



ORIGINAL ARTICLE

OPEN ACCES

The Influence of Social Media on the Electability of Political Parties in Cirebon in The 2024 Elections as Reviewed by Law Number 7 of 2017

Syaeful Anam^{1*}, Jefik Zulfikar Hafidz², Am'mar Abdullah Arfan³

*Correspondence:

Email: syaeful0011@gmail.com

Affiliation:

1,2,3 Universitas Islam Negeri Siber
Syekh Nurjati Cirebon, Indonesia

Abstract

Elections are a stage for political parties and an embodiment of Indonesian Democracy as stated in article 1 paragraphs 2 and 3 of the 1945 Constitution. In the context of modern politics, social media has become a significant campaign tool for political parties to attract the attention of voters, influence public opinion, and expand the reach of political communication. Social Media impact on the Party's Popularity or Electability. This research aims to analyze the influence and impact of social media on the electability of political parties in the 2024 General Election (Pemilu), as well as the implementation of campaigns using social media from the perspective of Law no. 7 of 2017 concerning Elections, case study of political parties in Cirebon. The method used by researchers is a qualitative method using a Normative Juridical and Empirical Juridical Approach. Data collection techniques are observation, interviews and documentation. The conclusion of this research is that the effective use of social media has a positive correlation with increasing the electability of political parties, especially new parties that do not yet have high electability, on the other hand, parties that are old and have many cadres and have political figures who have been in parliament for a long time do not have much influence through social media on increasing the party's electability.

Article History :

Submission: 10 July 2025

Revised: 12 October 2025

Accepted: 15 November 2025

Published: 30 December 2025

Keywords: Social Media, Electability, Political Parties, 2024 Election, Law no. 7 of 2017

Abstrak

Pemilu merefleksikan prinsip kedaulatan rakyat sebagaimana diatur dalam Pasal 1 ayat (2) dan (3) UUD 1945. Pada era digital, peran media sosial dalam kontestasi politik semakin dominan karena kemampuannya menggariskan opini publik dan membentuk preferensi pemilih. Platform digital memungkinkan partai politik melakukan komunikasi politik secara cepat dan masif sehingga berpengaruh terhadap tingkat elektabilitas partai dalam Pemilu. Dalam konteks politik modern, media sosial telah menjadi alat kampanye yang signifikan bagi partai politik untuk menarik perhatian pemilih, mempengaruhi opini publik, serta memperluas jangkauan komunikasi politik. Media sosial berdampak pada Popularitas atau Elektabilitas Partai tersebut. Penelitian ini bertujuan untuk menganalisis pengaruh dan Dampak media sosial terhadap elektabilitas partai politik dalam Pemilihan Umum (Pemilu) 2024, serta Implementasi kampanye dengan media sosial ditinjau dari Tinjauan Undang-Undang Nomor 7 Tahun 2017 tentang Pemilu studi kasus partai politik di Cirebon. Jenis Penelitian Yuridis Normatif atau Hukum Normatif dengan menggunakan Metode kualitatif/lapangan/yuridis sosiologis. Teknik pengumpulan data yaitu observasi dan dokumentasi. hasil Kesimpulan dari Penelitian ini bahwa penggunaan media sosial secara efektif memiliki korelasi positif terhadap peningkatan elektabilitas partai politik, terutama partai baru yang belum mempunyai elektabilitas tinggi, sebaliknya partai yang sudah lama dan mempunyai kader banyak serta mempunyai tokoh politik yang sudah lama di parlemen itu tidak terlalu berpengaruh melalui media sosial terhadap meningkatkan Elektabilitas partai tersebut.

INTRODUCTION

The rise of various new political parties after the 2024 General Election is now coming to the surface, one of which is through social media to provide information and insight to the public regarding these parties. Of course, political parties also utilize social media through the internet and advanced technology to reach a wider audience. Additionally, social media has become a tool for



boosting the popularity and electability of political parties themselves by creating engaging posts across various social media platforms such as Facebook, Instagram, websites, TikTok, YouTube, Twitter, and others (Asriadi et al., 2025).

