



DOI: <https://doi.org/10.38035/sjam.v3i2>
<https://creativecommons.org/licenses/by/4.0/>

Utilization of Digital Technology by Political Volunteers in the 2024 Presidential Election to Enhance Electability Under the Open Proportional Electoral System

Tri Endah Karya Lestiyani¹, Amalia Syauket²

¹Universitas Islam Negeri Sulthan Thaha Saifuddin Jambi, Indonesia, triendahlestiani@uinjambi.ac.id

²Universitas Bhayangkara Jakarta Raya, Indonesia, amalia.syauket@dsn.ubharajaya.ac.id

Corresponding Author: triendahlestiani@uinjambi.ac.id¹

Abstract: Open elections, which allow voters to directly choose presidential candidates, have become increasingly effective with the presence of political volunteers who utilize social media and online platforms to facilitate interaction between the presidential candidates and voters. This study aims to analyze how digital technology can serve as a powerful tool for political volunteers to enhance electability in open elections. The object of this research is the 2024 presidential contest, using secondary data sources from various relevant references.

This study employs a qualitative descriptive approach, emphasizing the collection and analysis of secondary data obtained from academic literature, government reports, credible news outlets, and official websites related to the 2024 presidential election. The method focuses on interpreting patterns, narratives, and digital strategies used by political volunteers to improve candidate visibility and voter engagement. Content analysis was also used to examine how digital platforms were utilized as campaign tools during the electoral process.

Academic findings indicate that during the 2024 presidential election, digital technology used by political volunteers significantly strengthened the relationship between candidates and voters through online campaigns. The presence of digital technology facilitated various aspects of open elections, such as improving communication during campaigns and increasing public participation—all aimed at boosting electability. Electability has become a crucial requirement for candidacy and eventual victory.

Keyword: Open Election, Political Volunteers, Electability

INTRODUCTION

Elections are not the sole measure of the existence and quality of democracy. However, without democratic elections, the quality of democracy in a country becomes largely meaningless. The electoral system represents the most concrete manifestation of democratic practice.

General elections in Indonesia have undergone significant transformation in line with the advancement of information technology. Political parties no longer rely solely on

traditional offline campaigns involving face to face meetings, billboards, or visits to community groups, but have increasingly adopted digitalization through online campaigns, including the dissemination of content via various digital platforms. This shift has also influenced voters, who are now more digitally connected, especially among young first-time voters.

According to Firman Noor, several principles define a democratic election one of which is the ability of elections to provide the best choices for the people, where such choices are presented with comprehensive information. On June 15, 2023, the Constitutional Court ruled in its decision No. 114/PUU-XX/2022 that the open-list proportional electoral system is more in line with the system envisioned by the 1945 Constitution. Nevertheless, both conceptually and practically, any electoral system be it open list, closed list, or district based has its own strengths and weaknesses. Thus, the choice of system remains open to adjustment in response to political dynamics and electoral needs.

Campaign teams play a vital role in supporting the entire electoral process from start to finish. A campaign team may consist of individuals or institutions supporting a candidate's nomination. These teams may be divided into core teams and support teams, and may include consultants, campaign managers, communications directors, legal advisors, field directors, schedulers, volunteer coordinators, database administrators, and fundraising directors. Additional roles may be included as needed (Siti Fatimah, 2018).

The open-list proportional system is often regarded as more democratic because political representation is based on the number of votes received by a political party or candidate. It offers a fairer opportunity for those receiving significant public support. In this system, voters select not only a political party but also an individual candidate they deem most suitable. In simple terms, this is referred to as the "vote-for-candidate" system.

This system fosters political inclusivity, accommodates diverse public interests, and prevents the dominance of a single group or political party. The open list electoral system and deliberative democracy are highly interrelated, as both contribute to enhancing the quality of democracy. Together, they form complementary pillars in building a more representative and higher-quality democracy where digital technology plays a facilitating role, especially during campaigns.

This study adopts a qualitative descriptive approach by observing the 2024 presidential contest as the object of analysis. Political interaction in this context involves identifying the various forms of relationships between political volunteers and the open list proportional electoral system in boosting electability. Political volunteers leverage digital technology to engage in campaign activities, debates, and other political events that aim to foster dialogue and enrich the democratic process by offering voters greater opportunities for active participation ultimately enhancing electability.

