at Bina Darma University. He received his S.Kom. (BSc) and M.M. (MBA) degrees in computer science (information systems) and management (information systems) from the STMIK Bina Darma and Bina Darma University in 2001 and 2006, respectively. He ever continued his PhD study in computer science (information retrieval) in The University of Adelaide, South Australia (2010-2012). He is the author of dozens of scientific manuscripts, including: academic books, conference papers, journal articles, posters, and reports related to computer science, information technology, or information systems. He also reviewer/editor for dozens of national and international scientific journals, and dozens of national and international conferences. His current research interests include social media, information systems and databases, knowledge management

systems, eLearning, and information retrieval. He is a member of APTIKOM, Balitbangda, IACSIT, IAENG, ICT Volunteer, IET, IKAPI, ISAET, SCIEI, SDIWC, and UACEE.