In the context of modern politics, social media has become a strategic tool for political parties to build their image, expand their reach, and increase interaction with voters. Through digital platforms such as Instagram, TikTok, Facebook, and X, political parties can quickly and massively communicate their vision, work programs, and political narratives without any spatial or temporal limitations. Social media also plays an important role in increasing popularity and electability, as engaging and measurable content can influence public perception, shape opinions, and encourage political support, especially from first-time voters and digital voters (Daipon et al., 2024). Thus, the use of social media is an important factor that determines the success of political communication strategies in election campaigns. To that end, this study was conducted to examine how one of Indonesia's political parties manages its social media accounts to communicate with the public, particularly in terms of increasing the party's popularity and electability.(Afifah & Muthmainnah, 2025)

When viewed from Law Number 7 of 2017 article 287 paragraph (5), it states that print media, online media, social media, and broadcasting institutions as referred to in paragraph (1) are prohibited from broadcasting news, advertisements, records of Election Participants, or other forms that lead to Election Campaign interests that benefit or harm Election Participants during the Quiet Period.(Afifah & Muthmainnah, 2025). When viewed from Law Number 7 of 2017 Article 287 paragraph (5), it is explained that print media, online media, social media, and broadcasting institutions as referred to in paragraph (1) are prohibited from broadcasting news, advertisements, records of Election Participants, or other forms that lead to election campaign interests that benefit or harm Election Participants during the Quiet Period. This prohibition aims to maintain fair political competition, provide voters with the opportunity to assess their choices independently without the intervention of campaign information that could potentially influence their political preferences suddenly, and prevent the manipulation of public opinion through the media in the run-up to the vote. The Quiet Period provides voters with a space for reflection to consider their political choices rationally based on the information they have received during the official campaign period.(Safiradewi, 2021)

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METHODS

The research method used in this study is a qualitative method with a normative legal approach that includes a statute approach, a conceptual approach, and a case approach. This study examines the theories, concepts, legal principles, and provisions of legislation governing elections and the role of social media in political campaigns. The case approach was used to examine real cases regarding the use of social media by political parties in the 2024 elections to determine how it affects the electability of political parties. The type of The research used in this study is field research, namely the Branch Leadership Council (DPC) or Regional Leadership Council (DPD) of Political Parties in

Cirebon that obtained high, medium, and low electability. Field research is qualitative research in which researchers observe and participate directly in small-scale social research and observe the local culture.(Suriyani, 2016)

Data sources can be people, places, and so on. Data sources are the subjects from which the research data is obtained. If researchers use questionnaires or interviews to collect data, the data source is defined as the respondent, i.e., the person who responds to or answers the questions, either in writing or verbally. There are two types of data sources in this study, namely primary and secondary sources.(Tommy Lumban Tobing et al., 2011)

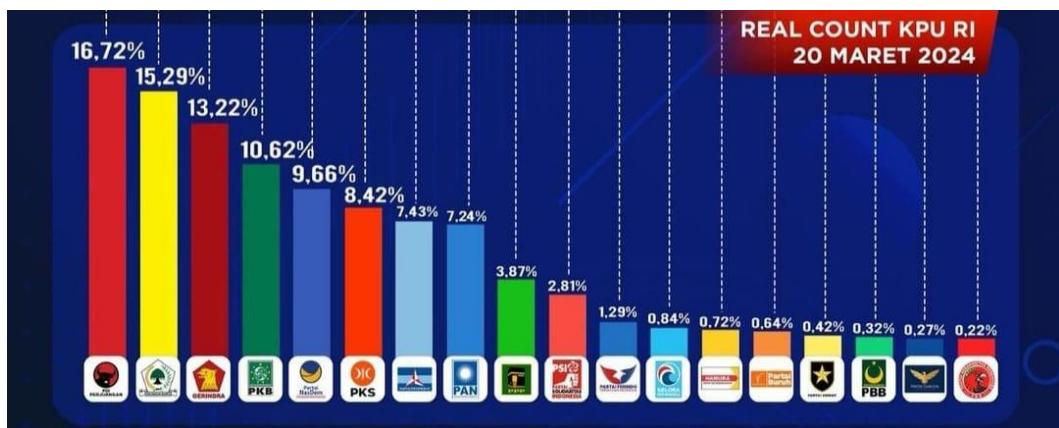
Next, there are three data collection techniques, namely observation, interviews, and documentation. Observation is a spontaneous data collection technique where research is conducted by directly observing several political parties in Cirebon to obtain the information needed to continue the research. Interviews are face-to-face dialogues with the Branch Leadership Council (DPC) or Regional Leadership Council (DPD) of several political parties in Cirebon that are used as research objects, with the aim of obtaining factual information or conducting direct question and answer sessions with the parties. Documentation is obtaining data and information in the form of images, archives, documents, and other forms that can support the research.(Agung, 2021)