Political mapping is essential for winning an election. A candidate's electability is a critical variable that cannot be overlooked. Electability is a key indicator of a candidate's viability. Understanding the level of electability allows political marketers to devise innovative strategies to reach safe levels of support (Dedi Kurnia, 2015). Candidates and political parties now utilize social media to communicate their programs to voters, build support bases, and engage with potential voters. This opens new avenues for reaching broader audiences, particularly among younger generations who are active on online platforms. However, the presence of the internet and social media also poses negative implications.

METHOD

This study adopts a qualitative descriptive approach, aiming to analyze how digital technology was utilized by political volunteers to enhance electability during the 2024 presidential election within the framework of Indonesia's open electoral system. The research is based entirely on secondary data. Data collection was conducted by reviewing a wide range of sources, including: Academic journals and books related to political communication, digital campaigning, and election studies; Official documents and regulations, such as electoral laws and KPU (General Elections Commission) guidelines; News media coverage from credible national sources that reported on campaign strategies and voter engagement; Digital platforms used by political volunteers, including websites, social media channels (Twitter, Instagram, YouTube), and related campaign materials; Reports and data from organizations monitoring elections and civic participation.

The analytical technique used is content analysis, which allows the researcher to interpret and categorize communication patterns, messages, and strategies deployed in digital campaign activities. This method is suitable for capturing qualitative insights into how digital tools influence voter behavior and public opinion. The selection of the 2024 presidential election as the research object is based on its significance as the first major national election in Indonesia to widely and systematically integrate artificial intelligence, big data analytics, and coordinated digital volunteer campaigns in the political process. The data were collected between March and May 2025, focusing on the activities of political volunteers, particularly those supporting the elected president, as well as the overall digital dynamics of the presidential race.

RESULTS AND DISCUSSION

1. Online Campaigns Supporting the Increase of Electability in the 2024 Presidential Contest

According to Rice and Paisley (1981), a campaign is defined as an attempt to influence the beliefs and behaviors of others through persuasive communication. Political campaigns are a form of political communication carried out by individuals, groups, or political organizations within a specific timeframe to gain political support from the public. Rogers and Storey, as cited by Gun Gun (2011), define political campaigning as a series of planned communication actions aimed at producing specific effects on a large audience over a defined period. Many communication scholars acknowledge that this definition is one of the most popular and widely accepted in the field. In practice, campaigning is a common and frequent political activity. However, there are often instances where campaign practices diverge from established regulations.

From a theoretical standpoint, general elections are both a medium and a critical instrument of democracy. The tangible realization of democracy can be observed through electoral processes that determine which candidates are deemed fit to hold public office (Amalia Syauket, 2024). Mass media have long served as a major channel for political communication, due to their capacity to disseminate information and project political images on a large scale. Mass media can reach distant, diverse, and dispersed audiences. Information from the media shapes public perception, opinion, attitudes, and eventually, behavior. Consequently, the public heavily relies on mass media to fulfill their need for political information.

In terms of campaign methods, the use of media as a campaign tool became prominent in 2009. This reflects the changing dynamics of election campaigns, which now widely incorporate social media and digital platforms. Article 275 of Law No. 7 of 2017 outlines nine official campaign methods:

- a. Limited meetings
- b. Face-to-face meetings
- c. Distribution of campaign materials to the public
- d. Installation of campaign props in public spaces
- e. Social media, print media, electronic media, and the internet – including advertisements promoting presidential and vice-presidential candidates, political parties, and legislative candidates
- f. Public rallies
- g. Debates between candidate pairs on campaign materials
- h. Other activities that do not violate election laws and regulations

In today's rapidly evolving digital age, online media has become one of the most critical tools in political campaigning. With technological advancements and increasing internet accessibility, online platforms have proven highly effective in reaching voters, shaping public opinion, and mobilizing support. Political parties now actively engage with the public through social media. Nearly all political parties have established official social media accounts and maintain an active online presence to attract voter support for the 2024 General Election. Table 1 presents examples of the social media accounts managed by political parties contesting the 2024 election.

Table 1: Social Media Accounts of Political Parties Contesting the 2024 General Election

Political Party	Social Media Accounts
Partai Kebangkitan Bangsa (PKB)	Instagram: @dpp_pkb Twitter: @DPP_PKB Facebook: DPP PKB Youtube: DPP PKB
Partai Gerakan Indonesia Raya (Gerindra)	Instagram: @gerindra Twitter: @Gerindra Facebook: Partai Gerakan Indonesia Raya (Gerindra) Youtube: GerindraTV Website www.relawanprabowo.org dan www.prabowo.ai .
Partai Demokrasi Indonesia Perjuangan (PDI Perjuangan)	Instagram: @pdiperjuangan Twitter: @PDI_Perjuangan Facebook: PDI Perjuangan Youtube: PDI Perjuangan
Partai Golkar	Instagram: @golkar.indonesia Twitter: @golkar_id Facebook: Golkar Indonesia Youtube: Golkar Indonesia Media Televisi : TVOne
Partai Nasdem	Instagram: @official_nasdem Twitter: @NasDem Facebook: Partai Nasdem Youtube: NasDem TV Media Televisi : MetroTV
Partai Buruh	Twitter: @EXCOPARTAIBURUH Facebook: Partai Buruh
Partai Gelombang Rakyat Indonesia	Instagram: @partaigeloraid Twitter: @partaigeloraid Facebook: Partai Gelora Indonesia Youtube: Gelora Indonesia
Partai Keadilan Sejahtera (PKS)	Instagram: @pk_sejahtera Twitter: @PKSejahtera Facebook: Partai Keadilan Sejahtera Youtube: PKSTV

Partai Hati Nurani Rakyat (Hanura)	Instagram: @dpp_hanura Twitter: @hanura_official Facebook: Partai Hanura
Partai Amanat Nasional	Instagram: @amanatnasional Twitter: @Official_PAN Facebook: Partai Amanat Nasional Youtube: PAN TV
Partai Bulan Bintang (PBB)	Instagram: @partaibulanbintang.official Twitter: @OfficialDPP_PBB Facebook: Partai Bulan Bintang
Partai Demokrat	Instagram: @pdemokrat Twitter: @PDemokrat Facebook: DPP Partai Demokrat Youtube: Partai Demokrat
Partai Solidaritas Indonesia	Instagram: @psi_id Twitter: DPP PSI Facebook: Partai Solidaritas Indonesia Youtube: Partai Solidaritas Indonesia
Partai Perindo	Instagram: @partaiiperindo Twitter: @PartaiPerindo Facebook: Partai Perindo Youtube: Partai Perindo Media televisi : RCTI
Partai Persatuan Pembangunan (PPP)	Instagram: @dpp.ppp Twitter: @DPP_PPP Facebook: PPP- Partai Persatuan Pembangunan
Partai Ummat	Instagram: @partaiummatofficial Twitter: @DPP_PartaiUmmat Facebook: Partai UMMAT Youtube: Partai Ummat Official

Source: Author's compilation from various internet sources, accessed on May 19, 2025.

In the 2024 General Election, the political party that emerged victorious was the Gerindra Party, with Prabowo Subianto, a party cadre, elected as President of the Republic of Indonesia. According to a study by Faishal Muqtadir Tamim et al. (2023), in this electoral contest, Gerindra strategically targeted young voters as its key electoral base. The party actively engaged young people through both offline and online discussions, demonstrating a strong appeal to youth interests. On its official Twitter account, Gerindra frequently interacted with its audience—primarily the younger demographic—using informal and relatable language styles that resonated with millennials. This communication style helped eliminate the perceived gap between the youth and the party, making Gerindra appear more approachable as a political entity.

In a related study, Amalia Syauket et al. (2023) referenced Article 1, Section 21 of Law No. 7 of 2017 on General Elections, which defines political campaigns as activities conducted by election participants or appointed third parties to persuade voters by promoting their vision, mission, programs, and/or public image. Furthermore, Article 1, Section 33 of the same law defines social media as "a collection of communication channels within the internet network used for interaction and content sharing based on community engagement." In Article 35, paragraph (1) permits election participants to campaign via social media, while paragraph (2) stipulates that participants may create up to ten official accounts per type of social media platform.