This study uses Miles and Huberman's data analysis model, which includes data reduction, data presentation, and data verification or conclusion.(Sahir, 2022) Data reduction is a sensitive thought process that requires intelligence, breadth, and depth of insight. Once the data has been reduced, the next step is to display the data. Data presentation in qualitative research can be done in the form of brief descriptions, images, graphs, and tables. Data Verification or Conclusion, Data verification or conclusion is the process of formulating the meaning of the research results expressed in short, concise, and easy-to-understand sentences and is done by repeatedly reviewing the validity of the conclusion itself, especially in relation to its relevance and consistency with the title, objectives, and problem formulation.(Almasdi Syahza, 2021)

RESULT AND DISCUSSION

The Influence of Social Media on the Electability of Political Parties in the 2024 Elections

The influence of social media can often increase or decrease the electability of a political party, depending on how the public responds to it. The influence of social media on the electability of political parties is a dynamic phenomenon. In many cases, social media can increase the electability of a political party when the campaign content conveyed is able to build a positive image and receive a good response from the public. However, social media can also decrease the electability of a political party if the content circulating creates negative perceptions, criticism, or harmful public sentiment. Thus, the impact of social media on electability greatly depends on how the public responds to, assesses, and interprets the political information they receive through various digital platforms. The 2024 elections will be contested by 24 parties, 8 of which have qualified for this year's elections, including the PDIP, Golkar Party, Gerindra Party, PKB, Nasdem Party, PKS, Democratic Party, PAN, PPP, PSI, Perindo, Gelora, Hanura, Buruh, Ummat, PBB, Garuda, and PKN. All of them participated in the 2024 election contest. Only 8 parties qualified for the Indonesian House of Representatives (DPR RI), including PDIP (16.72%), Golkar (15.28%), Gerindra (13.22%), PKB (10.61%), Nasdem (99.65%), PKS (8.42%), Demokrat (7.43%), and PAN (7.23%). This means that the other 10 parties did not qualify for the DPR RI. The following are the statistics of the real count results for the 2024 elections:



Although every survey institution displays Dan for Political Party Electability Results on:



Although each survey institution presents different political party electability figures for the 2024 elections in Cirebon, the trends are relatively consistent. This consistency indicates that there are certain factors that systematically influence voter preferences. In the context of digital politics, one of the dominant factors is the use of social media as a campaign tool to build popularity, expand the reach of political messages, and shape public perception of political parties. With the above results, there must be something that causes the electability of the party to skyrocket or decline. The influence of social media is one of the means used by every political party to increase its electability, such as using YouTube, TikTok, Twitter, Facebook, and Instagram to show off and appear in front of social media users. The following is the influence and impact of social media on the electability of the PDIP, PKS, and Gelora parties in the 2024 elections in Cirebon. The Indonesian Democratic Party of Struggle (PDIP) is the party with the highest current electability compared to other parties. Meanwhile, the Justice and Prosperity Party (PKS) is in the middle range of current electability. The Gelora Party, on the other hand, has the lowest current electability. These three parties represent the top, middle, and bottom positions, respectively.