One of the implications of the ease with which electability can be tracked is the establishment of informal control over the electoral outcome. The party or candidate with the highest electability rating prior to the election often becomes the likely winner. For victorious parties, electability data serves as a moderating influence, preventing excessive expressions of triumph upon the announcement of results. Indirectly, electability contributes to maintaining order and security during the election period.

2. Political Volunteers' Use of Digital Technology to Increase Electability in the 2024 Presidential Contest

In the era of globalization, the demand for mass media continues to grow significantly. This is largely driven by the increasing need for information and the ability of mass media to enable interactions across vast distances. This indicates the powerful influence of mass communication on human behavior. It is almost impossible to find an individual today who has never used mass media for communication purposes.

Online media have revolutionized how political campaigns are conducted. In the digital age, the success of political campaigns is no longer solely determined by how well a candidate delivers public speeches, but also by how effectively they use online platforms to convey their messages. Candidates who can maximize the potential of digital media have a significantly greater opportunity to succeed in an increasingly competitive political landscape.

To enhance public participation in elections, the General Elections Commission (KPU) initiated a volunteer program known as Relawan Demokrasi (Democracy Volunteers or Relasi), tasked with voter outreach and education to improve both participation rates and voter quality. This initiative is regulated under KPU Circular No. 630/PP.06-SD/06/KPU/VIII/2020, which provides implementation guidelines for the Democracy Volunteer program.

Relawan Demokrasi (Relasi) is a social movement designed to improve voter participation and awareness regarding the responsible exercise of voting rights. This program encourages broad community engagement by positioning volunteers as democratic pioneers within their respective communities. These volunteers serve as KPU partners at the regency/city level in promoting voter education and outreach. The program aims to foster a heightened sense of civic responsibility and awareness among the public to actively participate in electoral processes.

The primary duties of democracy volunteers include: disseminating information about the stages and programs of election implementation; informing voters to enhance their knowledge, understanding, and awareness about elections; and encouraging both individuals and groups to be actively involved in election activities. Additionally, the program aims to strengthen public trust in the democratic process in Indonesia.

The target groups for the democracy volunteer outreach are categorized into ten voter segments:

1. Families
2. First-time voters
3. Young voters
4. Female voters
5. Voters with disabilities
6. Voters with special needs
7. Marginalized communities
8. Local community groups
9. Religious communities
10. Internet users (netizens)

Democracy volunteers conduct integrated activities that combine both voter outreach and education. During their events, they address both components simultaneously differentiated only by the content delivered. Through voter outreach, the volunteers implement various programs as directed by the KPU. To support the successful implementation of the 2024 General Election, the KPU also deployed nine information systems, as outlined in Table 2 below.

Table 2: Information Technology Systems Owned by the Indonesian General Elections Commission (KPU)

Sidalih-2014	Sistem Informasi Daftar Pemilih / Voter List Information System
Sipo-2019	Sistem Informasi Partai Politik / Political Party Information System
Sidapil-2019	Sistem Informasi Daerah Pemilih / Voter Region Information System
Silon-2019	Sistem Informasi Pencalonan / Candidate Nomination Information System
Silogdis-2019	Sistem Informasi Logistik dan Distribusi / Logistics and Distribution Information System
Situng-2019	Sistem Informasi Penghitungan Suara / Vote Counting Information System
Sidakam-2020	Sistem Informasi Pengelolaan Dana Kampanye / Campaign Finance Management Information System
Sirekap-2020	Sistem Informasi Rekapitulasi / Election Result Recapitulation Information System
Silon-2024	Optimalisasi Sistem Informasi Pencalonan / Optimization of the Candidate Nomination Information System

Source: Author's compilation from multiple verified sources.

According to Detik News, presidential candidate Prabowo Subianto's volunteers from various regions recognized the importance of establishing a digital campaign team. The digital space particularly social media is considered a critical "battleground" for politicians participating in the 2024 General Election. The primary aim of the digital volunteer team was to generate positive sentiment about Prabowo on social platforms. Leveraging current technological developments such as artificial intelligence (AI) and big data, the team launched dedicated websites like www.relawanprabowo.org and www.prabowo.ai to consolidate digital volunteer efforts.

Mass media play an influential role in shaping public opinion by providing support to certain political actors, including through the dissemination of electability ratings for presidential candidates. However, it is important to note that political communication conducted by mass media tends to be one-directional and may reflect specific vested interests. Electability figures can strongly influence public decision-making, even when the candidates' full visions, missions, and policy programs remain inadequately understood. As such, the public must be cautious and avoid falling into the traps of political communication agendas pushed by certain actors (Agus Setiawan & Sarah Amarissa Girsang, 2023).

A study by Amalia Syauket et al. (2024) revealed that cyber troops, or paid digital operatives, are frequently employed by political elites to manipulate public opinion on social media for strategic gain. This phenomenon of cyber troops has grown significantly within electoral campaign organizations in Indonesia, spanning from presidential to regional elections. These cyber troops shape public perception by flooding the digital space with misleading or disinformative content that favors specific candidates or parties. They can also be used to damage the electability of political rivals through black campaigns, which may include defamatory narratives or personal attacks. Such actions often involve the deliberate creation and spread of rumors and false accusations frequently without supporting

evidence—and demonstrate a willingness to employ unethical tactics to achieve political objectives.

3. Increased Electability of Candidates and Political Parties through Digital Volunteers

According to Samuel P. Huntington, a renowned political scientist, elections are a fundamental component of democracy. He argues that elections provide a process through which citizens can choose their leaders freely and competitively. In Indonesia, elections are governed by the Constitutional Court and monitored by the Election Supervisory Board (Bawaslu) (Agus Setiawan & Sarah Amarissa Girsang, 2023).

A study by Fara Inka Durrah, Samsul Anwar, and Latifah Rahayu Siregar (2020) asserts that a candidate's electability can be significantly enhanced through effective campaign activities, which include promoting their vision, mission, and work programs. According to Fatimah (2018), political campaigns are crucial in democratic systems as they introduce candidates to the public.

The role of mass media in political communication and candidate electability is strategic. Beyond analyzing the political communication strategies of presidential candidates, the media play a vital role in shaping public opinion during campaigns. In the 2024 presidential election, social media served not only as a communication platform but also as a strategic tool to measure and influence electability (Agus Setiawan & Sarah Amarissa Girsang, 2023).

The success of agenda setting by media outlets in favor of particular political actors illustrates their influence. Therefore, in assessing electability, media-driven narratives and political communication strategies are considered crucial. Social media manipulation, in particular, has become a deliberate strategy employed by presidential candidates aiming to win public favor.

In the 2024 presidential election, Prabowo Subianto, representing the Gerindra Party, won with 96,214,691 votes or 58.84% of the total vote. Meanwhile, Gerindra itself secured 13.36% of the legislative vote, ranking third after PDI-P and Golkar (KPU Decree No. 360/2024).

Political volunteers have become increasingly important in Indonesia's electoral landscape. These volunteers contribute both in pre-election mobilization and in post-election processes, such as public appointment recommendations. Their activities often include mass mobilization, fundraising, and issue management. As a result, their involvement has expanded beyond ideological and conceptual advocacy into strategic electoral roles.

Their presence both offline and online has been instrumental in increasing public participation, which is a critical component of a thriving democracy. This phenomenon reflects a growing trend of substantial civic engagement, marking a shift toward extra-parliamentary democratic governance (Amalia Syauket, 2022).

According to Article 269 (1) of Law No. 7/2017 concerning Elections, only political parties or coalitions, individuals, or organizing bodies appointed by election candidates are explicitly permitted to campaign. However, political volunteers, despite conducting campaign-related activities, are not formally regulated by this provision. Therefore, it is argued that the electoral law should be revised to recognize the role and regulation of political volunteers in order to ensure accountability and transparency in future elections.

CONCLUSION

The conclusion must be linked to the title and answer the research formulation or In a democratic state, political parties must work strategically to increase electability in order to win elections. Since the emergence of modern communication technologies such as television, radio, press, and the internet, social scientists have long debated the effects of

mass media messages on public behavior. Over time, political marketing has utilized media influence through political advertisements and propaganda to enhance candidate popularity. Academic findings from the 2024 presidential election indicate that the use of digital technology by political volunteers significantly strengthened the relationship between candidates and voters through online campaigns. The integration of digital tools enhanced communication, encouraged civic engagement, and ultimately contributed to increased electability, which is now considered a key criterion for political victory.