First, the Indonesian Democratic Party of Struggle (PDIP). The PDI Perjuangan Party is a large party with a long history, so it is not surprising that this party has the highest electability in the 2024 elections. To increase its electability, the party has employed various methods before, during, and after the elections. Social media is one of the ways to increase the party's electability, especially in Cirebon, to a certain level. The majority of the people in Cirebon work as farmers, fishermen, manual laborers, etc., and are mostly married, so their use of social media is limited, with only 45% being active on social media. Some groups, such as teenagers and those who are not yet married, are active on social media but do not all access or follow information about the party itself. In larger cities or areas where social media usage is high, there are undoubtedly many people who access or follow the

party. Furthermore, the door-to-door approach involves directly engaging with the working-class community to demonstrate our closeness to the people. This method is the most effective way for the PDIP party, especially in Cirebon, to enhance its electoral appeal.(Bedjo, 2024)

Social media has an impact on the electability of this political party, allowing it to campaign effectively. However, there are factors that have caused the electability of the PDIP party to decline, namely after the presidential debate between Ganjar Pranowo as candidate number 1 and Prabowo and Anies Baswedan, where several of his statements posted on social media had an impact on the decline in the party's electability. Social media identification does not greatly influence the electability of the PDI-P party, including: (1) The PDI-P party is a large party that has been established for a long time and has many cadres spread across Cirebon, so the community has known this party for a long time. (2) The PDI-P party has won the most seats in parliament in every period. (3) Social media often has a negative impact on the electability of this party, as it can decrease electability due to the content on social media itself, which damages the image of the PDI-P. (4) The influence of party figures is one of the options for introducing the image of the PDI-P to the public. (5) The influence of the presidential debate promoted by the PDI-P, which was not well received and was disseminated through social media platforms, has led to a decline in the electability of the PDI-P.

Second is the Prosperous Justice Party (PKS). The PKS party is one of the participants in the 2024 elections that is very ambitious in placing its cadres in seats in the Indonesian House of Representatives. Social media also influenced the decline in electability after the candidate pair it supported, Anies Baswedan and Muhamimin Iskandar, debated with other candidate pairs. In other circumstances, AB also frequently criticizes the government in his narratives. Some of the criticisms noted by the author include that Anies Baswedan's statements are perceived as hate speech or even defamatory.(Jannah *et al.*, 2024) Then, identify the social media that influence the electability of the Prosperous Justice Party, including: (1) Social media as an effective, efficient, and inexpensive campaign tool. (2) The PKS Party's approach to socializing with the community is very effective, thereby creating a good image in the community. (3) The PKS Party has a Special Social Media Team to help increase the electability of this party.

Third, the Indonesian People's Wave Party (GELORA). The Indonesian Gelora Party is a new party formed in 2019 by Anis Matta, Fahri Hamzah, and several other figures who joined in the formation of the party. In terms of ideology, the Gelora Party promotes a nationalist ideology, unlike its parent party, the PKS, which is a religious Islamic party. As a new party, its electability is considered low, meaning it will not enter parliament. Social media is a tool for every GELORA party cadre to expand their network, especially in the current era, with Gen Z as their target audience. The GELORA Party uses TikTok, Instagram, YouTube, Twitter, and WhatsApp to showcase their profile, vision and mission, and political figures such as Mr. Anis Matta and Fahri Hamzah, as young people are sure to be familiar with these figures, by displaying their track records.(Nugraha & Mukti, 2023)

The influence of social media on the electability of the Gelora Party in the 2024 elections is still slightly influenced by door-to-door campaigning, because as a new party, Gelora needs to promote itself and increase its followers by targeting the current generation of young people who frequently use social media. The impact of Gelora Party's use of social media is to expand its network and disseminate information about the party, which is a new party, to the wider community, especially in order to increase its electability in the next election.(Dicky, 2024)

The existence of social media identification has an impact on the electability of the Indonesian People's Wave Party (GELORA), including: (1) The Gelora Party is a young party that was only established in 2019, so social media is needed as a branding tool for this party to become known to the public. (2) The positive impact of the social media campaign carried out by the Gelora Party has made this party known to the public. (3) Being active on social media in support of the Prabowo Gibran ticket has had a major impact on the electability of the GELORA Party. (4) Targeting Generation Z,

which dominates social media usage, as part of a campaign effort to increase electability through social media.