The internet is widely regarded as an electronic medium that facilitates global communication and access to information. However, the exponential rise in internet usage has led to various challenges—most notably, the emergence of cybercrime. These crimes involve illegal acts committed using digital communication tools, including the internet. Cybercrime poses serious threats to individuals and organizations alike. Therefore, it is recommended that stakeholders—including election organizers, policymakers, and law enforcement—develop and enforce stronger cybersecurity policies to safeguard democratic processes from digital manipulation and online threats.

REFERENSI

- Agus Setiawan, Sarah Amarissa Girsang, 2023. Elektabilitas Calon Presiden: Realitas Atau Penggiringan Opini? Jurnal Kajian Budaya dan Humaniora – ISSN 2656-7156 Vol. 5, No. 2, Juni 2023: 221-227. https://www.researchgate.net/publication/373404231_ELEKTABILITAS_CALON_PRESIDEN_REALITAS_ATAU_PENGGIRINGAN_OPINI
- Amalia Syauket,dkk. The Power of Gono-Gini in The Formation of Political Dynasty: Family Party Power in 2020 Simultaneous Regional Elections Vol. 24 No. 1 (2024): June 2024. <https://shariajournals-uinjambi.ac.id/index.php/al-risalah/article/view/1543>.
- Amalia Syauket, Peran Relawan Politik Dalam Konstelasi Politik IndonesiaJURNAL HUKUM SASANA, Volume 8, No. 1 (2022), pp. 47-56 ISSN 2461-0453 (print) | ISSN 2722-3779 (online) Available online at: <http://ejurnal.ubharajaya.ac.id/index.php/SASANA>
- Amalia Syauket, dkk.2024. Jurisdiction Overview of Cyber Troops in Digital Campaigns. <https://www.atlantis-press.com/proceedings/icsp-23/125997293>
- Dedi Kurnia, Komunikasi CSR Politik, (Jakarta: prenada media group, 2015), hlm. 176.
- Faishal Muqtadir Tamim dan Ahmad Zamzamy, Strategi Komunikasi Politik Partai Gerindra dalam Meningkatkan Partisipasi Politik Pemilih Muda melalui Media Sosial Twitter pada Pemilu Tahun 2024. JIIP (Jurnal Ilmiah Ilmu Pendidikan) (eISSN: 2614-8854) Volume 6, Nomor 10, Oktober 2023 (8040-8046)
- Fara Inka Durrah, Samsul Anwar, dan Latifah Rahayu Siregar, MARKOV CHAIN ANALYSIS, METODE ALTERNATIF DALAM MENGUKUR TINGKAT ELEKTABILITAS PESERTA PEMILU MELALUI TAGAR: STUDI KASUS PEMILIHAN PRESIDEN INDONESIA TAHUN 2019. Jurnal Wacana Politik - ISSN 2502 - 9185 : E-ISSN: 2549 - 2969 Vol. 5, No. 1, Maret 2020: 41 - 57Downloads/27084-91960-1-PB.pdf
- Gun gun Heryanto dan Ade Rina Farida, Komunikasi Politik (Jakarta: Lembaga Penelitian UIN Syarif Hidayatullah, 2011) h. 33.
- Keputusan KPU Nomor 360 Tahun 2024 tentang Penetapan Hasil Pemilihan Umum Presiden dan Wakil Presiden, Anggota Dewan Perwakilan Rakyat, Dewan Perwakilan Daerah, Dewan Perwakilan Rakyat Daerah Provinsi, dan Dewan Perwakilan Rakyat Daerah Kabupaten/Kota Secara Nasional dalam Pemilihan Umum Tahun 2024.
- Rice, R.E & Paisley, W. J. (1981). Public Communication Campaign. London: Sage. Publications.

Siti Fatimah, 2018. Kampanye sebagai Komunikasi Politik: Esensi dan Strategi dalam Pemilu June 2018. *Resolusi Jurnal Sosial Politik* 1(1) DOI:10.32699/resolusi.v1i1.154
https://www.researchgate.net/publication/352830065_Kampanye_sebagai_Komunikasi_Politik_Esensi_dan_Strategi_dalam_Pemilu

Undang-undang No. 7 tahun 2017 Tentang Pemilihan Umum (1). Pasal 291 ayat (21)