Review of Political Party Campaign Implementation through Social Media Based on Law Number 7 of 2017 in the 2024 General Election

Election campaigns are part of the political education of the community and are carried out responsibly.(Indonesia et al., 2025) The election campaign is conducted simultaneously between the presidential and vice presidential election campaigns and the election campaigns for members of the DPR, DPD, and DPRD(Huroiroh et al., 2025) The organizers of the presidential and vice presidential election campaign consist of the administrators of the proposing political party or coalition of political parties, individuals, and organizations appointed by the participants in the presidential and vice presidential election(Nasution et al., 2023) The implementers of the DPR election campaign consist of the administrators of political parties participating in the DPR election, DPR candidates, election campaigners, individuals, and organizations appointed by the DPR election participants.(Yulian Gunhar & Zudan Arief Fakrulloh, 2025) Based on this law, political parties are also involved in campaigns, and even become the front line in winning elections as participants in the electoral process. The various campaign methods used by these parties include limited meetings, face-to-face meetings, distribution of election campaign materials to the public, installation of campaign materials in public places, social media, print media advertisements, electronic media, and the internet, public meetings, debates between candidate pairs on campaign materials, and other activities that do not violate campaign and election prohibitions and the provisions of laws and regulations.(Jailani et al., 2024). All of this is regulated in Law Number 7 of 2017 concerning Elections.(Lestari et al., 2023)

The following is an analysis of the implementation of social media campaigns by the Indonesian Democratic Party of Struggle (PDI-P), which has high electability, the Prosperous Justice Party (PKS), which has standard electability, and the Gelora Party, which has low electability, based on Law No. 7 of 2017 on elections.(Haris et al., 2020) The implementation of social media campaigns by the Indonesian Democratic Party of Struggle (PDI-P), the Prosperous Justice Party (PKS), and the Gelora Party is analyzed based on the legal framework established in Law No. 7 of 2017 on General Elections. The grouping of party electability – high, standard, and low – is not based on the Law, but on the results of public opinion surveys from national survey institutions that show the level of voter preference for each party ahead of the 2024 elections. Thus, Law No. 7 of 2017 is used as the normative basis governing campaign mechanisms, including the use of social media as a means of political socialization and persuasion, while electability levels are analyzed as empirical variables to assess the effectiveness of each party's digital campaign strategies.(Mauliana & Harahap, 2024)

First, the Indonesian Democratic Party of Struggle (PDIP). The PDI-P party conducted its campaign in accordance with the provisions of Article 276 paragraph 1 of Law Number 7 of 2017, which states that the election campaign as referred to in Article 276 paragraph (1) letters a, b, c, and d, shall be conducted 3 (three) days after the Final Candidate List for members of the DPR, DPD, provincial DPRD, and regency/city DPRD for the DPR, DPD, and DPRD elections, as well as the Candidate Pairs for the presidential and vice presidential elections, is announced, until the start of the Quiet Period.(Subekti & Putra, 2025)

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Second, the Prosperous Justice Party (PKS). The Prosperous Justice Party (PKS) sees the importance of reaching out to voters through digital campaigns. Digital campaigns are not only for PKS members, but also for others who want to get to know PKS. There are three reasons why PKS conducts digital campaigns, namely effectiveness, efficiency, and low cost. To carry out digital campaigns, PKS has an internal team responsible for filling PKS's digital platforms, both its website and official social media accounts. The cost of conducting a digital campaign is quite high, but PKS needs a strong team equipped with technology that can bring the political party closer to potential voters. PKS promotes the campaign concept of "Serving the People Together." This concept is an effort to introduce programs aimed at meeting the basic needs of the community, namely sufficient food, easy access to employment, and affordable healthcare.(Wahyudi, 2017)

The PKS Party in Cirebon also uses social media as a campaign medium in accordance with Article 25 paragraph (1) point e of Law Number 7 of 2017 concerning elections. The PKS Party uses Facebook, Twitter, and Instagram as campaign tools using social media to inform the public about the vision, mission, work programs, and activities carried out by the PKS party through images, text, and video messages.(Jannah et al., 2024)

Third, the Indonesian People's Wave Party (GELORA). As a new party that is not yet widely known by the public, the party strives to gain public trust and political legitimacy. The strict political world requires political parties to create an identity that sets them apart from other political parties. The creation of such an identity is necessary for political parties to become better known to the public and to differentiate themselves from other political parties. Therefore, the Gelora Party needs to implement its strategy to gain public support and meet the parliamentary threshold in the 2024 simultaneous elections, as well as to increase the party's electability in the 2024 elections.(Bayu Raditya & Farhan Indra, 2024)

The Gelora Party uses Facebook, Instagram, Twitter, and WhatsApp as tools for its campaign. The use of social media tools must be planned, communicated, and programmed to enhance the party's credibility. Organizational communication is an important consideration to ensure sufficient interaction on social media platforms. It can be concluded that social media has played and will continue to play an important role in the 2024 political campaign. Through platforms such as Facebook, Twitter, and YouTube, political candidates will continue to interact with supporters and receive support in the form of donations and volunteers. A campaign is considered successful if it combines online and offline methods (Iman Anuar et al., 2025).

CONCLUSION

The conclusion of this article is that large parties with a long history and the most cadres do not have much influence on social media in terms of increasing their electability. Conversely, small, new parties greatly need social media to increase their electability in order to introduce themselves to the public. Law Number 7 of 2017 concerning General Elections regulates various aspects of the implementation of elections in Indonesia, including political campaigns through social media. The implementation of campaigns using social media by political parties in Cirebon generally uses social media such as YouTube, Twitter, Instagram, and WhatsApp to carry out campaigns by presenting their vision and mission, party activities, party figures and ideas, and include phrases encouraging people to vote for the party. Monitoring of the implementation of political campaigns in the 2024 elections is carried out by the Election Supervisory Agency (Bawaslu), which plays a role in overseeing the campaign to ensure it complies with the provisions of Law Number 7 of 2017.

Legal regulations regarding digital parties need to be considered immediately by lawmakers. Such regulations are important to anticipate the potential misuse of digital space in political activities, including the spread of disinformation, manipulation of public opinion through algorithms, use of voters' personal data without consent, and negative campaigning practices that can undermine the

quality of democracy and the integrity of elections. Clear and comprehensive legal regulations will provide legal certainty while encouraging transparent, accountable digital campaign practices that are in line with the principles of free, fair, and honest elections.

ACKNOWLEDGEMENTS

The author would like to express his deepest gratitude to his parents for their boundless dedication over the years. This thesis is dedicated to them as a token of appreciation for all their sacrifices, prayers, and support. May the results of this research be beneficial to us all and a source of pride for our family.

AUTHOR CONTRIBUTIONS STATEMENT

Praise and gratitude be to Allah SWT, Lord of the Universe, For it is through His grace and blessings that the author has finally been able to complete his research entitled "THE INFLUENCE OF SOCIAL MEDIA ON THE ELECTABILITY OF POLITICAL PARTIES IN CIREBON IN THE 2024 ELECTIONS AS REVIEWED BY LAW NUMBER 7 OF 2017". The author would like to thank Mr. Jefik Zulfikar Hafizd, M.H. and Mr. Am'mar Abdullah Arfan, S.H., M.H. for their patience in guiding, directing, and advising the author during the writing of this thesis.

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